



Sponsorships and Additional Marketing Opportunities

# Brand Recognition Package (Limit 1 Sponsor)

Maximize show presence with branding and logo placements on nearly all pre-show marketing. Be top of mind at the event with branding at all major show areas and events (lobby, registration and networking reception).

## Pre-show

- Logo placement on all attendee show marketing emails
- Logo placement on all attendee badges
- (2) Dedicated email deployments sent on your behalf to attendee database

## At Event

- Logo on Lobby Step and Repeat (with show logo)
  - Opportunity to distribute promotional materials at registration
  - Opportunity to give a speech at the networking reception
- Exclusive Sponsorship \$3,000

# Registration & Welcome Package (Limit 1 Sponsor)

Be the first ones to say hello at the event. Place your brand messaging on the registration confirmation email (sent immediately after registering and just prior to the event). Welcome all attendees to the event with your branding at the registration area and on the hall entrance (carpet decal).

- Registration email exclusive sponsor
  - Registration page branding
  - Logo integrated into registration tablets
  - Welcome Carpet Branding (Logo placement as walking into the hall)
- Exclusive Sponsorship \$2,250

# Show Lanyards (Limit 1 Sponsor)

Have the shows buyers wear your branding by providing lanyards for the show. Sponsor must provide 1000 double bulldog clip lanyards.

- Branded Lanyards
  - Production cost responsibility of sponsor
- Exclusive Sponsorship \$500

# Show Bags (Limit 1 Sponsor)

Make a big impact by providing tote bags for show buyers to use at the expo and after they head back home.

- Branded Tote Bags (recommended quantity 700)
  - Production cost responsibility of sponsor
- Exclusive Sponsorship \$500

# Registration Pens (Limit 1 Sponsor)

Include your brand as one of the initial touchpoints of the event experience by branding the pens at registration.

- Branded Pens (recommended quantity 350)
  - Production cost responsibility of sponsor
- Exclusive Sponsorship \$250

# Lounge & Recharge Package (Limit 1 Sponsor)

Provide the space for customers to sit back and relax for a moment. Lounge will have charging options for personal devices.

Sponsor may provide additional branding items in the space beyond the logo placements provided.

- Branding in lounge and on charging station (signage – ex. Table tent signage and sign in sign holder)
- 1 dedicated email blast to attendees pre show
- QR Code placement show wide (in common unbranded areas where possible)

- Exclusive Sponsorship \$1,500

# Networking Reception Partners

Integrate your brand, products and/or presence into the events' networking reception.

## Presenting Sponsor (\$750)

- Logo placement on drink tickets handed to all attendees (exclusive)
- Prominent logo and name placement on communication for event
- Opportunity to provide serve ware, drink or food during the event
- Logo included on Step and Repeat with show logo for reception
- Prominent website logo placement on Networking Reception Page

## Supporting Networking Sponsors (\$100)

- Opportunity to donate items for the reception
- Logo on table tents
- Website logo placement on Networking Reception Page
- Logo placement on dedicated email about reception



# FTClassifieds Presenting Sponsor

Integrate your brand with the shows Classifieds Marketplace. Pre-Show emails will be sent out requesting submissions for the classifieds to support attendees who are looking to find or sell specific items. There will be a physical board at the event promoting these items for sales as well.

Presenting Sponsor will receive:

- Logo on all corresponding emails, and digital marketing
- Prominent Logo placement on FTClassifieds Board at Event

- Exclusive Sponsorship \$350

# Outdoor Activation Space

Display space in outdoor area at the entrance to the Expo. Ability to host activation or display large items or vehicles.

- Outdoor Activation Space 10x20
- Discount of \$850 if booth is purchased inside as well

10x20 Outdoor Space - \$2,500

# Digital Offerings

- Graphic Ad in Event Email \$500
- Dedicated Email Blast to database (limited to 5 companies per calendar year) \$750
- Social Media promotion \$500 (includes 3 posts)
- Banner Ad on Event Website \$500