

# Sponsorship Opportunities



## **Title Sponsor** (limit one - call for pricing)

Expo Title: Home & Garden Expo presented by "sponsor name"  
Top Billing on event signage with logo recognition  
Company Representative to be recognized at event and make statement welcoming attendees  
Logo on promotional bags (given to first 3000 event attendees)  
Designated Display area in Main Entrance Lobby  
10x20 Feature Booth with designated placement on Expo Floor  
Company banner displayed (provided by sponsor)  
Logo on front cover of Resource Guide as Title Sponsor  
Logo included on Welcome Page in Resource Guide  
Logo listed on expo floor plan published in Resource Guide  
Verbal recognition at event  
Full page color ad in Resource Guide  
Logo on homepage of AHBA Website  
Logo with link to company website on Expo page  
Logo included in all Expo features in AHBA Newsletter  
Recognition in advertising, PR efforts and marketing efforts  
Included in Expo emails  
Logo included on admission tickets and promotional tickets  
200 2012 Expo tickets

## **Partner Sponsor** (\$7500 – limit one)

10x20 booth space with designated placement on Expo Floor  
Logo included on entry banner signage  
Logo on front cover of Resource Guide as Partner Sponsor  
Logo included on Welcome Page in Resource Guide  
Opportunity to place promotional item in promotional bags (given to first 3000 event attendees)  
Verbal recognition at event  
Full page color ad in Resource Guide  
Logo with link to company website on Expo page  
Logo included in all Expo features in AHBA Newsletter  
Included in print, television and billboard advertising  
Included in select Expo emails  
Logo included on promotional tickets  
75 2012 Expo tickets

## **Stage Sponsor** (\$3250 – limit one)

Verbal recognition at event with hourly stage announcements  
10x20 booth within stage area  
Company banner displayed on stage (provided by sponsor)  
Company Representative to introduce Celebrity Guest on stage  
Logo included on Welcome Page in Resource Guide  
Company name listed on expo floor plan in Resource Guide  
Logo with link to company website on Expo page  
Logo included in select Expo features in AHBA Newsletter  
32 2012 Expo tickets

## **Garden Section Sponsor** (\$2500 – limit one)

Logo included on Garden Section entry signage  
30x40 Feature Booth Area within designated Garden Section  
Option to display plants and shrubs in designated areas  
Logo included on Welcome Page in Resource Guide  
Verbal recognition at event with select stage announcements  
Logo with link to company website on Expo page  
Logo included in select Expo features in AHBA Newsletter  
24 2012 Expo tickets

Put your marketing dollars into a targeted market of homeowners and homebuilders. Connect with customers, and build invaluable relationships that would be impossible to make through traditional advertising methods. The 2012 Home & Garden Expo will bring the clients to you!

## **Expo Champion** (\$1875 – limit 10)

10x10 booth  
3x5 Banner displayed on Expo Floor in designated area  
Logo included on entry banner signage  
Logo included on Welcome Page in Resource Guide  
Verbal recognition at event with select stage announcements  
Logo with link to company website on Expo page  
Logo included in select Expo features in AHBA Newsletter  
Inclusion in Expo Champions ad in Resource Guide (includes Company Name, Phone, Website and Categories)  
24 2012 Expo Tickets

## **Lanyard Sponsor** (\$1250 – limit 1)

Company Name or Logo printed on all lanyards for exhibitor badges (sponsors choice)  
Opportunity to place promotional item in exhibitor move-in bags  
Company name linked to company website on Expo page  
12 2012 Expo Tickets

## **Hospitality Suite** (\$1000-Saturday / \$750-Sunday)

Logo included in Exhibitor Welcome Package information  
Opportunity to place promotional item in exhibitor move-in bags  
Display area in Exhibitor Lounge with company representative  
Company name listed on floor plan in Resource Guide  
Company name linked to company website on Expo page  
Company name listed in select Expo features in AHBA Newsletter  
Logo included in exhibitor emails  
12 2012 Expo tickets

## **Expo Patron** (\$750)

3x5 Banner displayed on Expo Floor in designated area  
Logo included on Welcome Page in Resource Guide  
Verbal recognition at event with select stage announcements  
Company name linked to company website on Expo page  
Company name listed in select Expo features in AHBA Newsletter  
12 2012 Expo Tickets

## **Expo Supporter** (\$250)

Logo on Expo Supporter signage in main event area  
Company name listed on Welcome Page in Resource Guide  
Verbal recognition at event with select stage announcements  
Company name linked to company website on Expo page  
2 2012 Expo tickets