

OPPORTUNITIES



# WHAT'S **WHAT'S** HERE

# **ON-SITE**

# **EVENTS**

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 Nework Reception \$3,500 \$3,000 Sessions **Thursday Happy Hour** \$3,000

## **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** 

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 for more details and pricing.

For details about our sponsorships, visit

ISPAEXPO.COM/SPONSOR

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, Showfloo	r \$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

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



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

Contact: Kerri Bellias. kbellias@sleepproducts.org

#### **ADVERTISING OPPORTUNITIES**

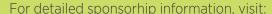
Increase your booth traffic and visibility awareness before the show. Gain exposure from the moment you sign up until the end of April 2024.

ISPA EXPO Website Banners Online Floor Plan Booth Logo

\$1.500 \$250

#### **Contract Kerri Bellias for details:**

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



# ISPAEXPO.com/Sponsor

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



### **QUESTIONS? Contact:**

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