



Event Pens



Show Bags



Event Lanyards

## BRANDING OPPORTUNITIES

### Event Pens - Exclusive

**\$500 + Cost**

Pens will be placed in the registration area, where each attendee registers and picks up their badge. You provide the pens (with logo and/or message) and get your brand into the hands of all attendees! Sponsorship includes your rotating logo on website homepage.

\*\*If you're the Registration Sponsor, you can add event pens for only \$300 + cost of pens\*\*

### Event Lanyards - Exclusive

**\$750 + Cost**

Distributed to all attendees at the registration counter, you provide the logo'd lanyards and your brand will be around the neck of each attendee! Sponsorship includes your rotating logo on website homepage.

### Conference Sponsorship - Exclusive

**\$1000**

Be included on directional and entrance signage leading to the free conference sessions and in the official show program. You also have the opportunity to distribute flyers and other novelty items in the conference area. Sponsorship includes your logo on the conference page of the website, your rotating logo on website homepage, e-mail blasts, and show program, when available.

### Registration Area Sponsorship - Exclusive \$1500

Reach each attendee as they arrive on-site. Be recognized on an easel in the registration area. You will also have the option for registration clerks to wear your company shirts and distribute novelty items (except show bags, pens & lanyards) in the registration area. Sponsorship includes rotating logo on website homepage, inclusion in e-mail blasts, show program and on-site signage, when available.

### Radio Sponsorship - Exclusive

**\$1500**

Promote your company in the local market for just a fraction of radio advertising rates. Get your company and booth highlighted on the top local radio station(s) in your demographic.

\*\*Select markets only\*\*

### Official Show Bags - Exclusive

**\$2000 + Cost**

This sponsorship has legs! Get into the hands of all attendees and your logo will walk with every attendee on the show floor and even into conference seminars. Sponsors provide bags (which can include your logo, a promotional message and pre-inserted materials) and we distribute at the show entrance, where each and every attendee enters. Sponsorship includes your rotating logo on website homepage.



E-Minder

## BOOTH TRAFFIC BOOSTERS

### Show Badge

**\$125 - \$160**

Have your company logo and message appear on a sheet attached to the badges that are distributed to all attendees and exhibitors on-site. Ask your expo rep for deadline details.

### Coupon Ads - 4 1/4" wide x 1 3/4" tall

**\$125 one-sided**

(limit: 4 one-sided coupons, 2 two-sided coupons)

**\$150 two-sided**

Extend an offer to get people into your booth! "Bring this coupon to register to win/receive a discount..." Front of coupon is 4-color, back is black and white.

### Block Ads - 4 1/4" wide x 3 5/8" tall

**\$175 front of badgestock**

(limit: 4 ads, 2 front & 2 back)

**\$160 back of badgestock**

An affordable way to build your brand, increase your reach and frequency! Front of coupon is 4-color, back is black and white.

### Pre-Show E-Minder

**\$250**

Announce your new product/service or general information in a dedicated email blast to all pre-registered attendees! See example above!

### Pre-Registration Mailing Insert - Limited \$400

Advertise show-specific deals, hype a promotion, or showcase new products on your tri-folded 8 1/2" x 11" mailing insert. The mailing is received by all pre-registered attendees and former attendees. Sponsor provides the insert.

### Show Program Insert - Limited

**\$750**

Advertise a show-specific deal, hype a promotion or a new product on a double-sided insert, up to 5 1/2" x 8 1/2". You provide the printed materials, we insert into programs. An affordable way to reach each attendee!

## EXTREMELY TARGETED MARKETING

### Post-Show E-Minder

**\$300**

Follow up after the show with a special message or offer in a dedicated email blast. This email will be sent to all registrants. See example above!

### Reminder Call Sponsor - Exclusive

**\$1000**

We leave a voicemail message to each of our pre-registered attendees reminding them of the upcoming *Facilities Expo*. Let us highlight your company and booth in our message!

### Exhibitor/Attendee Network

**\$1000**

### Reception Sponsorship - Limited

Sponsor the Networking Reception on the opening day. All attendees & exhibitors are invited and the reception includes complimentary refreshments at no additional charge. This is a captive audience and is a great opportunity to network. Sponsorship includes your logo on the website, e-mail blasts, show directory and signage, when available. \*\*Select markets only\*\*