

SPONSORS

SPONSOR PACKAGE LEVELS AND FEES

Sponsor must provide pdf or jpeg of image of logo for website recognition. The sponsor image (if provided) will be posted within 2 business days of receipt of the donation. Sponsor recognition will begin once payment and/or items are received. Sponsorship deadline is March 1, 2016. Sponsor flyers must be a maximum size of 4" X 6", preferably on card stock. Flyers must be received by March 1, 2016. Swag Bag sponsors should contact us for logo information.

Platinum Sponsor \$5,000:

- 10' x 30' exhibition space
- 12 vendor badges & 12 event shirts
- 6 general admission tickets for guests
- Your logo on event T-shirts
- Your logo on sponsorship signage in hall
- Your logo on all event advertisements and promotional material pre and post-show
- Your logo with hotlink on the landing page of the event website
- Your company name mentioned on radio advertisements
- Verbal acknowledgement during the event

Gold Sponsor \$3,000:

- 10' x 20' exhibit space
- 8 vendor badges & 8 event shirts
- 4 general admission tickets for guests
- Your logo on event T-shirts
- Your logo on sponsorship signage in hall
- Your logo on all event advertisements and promotional material pre and post-show
- Your logo with hotlink on the sponsor page of the event website

Silver Sponsor \$1,500:

- 10' x 10' exhibit space
- 4 vendor badges & 4 event shirts
- 2 general admission tickets for guests
- Your company name on event T-shirts
- Acknowledgement on sponsorship signage in hall
- Your logo with hotlink on the sponsor page of the event website

Bronze Sponsor \$500:

- 2 general admission tickets for guests
- Acknowledgement on sponsorship signage in hall
- Your logo with hotlink on the sponsor page of the event website

**Please note that only CASH Sponsorships include vendor booth space.

**Product Sponsorships will not be accepted in lieu of payment for vendor booth space.

**Sponsorship signage is: All signs in Vendor hall titled "SoFlo sponsored by"

Additional Sponsorship Opportunities

Exclusive Lanyard Sponsor \$3500:

- Only 1 lanyard sponsorship will be accepted for the 2016 SoFlo Expo
- A \$1,000 deposit will be required at the time of application
- Your sponsorship includes your logo co-branded on 3500 lanyards distributed to all expo attendees and sponsors (event logo will also be printed)
- Lanyards will be handed out while supplies last. Once all sponsored lanyards are distributed, SoFlo generic lanyards will be used.
- Sponsor must provide their requested logo/information in .jpeg AND .eps format with completed application and deposit
- A proof will be sent for approval prior to printing, at which time final payment is due
- THIS EXCLUSIVE SPONSORSHIP IS FIRST COME, FIRST SERVED. APPLICATION DEADLINE IS JANUARY 1, 2016

Swag Bag Sponsors (Product Donation):

- Swag Bag Sponsor will provide 500 pcs of the same sample product to be given to the first 500 attendees (minimum \$3.99 retail value)
- Your logo printed on 500 reusable Swag Bags.
- Your logo on sponsorship signage in hall
- Social media recognition and social media giveaways

Social Media Giveaways (Product Donation):

- Giveaway item valued at \$199 or more to be used in pre-show social media loop giveaways
- Your logo and name showcased on all social media giveaway posts
- Your logo on event website

Raffle Items (Product Donation):

- Raffle item must be valued at \$250 or more
- Prize will be prominently displayed at the event
- Your logo on social media, event website, and raffle signage at event.

Class Materials Sponsor (Product Donation):

- Sponsor the supplies and tools that are required for hands-on classes at the event (Examples: Fondant, tools, mats, cutters, etc). ### of each product required (product will not be returned)
- Your logo displayed on signage inside the classroom
- Your logo on event website
- Attendees will enjoy the unique experience of trying your products while learning during hands-on classes, providing brand exposure and brand preference

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Charging Station Sponsor: \$750

Charging Station can charge up to 16 devices at a time.

Your logo will be displayed on a 19" LCD screen.

Your logo will be displayed on a vinyl decal on the base of the charging station.

(See attached picture.)

There is a limit of 4 charging stations available.



Welcome Signage Sponsor: \$2,000

Every attendee will walk through welcome sign.

Premium placement of your logo displayed at main entrance of event.

(See attached picture as an example.)

Limit of ONE welcome sign sponsorship available.



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