



SPONSORSHIP OPPORTUNITIES

Differentiate your company during NeoCon East 2009 by sponsoring one of the following programs, special events, displays and more:

Want to increase business and exposure for your company?
Sponsorships are powerful traffic boosters and they will guarantee increased company visibility and enhance your reputation in the industry. Don't wait, inquire about numerous opportunities today!

(Please Note: Prices subject to change)

SPONSORSHIP	PRICE	DESCRIPTION & BENEFITS
Educational Program Sponsorship	\$2,000	Support any of the listed Educational Tracks: Workplace Design, Environmental Design, Professional Development, Residential Design, Healthcare/Senior Housing Design, Facilities Management. <ul style="list-style-type: none"> • Price helps to underwrite the cost of onsite speaker needs. • On-site signage provided on the podium. • Option to distribute company literature at session. Sponsorships includes a logo listing in the brochure, web site and in on-site directory Opportunity to request the list of attendees that attended the sponsored track ***Ask us about furniture vignette's opportunity in the seminar rooms
Photo Blow-Ups	\$2,000	Sponsor receives prime exposure through a 40"x60" laminated photo blow-up, placed at one of the prominent areas of the Baltimore Convention Center <ul style="list-style-type: none"> • Sponsor provides the artwork • First submissions get first priority in show floor locations
Walking Ads/Models	Prices vary	Purchase the right to advertise your company name, brand or product at NeoCon East. Hire people to wear your brand or distribute company literature. This sponsorship will give you a chance to be creative.
Speaker Ready Room	\$2,000	Gain exposure by sponsoring the "Speaker Ready Room" for our expert speakers: <ul style="list-style-type: none"> • Sponsor has an opportunity to provide furnishings for the room • Opportunity for on-site signage and literature distribution. • Sponsor listed in the on-site directory addendum.
Coat Check	\$3,000	Put your name and booth location info... on something attendees will HAVE to hold on to all day!! Coat check tickets. Attendees will be sure to visit your booth when they see your name first thing in the morning when they check in! Fee includes signage at the coat check and logo design on tickets. <ul style="list-style-type: none"> • Sponsor has opportunity to display product in Coat check area.
Registration	\$5,000	Sponsor the one area where all attendees will have to go when they get to the Convention Center for NeoCon East...the registration area. <ul style="list-style-type: none"> • Fee includes signage at all registration stations.

		<ul style="list-style-type: none"> Sponsor may provide product for registration set-up if appropriate.
NEW! NeoCon East Web site and e-blast Web Ads	\$1,500 - \$5,000	<p>Sponsor a web banner on the NeoCon East Web site or incorporate your ad into an e-blast. Get exposure in front of tens of thousands of potential attendees who visit the NeoCon East site daily and 70,000 industry professionals who receive our emails. Feature your new product(s) that you will be showcasing at the show and invite potential attendees to your booth</p> <ul style="list-style-type: none"> Sponsor provides the artwork <p>Ad Specs: Tall Button 119x200 pixels Tower 119x400 pixels</p>
Magazine Distribution Bins	\$5,000	<p>Over 30 Industry Publications distribute their magazines during NeoCon East. Magazine racks are in a high traffic area, located at the Lower Pratt Street Lobby by the entrance to the Show Floor</p> <ul style="list-style-type: none"> Sponsor gets to design posters which will be placed on the magazine bins.
Banners	\$5,000	<p>Attendees will see your name first upon entering the Convention Center or the show floor. Opportunity to include your company name, booth number and full color product photo or logo. Sponsor provides the artwork.</p>
Caravan Shuttle	Prices vary	<p>Sponsor will receive huge visibility as attendees travel by shuttle to/from Washington D.C. Per-shuttle fee includes cost of vehicle, beverages, the opportunity to distribute promotional materials on the bus, provide a host on bus, and listing on the NeoCon East web site and in the Directory addendum. Additional optional costs include full or half banner advertisement on one or both sides of the bus (your logo and message and booth location together with NeoCon East logo). Ask for more details on specs and fees.</p>
Press Room	\$5,000	<p>Make a presence in front of dozens of major national/ international press members present throughout the event. Sponsor has the opportunity to furnish the Press Room and will receive on-site signage and listing in the Show Directory and NeoCon East web site. Your company name is bound to be top-of-the-mind for all media covering the show! Sponsor responsible for shipping, drayage, installation and tear down costs.</p>
Official Show Bag	\$5,000	<p>This walking promotional vehicle is distributed at the registration and/or at the entrance to the exhibit floor to all NeoCon East attendees</p> <ul style="list-style-type: none"> Sponsorship includes the right to produce and distribute the "official" NeoCon East Show Bag with the NeoCon East logo Fee does not include production. On-site signage and directory listing as the sponsor of the NeoCon show bag included.
Hotel Keycard Program	\$6,000 for 4,000 keycards	<p>This opportunity allows the sponsor to advertise and promote their involvement with NeoCon East on hotel guestroom keycards. Sponsor supplies the artwork for the keycards.</p> <ul style="list-style-type: none"> Fee includes all processing, coordination with hotels and production of cards. Sponsor will receive mention in the on-site directory addendum.

Student Series Sponsorships	\$5,000	What better way to show that your company is the future of the design industry but by supporting the very individuals that are the future. Sponsorships available include introducing a keynote speaker, hosting a Student Series Special Event, sponsoring the Student Series signage, and much more! Please call Michelle Kraker at 312-527-2744 or email mkraker@mmart.com for information on Student Series activities.
Lanyards	\$7,500 for 3,000 or \$12,000 for 6,000 lanyards	Create thousands of walking ads. Put your name around the neck of every attendee by sponsoring lanyards! Lanyards will be distributed with mandatory badges to every NeoCon attendee. <ul style="list-style-type: none"> • Choice of 2 colors on the lanyard • Sponsor provides the artwork
Water Bottles	\$8,000 for 4,500 bottles	Sponsor receives customized natural spring water bottles with imprinted, color wrapped labels. Sponsor has the opportunity to pass out the water on-site as NeoCon East attendees wait in lines to register, at the entrance to the show floor or in the Taxi Cab line at the Pratt Street entrance <ul style="list-style-type: none"> • Fee includes the water bottles and customized paper wrap around water bottles. • Sponsor supplies artwork to be used and fee pays for production and distribution.
Internet Café	\$10,000	This high technology area provides attendees with access to the Internet right from the show floor. <ul style="list-style-type: none"> • Sponsorship includes the opportunity to provide furnishings, brochures and company literature. • Sponsor is responsible for computer equipment rental fees • Sponsor receives listing in the show directory addendum and on-site signage as well as the web site and brochure if secured in time.
Café	\$10,000	Cater to the hungry crowd...sponsor the food service inside the convention center for added exposure. Sponsor receives exclusive opportunity to display café furniture in a prominent area on the show floor and can choose to have overhead or tabletop signage. Sponsor also receives listing in Show Directory.
Display/Lounge area	\$10,000	This is one of the only areas at the Convention Center where a display can be showcased. Located at the only entrance to the show floor, set up your product, have representatives distribute product literature and make an impact before attendees even enter the show floor. <ul style="list-style-type: none"> • Sponsorship includes the right to have a display in this key area at the entrance to the show floor • Location: 1st floor - lower Pratt Street lobby • On-site signage, brochure, website and directory listing included.

Interested in more ways to increase your visibility at the upcoming NeoCon East? We welcome your ideas. Please contact Kathy Piechnik at 312-527-7619 to discuss the possibilities!

