

# SPONSORSHIPS & PROMOTIONAL OPPORTUNITIES

## EVENTS



WHAT'S  
NEXT  
IS  
WHAT'S  
HERE

## ON-SITE

Create a lasting impression when you sponsor one of EXPO's networking events. You'll stand out in the crowd as attendees mix and mingle with colleagues.

Welcome Reception	\$16,000
ISPA Women's Network Reception	\$3,500
Sessions	\$3,000
Thursday Happy Hour	\$3,000

Prominently display your logo and branding throughout the event by choosing one of our cost-effective on-site sponsorship opportunities.

Registration Bags	\$12,000
Registration Lanyards	\$11,000
Banners & Signage	\$3,000-\$13,000
Stair Risers	\$3,000-\$6,500
Hotel Room Key Card	\$6,500
Restroom Signage, Showfloor	\$5,500
Restroom Signage, Concourse	\$4,500
Aisle Carpet Banners	\$4,250
Lobby Lounge	\$4,000
Restaurant Banners, Showfloor	\$3,750
Directional Floor Clings	\$3,500
Hotel Room Drop	\$3,500
Escalator Graphics	\$3,000
Fun Zone	\$3,500
VIP Lounge	\$3,000
Mobile Show App	\$2,500-\$3,000
Overhead Aisle Banners	\$650
Digital Signage	TBD

## UPGRADE TO A CORPORATE SPONSORSHIP

Choose one of the following and become a corporate sponsor:

One **EVENT** or **ON-SITE** sponsorship  
**PLUS** a **PRE-EVENT PROMOTION** **OR**  
Two **EVENT** or **ON-SITE** sponsorships

*As a Corporate Sponsor you'll receive top billing in sponsorship recognition on all EXPO promotions featuring sponsors, 5 complimentary registrations for your customers (must be a mattress manufacturer), and an ad on the EXPO onsite app that attendees use to navigate the show floor.*

Contact Kerri Bellias,  
[kbellias@sleepproduct.org](mailto:kbellias@sleepproduct.org) for  
more details and pricing.

For details about our sponsorships, visit

**ISPAEXPO.COM/SPONSOR**

All sponsorships include added exposure on the ISPA EXPO Web site, recognition in several issues of BedTimes magazine, recognition in the ISPA Insider e-newsletter and in the Official Program and Exhibitor Directory.

Inclusion in promotional efforts begins once sponsor contracts and fee are received by ISPA.



**MARCH 12-14, 2024**  
COLUMBUS, OH USA  
GREATER COLUMBUS  
CONVENTION CENTER

# CAPTURE THE ATTENTION OF OUR POWERFUL AUDIENCE

Take advantage of our valuable sponsorship opportunities!

## PRE-EVENT PROMOTION

### EXPO Attendee Newsletter: \$750 ea. (or series of 3 for \$1,500)

Pave the way for increased booth traffic through a series of e-mailed content marketing newsletters sent directly to registered and prospective attendees long before the event even starts.

### Social Media Packages:

#### Package One: \$1,000 sponsor produced/ \$1500 ISPA Produced

- One banner ad on an ISPA Insider newsletter
- One post on both ISPA Facebook and LinkedIn
- One post on both BedTimes Facebook and LinkedIn

#### Package Two: \$2,000 sponsored produced/ \$2500 ISPA Produced

- One banner ad on an ISPA Insider newsletter
- One banner ad on a BedTimes in Brief newsletter
- Two posts on both ISPA Facebook and LinkedIn
- Two posts on both BedTimes Facebook and LinkedIn

#### Package Three \$3,000 sponsored produced/ \$3500 ISPA Produced

- Everything included in package two above PLUS
- A video interview

For detailed sponsorship information, visit:  
**ISPAEXPO.com/Sponsor**

*Sponsorships are sold on a first-come,  
first-served basis, so don't wait, sponsor today!*



**MARCH 12-14, 2024**  
COLUMBUS, OH USA  
GREATER COLUMBUS  
CONVENTION CENTER

ISPAEXPO.COM | #ISPAEXPO



**Have a  
Sponsorship idea  
you'd like us  
to explore?**

Contact:  
Kerri Bellias,  
[kbellias@sleepproducts.org](mailto:kbellias@sleepproducts.org)

## ADVERTISING OPPORTUNITIES

Increase your booth traffic and visibility awareness before the show. Gain exposure from the moment you sign up until the end of April 2024.

ISPA EXPO Website Banners	<b>\$1,500</b>
Online Floor Plan Booth Logo	<b>\$250</b>

### Contract Kerri Bellias for details:

- Bedtimes' Magazine  
"Three Ads For the Price of Two" Special
- Directory Enhancement Package

## QUESTIONS? Contact:

Kerri Bellias, Vice President, Sales  
Phone: 336.945.0265  
Fax: 703.683.4503  
[kbellias@sleepproducts.org](mailto:kbellias@sleepproducts.org)

International Sleep Products Association  
501 Wythe ST  
Alexandria, VA 22314-1917 USA  
Phone: 703.683.8371 | Fax: 703.683.4503  
[SleepProducts.org](http://SleepProducts.org)