CONNECT.
LEARN.
ELEVATE YOUR CRAFT.

SPONSORSHIP OPPORTUNITIES

EXHIBIT HALL: NOVEMBER 7-8, 2019
CONFERENCE: NOVEMBER 6-8, 2019
KENTUCKY INTERNATIONAL CONVENTION CENTER
LOUISVILLE, KENTUCKY
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

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

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
Your product will be highlighted during 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

This program is designed to assist and promote exhibiting companies that wish to lead their own LIVE, infromercial-style presentation on the show floor—either within their booth or on a separate, stand-alone stage. Similar to our interactive building clinics, the exhibitor demonstrations are promoted extensively both pre-show and on-site. Demonstrations are performed by your company representatives at your scheduled presentation times throughout the two days of the show.

IN-BOOTH DEMONSTRATION
A minimum of 400 SF of booth space is required to host your demonstrations within your booth.

INVESTMENT: $7,500 Non-exclusive

STAND-ALONE DEMONSTRATION STAGE
The stand-alone 600-800 square foot demonstration stage area positioned near the sponsor’s exhibit space.

INVESTMENT: $19,000 Non-Exclusive, Limited Opportunities Available
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**

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**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.

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

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**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*
HIGH PROFILE OPTIONS

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. Sponsor is responsible for the cost of producing the lanyards.

INVESTMENT: $5,000 Exclusive

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 and produce the bags for you at an additional cost. Sponsor is responsible for the cost of producing the show bags.

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! T-shirts can be distributed in your booth along with a high-traffic location on-site. You can either provide the shirts, or we can work with you to produce them. Production costs are additional.

INVESTMENT: $2,500 Exclusive
DIGITAL OPTIONS

TARGETED E-MAIL BLAST

Start putting thousands of dollars back into your business.

Stop by the Spark Business® booth #43 to learn about the Spark® Cash credit card and see how you can:
- Earn unlimited 2% cash back every time you make purchases for inventory, equipment and everything in between

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.

INVESTMENT: $2,750 for one e-mail
$6,000 for three e-mails
Limited Availability

- DIGITAL OPTIONS

SHARED PRODUCT E-MAIL

Shared product e-mails are the budget-friendly way to reach registered attendees. Ten spots are available on each shared prospect e-mail. Exhibitors are listed by the date their order was received unless premium placement is chosen. Placement includes your logo, product image and customized announcement.

INVESTMENT: $800 Premium Placement
$550 Standard Placement

INVESTMENT: $2,750 for one e-mail
$6,000 for three e-mails
Limited Availability
DIGITAL OPTIONS

WEBSITE SPONSOR

Place your linking logo on the website header, where your logo will appear on every page of the website.

INVESTMENT: $2,500 Limited Availability

WEBSITE AD

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

INVESTMENT: $1,500 Exclusive

ONLINE REGISTRATION

Place your brand prominently on everything our attendees interact with while registering for the event, including the email confirmation. Your company’s brand will be included on everything attendees are required to bring to the show in order to pick up their badge.

INVESTMENT: $2,750 Exclusive
DIGITAL OPTIONS

Make your company stand out among the other exhibitors by having your logo shown on the online and show guide floor plan. This sponsorship is only available if you have a media upgrade.

INVESTMENT: $250  With Media Upgrade

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

$1,500  50,000 Impressions

Limited Availability
DIGITAL OPTIONS

MOBILE APP SPONSORSHIP

Reach our audience with advertising units throughout the official show mobile application. This opportunity includes a fullscreen 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.

INVESTMENT: $3,000 Exclusive

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!

INVESTMENT: $500 Limited Availability
ON-SITE OPTIONS

ON-SITE BANNERS

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.

INVESTMENT: STARTING AT $1,500

INVESTMENT: CALL FOR PRICING

Floor Graphics

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 $125

INVESTMENT: STARTING AT $1,500

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.

INVESTMENT: CALL FOR PRICING

INVESTMENT: STARTING AT $1,500

Non-exclusive

Non-exclusive

Non-exclusive
ON-SITE OPTIONS

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.

INVESTMENT: CALL FOR PRICING

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!

INVESTMENT: STARTING AT $1,750

Non-exclusive

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: CALL FOR PRICING

Non-exclusive
ON-SITE OPTIONS

CONFERENCE TABLE TENTS

Increase your exposure and drive booth traffic by placing your brand on tables in the 50+ conference sessions.

INVESTMENT: STARTING AT $1,500
Non-exclusive

BRANDED WATER BOTTLES

With free water fill stations available throughout the convention center, branded water bottles are the perfect giveaway and will put your brand in attendees’ hands as they stay hydrated throughout the show! You can either provide the water bottles or we'll be happy to work with you and produce the water bottles for you at an additional cost.

INVESTMENT: CALL FOR PRICING
Non-exclusive

MEETING ROOM

Need somewhere private you can close business deals, host buyers, or showcase specific products and services to select customers? Reserve a meeting room at the show for either a half-day (up to 4 hours) or full-day (up to 8 hours) to ensure you have the perfect place to conduct your business. Meeting rooms will be located on Level 1, in the same area that our conference sessions are taking place. Any additional needs (such as AV, catering, etc.) will be at the expense of the exhibitor.

INVESTMENT: $500 FOR UP TO 4 HRS; $1000 FOR UP TO 8 HRS
Non-Exclusive, Limited Availability
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 4,000
Reservation Deadline: October 1, 2019
Ad Materials Deadline: October 8, 2019

**Full-Page Advertisement**
INVESTMENT: $1,750 Non-exclusive

**Half-Page Advertisement**
INVESTMENT: $950 Non-exclusive

**Quarter-Page Advertisement**
INVESTMENT: $500 Non-exclusive

**Full-Page Advertisement — Inside Front Cover**
INVESTMENT: $2,500 Exclusive

**Full-Page Advertisement — Back Cover**
INVESTMENT: $2,500 Exclusive

**Full-Page Advertisement — Inside Back Cover**
INVESTMENT: $2,000 Exclusive

**Front Cover Call-Out Square**
INVESTMENT: $3,000 Exclusive
PRINT ADVERTISING - PRE SHOW

CONFERENCE BROCHURE MAILER

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 40,000
Reservation Deadline: July 12, 2019
Ad Materials Deadline: July 19, 2019

PREMIER BROCHURE MAILER
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 MAILER

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 40,000
Reservation Deadline: August 9, 2019
Ad Materials Deadline: August 16, 2019

PREMIER BROCHURE MAILER
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
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 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.

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