

# Sponsorship Opportunities! Boomers & Seniors Expo™ - East Twin Cities

## Silver Sponsorship: \$750

Expo Signage – Logo recognition as a Silver sponsor on one exhibit hall entrance/registration area sponsor signs, one presentation area sponsor sign, and one stand-alone exhibit floor sign with other Silver Level sponsors.

High traffic booth location for visibility and traffic (one 10'x10' booth with skirted table, 1 chair, pipe and drape are included with sponsorship – additional 10'x10' booth spaces are available at a discounted price of \$200 each.) Electricity & BINGO included.

Organization name and sponsorship level will be provided in all online, media, and print advertising and marketing for event.

A website link will be included on the Boomers & Seniors Expo™ website sponsorship page for up to 90 days after the event.

A blog post with your logo and one web-link on the Boomers & Seniors Expo™ website.

## Gold Sponsorship: \$2,500

Expo Signage – Logo recognition as a Gold sponsor on one exhibit hall entrance/registration area sponsor signs, one presentation area sponsor sign, and one stand-alone exhibit floor sign with your logo and the Boomers & Seniors Expo™ logo.

High traffic booth location for visibility and traffic (one 10'x10' booth with skirted table, 2 chairs, pipe and drape are included with sponsorship – additional 10'x10' booth spaces are available at a discounted price of \$200 each.) Electricity & BINGO included.

A prime 15-minute presentation slot in our exhibit floor presentation space for attendees to learn more about your organization and products. Speaker system provided for your use.

Logo displayed on Boomers & Seniors Expo™ website. Organization name and sponsorship level will be provided in all online, media, and print advertising and marketing for event.

A website link will be included on the Boomers & Seniors Expo™ website sponsorship page for up to 90 days after the event.

Up to 2 blog posts with your content, logo and one web-link on the Boomers & Seniors Expo™ website.

## Platinum Sponsorships \$5,000

Expo Signage – Logo recognition as a Platinum sponsor on one exhibit hall entrance/registration area sponsor signs, one presentation area sponsor sign, and two stand-alone exhibit floor signs and one 16' sail banner with your logo and the Boomers & Seniors Expo™ logo.

Premium booth location for visibility and traffic (two 10'x10' booth with skirted table, 2 chairs, and pipe and drape are included with sponsorship – additional 10'x10' booth spaces are available at a discounted price of \$200 each.) Electricity & BINGO included.

A prime 30-minute presentation slot in our exhibit floor presentation space for attendees to learn more about your organization and products. Speaker system provided for your use.

Logo prominently displayed on Boomers & Seniors Expo™ website. Organization name and sponsorship level will be provided in all online, media, and print advertising and marketing for event.

A website link will be included on the Boomers & Seniors Expo™ website sponsorship page for up to 90 days after the event.

Up to 3 blog posts with your content, logo and your video, and 3 web links, if desired, on the Boomers & Seniors Expo™ website.

Permission to video expo event outside booth from exhibit floor for commercial and social media purposes.

## Presenting Sponsorship: \$10,000

Exclusive billing in all marketing as a Presenting Co-Sponsor (along with Durham Executive Group)

Expo Signage – Logo recognition as a presenting sponsor on three exhibit hall entrance/registration area signs, one presentation area sponsor sign, and two stand-alone exhibit floor sign and two 16' sail banners with your logo and the Boomers & Seniors Expo™ logo.

Premium booth location for visibility and traffic (two 10'x10' booths, each with a skirted table, 2 chairs, pipe and drape are included with sponsorship – additional 10'x10' booth space is available.) Electricity & BINGO included.

Two 30-minute presentation slots with exclusivity for presentation topic in our exhibit floor presentation space for attendees to learn more about your organization and products. Speaker system provided for your use.

Logo prominently displayed on Boomers & Seniors Expo™ website. Organization name and sponsorship level will be provided in all online, media, and print advertising and marketing for event.

A website link to your website will be included on the Boomers & Seniors Expo™ website sponsorship page for up to 90 days after the event.

Option to provide a video message on the Boomers & Seniors Expo™ website.

Up to 4 blog posts with your content, logo and your video, and 3 web-links, if desired, on the Boomers & Seniors Expo™ website.

Presenting Sponsor billing included in news release provided to local media outlets.

Partner Logo Use: Use of the official Boomers & Seniors Expo™ logo for up to 90 days after the event in your print and online marketing.

Permission to video expo event outside booth from exhibit floor for commercial and social media purposes.

## Exhibit Bingo - \$85

Your company featured on a Bingo card given to all attendees upon arrival. Attendees visit your booth to get a stamp on their Bingo card.

Completed Bingo cards are eligible for a prize drawing.

## For more information:

John Durham

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Logo Use Policy: Logos are to be submitted in .jpg, .png or PDF format. Durham Executive Group and Boomers & Seniors Expo™ are not responsible for your company's logo use guidelines or other company marketing policies. Due to the volume of work in managing many companies' logos, we are unable to accommodate preapproval requirements for print and digital materials we produce to promote Boomers & Seniors Expo™ events. We are committed to producing quality marketing materials that reflect the high standard of Durham Executive Group and Boomers & Seniors Expo™. We will not accept responsibility for any errors, omissions, misprints, or other violations of your company's logo use policies for any reason. Use of your logo will be limited to promoting your sponsorship and participation in Boomers & Seniors Expo™ as agreed to in the Exhibitor Agreement, which includes the Boomers & Seniors Expo™ website and blog, print and digital advertising, and event signage.