

# DIGITAL sponsorships



*exclusive*  
**Welcome Ad - \$4,000**

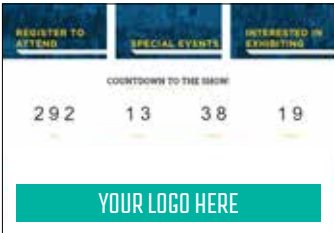
OUR WEBSITE HAD 45,000+ UNIQUE VISITORS IN 2018.

This large, dramatic, high-impact banner with your message is the first thing seen by each unique visitor to the site. Exclusive to one advertiser. A 600x500 pixel banner image. **Banner will run from date of confirmation through February 2022.**



*exclusive*  
**Registration Confirmation Sponsorship - \$3,000**

The perfect placement for your brand is on the registration page that every buyer accesses to register for the show. Place your company banner, with customizable link on each page of the process as well as the email message that is sent to every buyer with their barcode. As added value, we re-send the confirmation message again the week prior to the Show so that every attendee will have your brand in their hand as they walk up to the Show registration desk to print their badge.



*exclusive*  
**Countdown Clock Sponsorship - \$500**

The Countdown Clock Sponsorship will help you promote your brand in a unique and impactful way. This dynamic online advertising unit allows your brand to take center stage. This ad unit appears on the homepage of the website and is sold exclusively to one advertiser. If you want to stand out, this is the opportunity for you.

► Put your company in front of buyers as they arrive!



*exclusive*  
**Welcome Email - \$1,500**

AVERAGE OPEN RATES ARE MORE THAN 60%!

Increase brand awareness and distinguish your company from your competitors with the Halloween & Party Expo welcome email. This customizable message is sent to ALL attendees as they check in at registration. This EXCLUSIVE email sponsorship is the perfect way to maximize your exposure and digitally shake your prospects hands as they walk onto the Show floor.

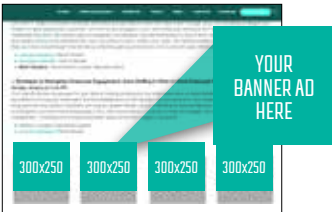
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## Social Media Campaign - \$500

We've created an all-inclusive social media marketing package to help you engage with our audience prior to and during the show and live at the show to drive traffic to your booth, as well as increase sales. Take the stress out of planning and let us help promote your company's participation in the show through our Social Media Channels. **Includes 2 Instagram posts, 2 Facebook posts, and 2 Twitter posts.**

TOTAL FOLLOWERS: MORE THAN 10,000



## Web Banner - \$1,500

The website is where buyers are going to plan their trip, find new products, view the exhibitor list and more. Website banners are extended site-wide, meaning your brand message will appear on each page of the site and can be linked directly to your website. Buyers will visit the website five to six times on average before the show. **Banner will run from date of confirmation through February 2022.**



## Pre-Show Sponsored Email - \$2,000 per Email

Connect with buyers and key decision-makers using our pre-qualified Halloween & Party Expo buyer database. Spend less time generating and cleaning lists and more time marketing with relevant and up-to-date business data.

## Post-Show Sponsored Email - \$2,000 per Email

Follow up with buyers and key decision-makers using our pre-qualified Halloween & Party Expo buyer database. Spend less time generating and cleaning lists and more time marketing with relevant and up-to-date business data.

AVERAGE EMAIL OPEN RATE: 35%

AVERAGE EMAIL CLICK THROUGH RATE: 20%



## Countdown to the Show Email Sponsorship - \$750 LIMITED TO 5 COMPANIES

Get every attendee familiar with your brand by placing your message banner at the top of our pre-show planning emails sent by our team to ALL pre-registered attendees.

# DIGITAL *sponsorships*

STAND OUT ON THE ONLINE EXHIBITOR LISTING WITH THE ABILITY TO ADD ADDITIONAL PRODUCTS, SHOW SPECIALS, VIDEOS, PRODUCT CATEGORIES AND MORE! SEE BELOW FOR COST EFFECTIVE PACKAGES!

	BASIC	SILVER	GOLD
<b>ONLINE DIRECTORY FEATURED LISTING</b>	<b>INCLUDED</b>	<b>\$150</b>	<b>\$350</b>
<b>COMPANY NAME</b>	X	X	X
<b>COMPANY BOOTH NUMBER</b>	X	X	X
<b>WEBSITE URL</b>	X	X	X
<b>COMPANY LOGO</b>	X	X	X
<b>COMPANY DESCRIPTION (CHARACTERS)</b>	250	1000	1000
<b>PRODUCT CATEGORIES</b>	10	10	10
<b>WEBSITE URL</b>	X	X	X
<b>VIDEOS</b>		1	3
<b>PRESS RELEASES</b>	1	3	5
<b>NEW PRODUCTS</b>	1	4	10
<b>SHOW SPECIALS</b>	1	4	10
<b>FLOORPLAN AD</b>			X

**BEST VALUE!**



## INSERTION order

### PRINT OPPORTUNITIES

- Back Cover - \$4,000
- Inside Front Cover - \$3,500
- Inside Back Cover - \$3,500
- Inside Front Cover (2 Page Spread) - \$6,500
- Full Page Ad - \$1,500
- Half Page Ad - \$750
- 2 Page Spread Ad - \$2,500

### DIGITAL SPONSORSHIPS

- Welcome Ad - \$4,000
- Registration Confirmation Sponsorship - \$3,000
- Countdown Clock Sponsorship - \$500
- Welcome Email - \$1,500
- Social Media Campaign - \$500
- Web Banner \$1,500
- Pre-Show Sponsored Email - \$2,000 per email
- Post-Show Sponsored Email - \$2,000 per email
- Countdown to the Show Email Sponsorship - \$750

### AT SHOW BRANDING

- Landyards - \$3,000
- Mobile Charging Table Sponsorship - \$2,500
- Show Bags - \$2,500
- Show Bag Inserts - \$1,150
- Handout at Registration - \$3,500 (3 Days)
- Handout at Registration - \$1,500 (1 Day)
- Booth Drop - \$500
- Meeting Rooms - \$1,500

### AT SHOW SIGNAGE

- Meter Boards - \$1,500
- Pop-Up Meterboard - \$750
- Backlit Signage - Call for Pricing
- Aisle Sign Dangers - \$750 per Sign
- Aisle Sign Dangers - \$3,000 for 5 Signs
- Registration Kick Panels - \$3,000 (Limited to 3)
- Registration Kick Panels - \$5,500 (Exclusive)
- Floor Decals - \$2,500
- Wall Insert Cling - \$4,500
- Rotunda Column Wraps - \$5,500
- Banners in Hallway - \$7,000
- Banners in Promenade Hallway - \$5,500
- Promenade Hallway Wall Inserts - \$3,000
- Vertical Digital LCD Screens - \$5,000
- LCD Lobby Wall - \$10,000

### PRODUCT SHOWCASE

- Mannequin Showcase - \$1,500 (Set of 3)
- Mannequin Showcase - \$800 per Mannequin
- Large Product Showcase - \$1,000
- Product Showcase Shelf - \$450

### HOSPITALITY

- Water Station - \$500
- Breakfast Sponsor - \$2,500 per day
- Snack Sponsor - \$2,500 per day
- Lunch Sponsor - \$2,500 per day
- Happy Hour Sponsor - \$2,500 per day

TOTAL: \_\_\_\_\_

EMAIL COMPLETED FORM BACK TO MARNI GOLDEN VINCI AT MARNI.VINCI@CLARIONEVENTS.COM

Yes, I would like to reserve the Advertisement(s) and/or Sponsorship(s) checked above. Please accept this as my insertion order.

Company: \_\_\_\_\_ Booth #: \_\_\_\_\_

Name: \_\_\_\_\_ Tel: \_\_\_\_\_

Email: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\*Sponsorship fee only. Costs of production, materials and labor additional. Costs of catering may apply to some items. Terms: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for the Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with the initial invoice. With an authorized signature the form serves as your official insertion order. All media opportunities are non-cancelable and non-refundable. Management has the right to offer new products or positions throughout the show cycle that may not be listed above. Above prices are valid for current exhibitors.