



remodeling
SHOW

deck **EXP 0**

JLCLIVE
RESIDENTIAL CONSTRUCTION SHOW

THE PREMIER TRADE EVENTS FOR RESIDENTIAL BUILDERS AND REMODELERS

SPONSORSHIP OPPORTUNITIES

NASHVILLE 2017

POST-SHOW OUTREACH

Take advantage of the one to six months following the show, and continue to promote your product, services, drive traffic to your website, and conduct surveys via emails to all 2017 registered attendees. These are your valued customers, registered to attend RDJ 2017, who understand the importance of enhancing their business with the recent education and insight to the newest and best products and services.

November 2017 – March 2018 \$2,750 for one e-mail
\$6,000 for three e-mails

2017 BUNDLES

Looking for a quick and easy way to attract more attendees to your booth and increase your leads from the show? Add on one of our ALL-NEW sponsorship bundles, which will help you meet your goals for the show and save you some money too. We have a bundle to fit every budget.

BUNDLE ONE

Upgraded Booth Profile
Shared E-Blast
Floor Cling Logo

Cost: \$1,550 (\$600 Savings)

BUNDLE TWO

Upgraded Booth Profile
Shared E-Blast
Floor Cling Logo
Pre-Show Digital Product Preview
4-Color Logo Event Guide

Cost: \$2,500 (\$650 Savings)

BUNDLE THREE

Upgraded Booth Profile
Shared E-Blast
Floor Cling Logo
Pre-Show Digital Product Preview
4-Color Logo Event Guide
Push Alert on Mobile App
½ Page 4c Ad in Event Guide
10'x10' Lobby Banner

Cost: \$5,500 (\$1,650 Savings)

LIVE DEMONSTRATIONS



BUILDING CLINIC—LEAD SPONSOR

With this sponsorship, your brand is the prime focus of the clinic while we incorporate non-competing products into the demonstration to enhance the educational value for our attendees. All content is written to achieve maximum exposure and display of your building product. Set design, presentations, and visibility are planned to create a major impact throughout the show. Your brand is showcased in six to eight, one-hour demonstrations as the main subject of the entire clinic.

INVESTMENT: \$17,000

BUILDING CLINIC—SUPPORTING SPONSOR

As the supporting sponsor, your brand and product will be integrated into the demonstrations in a way that is designed specifically to maximize, highlight, and feature your building product in the presentation. Your brand will be seen in two, one-hour demonstrations hosted by a leading industry personality during each day of the show.

INVESTMENT: \$7,500



BUILDING CLINIC—CONTRIBUTING SPONSOR

As a contributing sponsor, your building product will be embedded into the content and used as visual support of the live action demonstration. Your brand will be seen in one, one-hour demonstration hosted by a leading industry personality each day.

INVESTMENT: \$4,000





DECK WORKSHOP

Your product will be highlighted during one of our deck building presentations. Your product will be used in the most effective and appropriate way by a leading industry personality during the demonstration.

INVESTMENT: \$3,500

EXHIBITOR DEMONSTRATION

This program is designed to assist and promote companies that wish to lead their own live “infomercial” on our exhibit hall floor. Similar to a clinic, exhibitor demonstrations are conducted both days of the show, and demo times are at your discretion. Presentations are performed by your company.

INVESTMENT: \$19,000 *Non-exclusive*



HIGH PROFILE OPTIONS



WELCOME PARTY

This is THE event of the week for our attendees. As the sponsor, you will gain recognition via pre-show marketing efforts, on-site marketing and signage, and you can also work with show management to personalize the event.

Call for Pricing

REGISTRATION TICKET GIVEAWAY

Planning on holding a raffle or giveaway at your booth? If so, you can sponsor a registration ticket, which is pre-populated with contact information and included with attendee badges. This ticket will lead attendees to your booth and offer them an easy way to enter your drawing, and you collect the leads from the tickets. Contact information is limited to: name and title, company, address, phone and fax numbers, and e-mail.

INVESTMENT: \$5,000 *Non-Exclusive*



BADGE SPONSOR

Keep your brand front-of-mind by placing it on both the front and back of the attendee badge that attendees wear each day of the show in order to gain access into conference classes, the exhibit hall floor, and networking events.



Exclusive **INVESTMENT: \$5,000**





LANYARD SPONSOR

Maximize your exposure by putting your brand around every attendee's neck. You can either provide lanyards or we'll be happy to work with you to produce them for you.

Exclusive **INVESTMENT: \$5,000**

SHOW BAG

Place your company's brand on the official show bag that will be handed out at registration to every attendee. With attendees carrying your bag throughout the event and after, your brand is guaranteed constant exposure. You can either provide the bags or we'll be happy to work with you to produce them for you.

INVESTMENT: \$4,500 *Exclusive*



SHOW T-SHIRT

Attendees love free stuff—especially free T-shirts, so make sure your brand goes home with our attendees in the form of a T-shirt! As the exclusive T-shirt sponsor, your logo will be included on the T-shirt, and we will provide the shirts to you to distribute in your booth along with distributing them at various other key locations on-site.

Exclusive **INVESTMENT: \$2,500**



DIGITAL OPTIONS

TARGETED E-MAIL BLAST

Reach highly targeted registered attendees before, during, and after the show with a targeted e-mail. Exhibitors can provide HTML or choose one of our two pre-designed templates. Custom performance metrics provided.



Limited Availability **INVESTMENT: \$2,750**

SHARED PRODUCT E-MAIL

Shared product e-mails are the budget-friendly way to reach registered attendee e-mail database. Ten spots are available on each shared prospect e-mail. Exhibitors are listed in alphabetical order unless premium placement is chosen. Your company logo, booth number, website, and customized announcement are included.

INVESTMENT: \$800 Premium Placement
\$550 Standard Placement



PREMIER WEB SPONSOR

Receive prime recognition on every page of the show website. Your ad graphic will be placed in the top corner of the show website, and will also be linked to your online exhibitor profile.



Limited Availability **INVESTMENT: \$1,800**





PREMIUM WEB AD

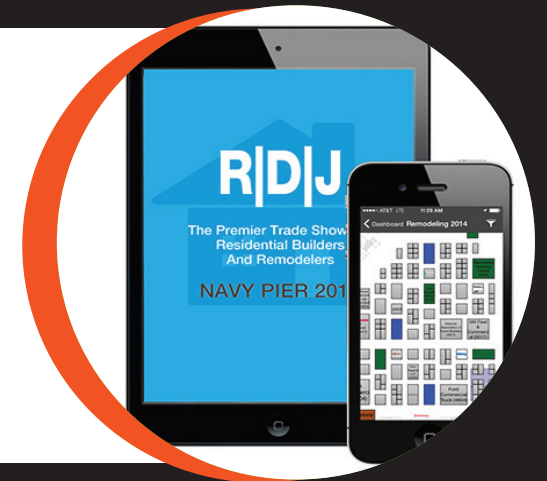
Place your linking web ad on the most prominent page of the show website where attendees will be sure to see it. Performance metrics will be provided upon campaign completion.

Limited Availability **INVESTMENT: \$1,500**

MOBILE APP SPONSORSHIP

Reach our audience with advertising units throughout the official RDJ mobile application. This opportunity includes a full-screen landing page, a rotating banner ad on the app's primary dashboard, an upgraded exhibitor listing within the app and our event website. You'll also get a watermarked logo on the schedule section of the app, company branding on all app promotion. Additionally, you'll be the sole sponsor of our online floor plan.

INVESTMENT: \$5,000 *Exclusive*



MULTIMEDIA PACKAGE

This mobile app sponsorship includes: rotating banner ad, full-screen landing page, option to include a video within the exhibitor mobile profile, and upgraded exhibitor listing in the mobile app and online.



Non-Exclusive **INVESTMENT: \$1,500**



DIGITAL PROMO PACK

Deliver discounts and giveaways to all registered attendees. Invitations to the digital promo pack are emailed before the show. Attendees print or save offers to redeem during the show or receive special coupon codes or discounts. Offers include company logo, image, offer description, website, and social media information.

INVESTMENT: \$1,000 *Non-Exclusive*

UPGRADED ONLINE PROFILE

Make your company stand out among the other exhibitors. Upgraded online profiles include: company logo; online floor plan logo; highlighted exhibitor listing within the mobile app; and the ability to add product videos, product previews, press releases, and show specials.

Non-Exclusive **INVESTMENT: \$500**

ONLINE AD RETARGETING

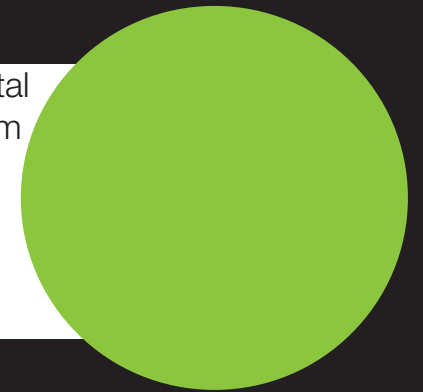
Remind prospective attendees about your company and products even when they aren't on the show website with retargeting ads. These ads will display on other sites our attendees visit like CNN, Wall Street Journal, and others.

INVESTMENT: \$3,000 *100,000 impressions*
Limited Availability **\$1,500** *50,000 impressions*

ONLINE REGISTRATION

Place your brand prominently on everything that our attendees interact with including the online registration system, and registration confirmations. Your company's brand will be included on everything attendees are required to bring to the show in order to pick up their badge.

Exclusive **INVESTMENT: \$2,750**



MOBILE APP CUSTOM PUSH ALERT

Drive on-site booth traffic and let attendees know about promotions being offered at your booth by sending them a custom message via the show mobile app. Only a few push alerts are available, so grab yours today!

Limited Availability **INVESTMENT: \$500**

PROFESSIONAL QUALITY PRODUCT VIDEO

Showcase your product in a fully produced and edited one to two-minute professional video, delivered to you electronically. You will be given full rights to use and promote the video on your website, in presentations, and on social media. Complete benefits include:

- Professionally shot and edited video (1-2 minutes), filmed at booth during a pre-determined time
- Product interview or script approval
- Incorporation of logos and/or graphics provided by sponsor
- On-screen graphics and/or text
- One (1) review/edit of video (additional charges for additional edits)
- Distribution through show mobile app, website, one-year presence on show YouTube channel, and two post-show e-mails to show attendees and prospects driving traffic to video

INVESTMENT: \$3,200 *Non-Exclusive*

ON-SITE OPTIONS

LIGHTED ADVERTISING KIOSK

Stand out among the other exhibitors with a lighted billboard-style advertisement located in the lobby. There is no easier way to grab an attendee's attention than with a lighted advertisement.

INVESTMENT: \$2,000



ON-SITE BANNERS

Draw attendees to your booth with a hanging banner. Hanging banner locations are limited, so contact your account executive today to review placement and banner specifications.

Call for Pricing



REGISTRATION AREA

Every attendee, whether they registered online or on-site, will have to go to registration to pick up their badge, lanyard, and show bag. Make sure your brand is the first one they see when they arrive on-site. Your brand will be placed within the registration area and on the on-site registration signage.

Exclusive **INVESTMENT: \$7,500**



aisle signs



Aisle signs are a simple and cost-effective way to broaden your company's exposure across the exhibit halls. As attendees work their way through the hall, they will see your logo on every aisle sign.

Non-Exclusive **INVESTMENT: Starting at \$1,500**

WINDOW CLINGS

Make your brand highly visible on window clings, facing highly trafficked areas near Music City Center. Multiple sizes available, check for availability here.

Call for Pricing *Limited Availability*



COAT, BAGGAGE & TOOL CHECK

Interested in being the first and last brand attendees see at the show? Sponsor the new coat, baggage, and tool check located in the main lobby.



Exclusive **INVESTMENT: \$2,000**



MOBILE DEVICE CHARGING STATIONS

Attendees constantly use mobile devices on-site, which means their device's battery will be dead in a matter of hours. Your brand will be placed throughout an on-floor charging station that provides attendees with extended battery life, without leaving the exhibit hall! You can even place the station in your booth!

INVESTMENT: \$5,500 *Non-Exclusive*



BEVERAGE CART

Product discounts and giveaways drive traffic to your booth, but free coffee or free beer drive even more traffic to your booth. Sponsor a beverage cart in your booth and watch the attendees flock to your area for a free drink!

Non-Exclusive **INVESTMENT: Starting at \$1,750**

CARPET LOGO

Want to really grab attention with your brand? Sponsor a carpet logo, which will stand out among the solid-colored trade show carpet. What a better way to lead attendees to your booth than with an attractive advertisement right at their feet?

INVESTMENT: Starting at \$750 *Non-Exclusive*



TABLE TENTS

Increase your exposure and drive booth traffic by placing your brand on tables in 40 conference sessions.

INVESTMENT: \$1,500



PRINT ADVERTISING

PROGRAM & EVENT GUIDE ADVERTISING

Drive traffic to your booth with an ad in the on-site Program & Event Guide. Attendees refer to the Program & Event Guide throughout the show, and throughout the year, for full event schedules, detailed descriptions, exhibiting companies, and special events taking place at the show. This piece is distributed on-site in registration and in the exhibit hall.

On-site Distribution: Up to 6,000
Reservation Deadline: September 13, 2017
Ad Materials Deadline: September 20, 2017

Front Cover Call-Out Square	Investment: \$4,750 Exclusive
Full-Page Advertisement—Inside Front Cover	Investment: \$4,500 Exclusive
Full-Page Advertisement—Back Cover	Investment: \$4,500 Exclusive
Full-Page Advertisement—Inside Back Cover	Investment: \$3,750 Exclusive
Full-Page Advertisement	Investment: \$2,750 Non-Exclusive
Half-Page Advertisement	Investment: \$1,500 Non-Exclusive
Quarter-Page Advertisement	Investment: \$995 Non-Exclusive
Belly Band	Investment: Call for Pricing

CONFERENCE BROCHURE ADVERTISING

Drive traffic to your booth with an ad in the Conference Brochure. Attendees refer to the Conference Brochure for the conference schedule, detailed descriptions, speaker information, and special conference events taking place at the show.

Distribution Quantity: Up to 30,000

Reservation Deadline: July 19, 2017

Ad Materials Deadline: July 26, 2017

Premier Brochure Sponsor—Includes Call-Out Square ad on back cover and full-panel ad with prime placement within the piece

Investment: \$2,000 | Exclusive

Full-Panel Advertisement

Investment: \$1,250 | Limit two ads available

Panel Banner Advertisement

Investment: \$750 | Limit four ads available

EXHIBIT HALL BROCHURE ADVERTISING

Drive traffic to your booth with an ad in the Exhibit Hall Brochure. Attendees refer to the Exhibit Hall Brochure for the show schedules, detailed descriptions, exhibiting companies, and special conference events taking place at the show.

Distribution Quantity: Up to 50,000

Reservation Deadline: August 16, 2017

Ad Materials Deadline: August 23, 2017

Premier Brochure Sponsor—Includes Call-Out Square ad on back cover and full-panel ad with prime placement within the piece

Investment: \$2,000 | Exclusive

Full-Panel Advertisement

Investment: \$1,250 | Limit two ads available

Panel Banner Advertisement

Investment: \$750 | Limit four ads available

UPGRADED PRINTED EXHIBITOR LISTING

Your profile, in the printed show program, will be highlighted in a different color and include your company's logo next to your name.

Non-Exclusive **INVESTMENT: \$350**

ATTENDEE MAILING LIST RENTAL

Interested in promoting your presence at the show to our past attendees or pre-registered attendees, or maybe you have a special giveaway or show-only deal you would like to promote to our database of attendees? Rent either the past attendee list or the pre-registered 2016 attendee mailing list to send out your own print piece to potential clients you may not otherwise have access to with this one-time direct mailing.

List is provided directly to bonded third party mail house

List DOES NOT include e-mail addresses

List includes up to 5,000 US-addresses

List is good for one mailing, but you may rent the list as many times as you like

INVESTMENT: \$1,500 *Non-Exclusive*

ADDITIONAL INFORMATION



GLEN REYNOLDS
ACCOUNTS A-K, #S
Glen.Reynolds@informa.com
972-536-6639



AMY SCOTT
ACCOUNTS L-Z
Amy.Scott@informa.com
972-536-6473

CUSTOM PACKAGES

The sponsorship options provided in this brochure are standard, a-la-carte offerings, but we can work with you to develop a sponsorship package that will help you meet your trade show goals, increase your leads, and ensure that your brand is the first one that comes to industry professionals' minds.

Exhibiting at multiple Informa-owned events? Packages can even be created across events that will maximize your efforts in the most cost-effective way. Contact our sales team to begin creating your perfect branding package today.

TAMI SVARFVAR
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