

# Sponsorship Levels and Benefits FOR OUR EXHIBITORS

WELL EXPO sponsorships are available at several different levels of investment, and include exclusive marketing opportunities that combine day-of-show exposure with online, print and media marketing that spans six months. Contact your sales representative for more information, or download the sponsorship form by visiting [www.wellexpomadison.com](http://www.wellexpomadison.com).

## Corporate Sponsor: \$10,000 Presenting Sponsor: \$5,000

**Deadline to Participate at this Level: September 1, 2011**

- Prominently placed, carpeted double booth (10 x 20 feet) with electricity.
- One "Corporate Sponsor" ceiling sign hung directly above booth
- Exclusive use of Classroom #2 for programming throughout both days.
- Editorial coverage in *Corporate Report Wisconsin*
- Email addresses of all the attendees.
- Opportunity to make one announcement each day to attendees.
- **PLUS Presenting Sponsor Benefits**

**Deadline to Participate at this Level: September 1, 2011**

- Prominently placed, carpeted double booth (10 x 20 feet) with electricity.
- One "Presenting Sponsor" ceiling sign hung above booth
- Recognition as Main Stage Sponsor for one day with announcements throughout the show.
- 45 min. seminar slot for Q&A, presentation or demonstration to attendees.
- Logo on tickets.
- Full page ad in Expo Show Guide.
- Item in goody bag, if desired
- **PLUS Platinum Sponsor Benefits**

### PLATINUM: \$3,500

- Double booth (10 x 20 feet) with electricity.
- Recognition as Classroom Sponsor with announcements throughout the show.
- Mention in radio and television ads, and press releases.
- Banner ad on website through January 31, 2012.
- Half page ad in Expo Show Guide.
- Video footage taken at booth for online posting.
- Logo and link in eBlasts
- **PLUS Gold Sponsor Benefits**

### GOLD: \$2,000

- 45 min. seminar slot for Q&A, presentation or demonstration to attendees.
- Tile ad on website through January 31, 2012.
- **PLUS Silver Sponsor Benefits**

### LOBBY EXHIBITOR: \$1,500

- Standard booth w/ electricity in lobby of Alliant Energy Center at WELL Expo entrance.
- Capture WELL Expo attendees + attendees of two other expos on the same weekend.
- **PLUS Silver Sponsor Benefits**

### SILVER: \$1,000

- Standard booth (10 x 10 feet) with electricity
- Placement of logo on all promotional collateral
- Posts and Tags on Facebook and Twitter
- 1/3 page ad in Show Guide.
- 25 tickets to the Expo.
- 4 daily parking passes.

### GOODY BAG: \$500

- Placement of logo on [wellexpomadison.com](http://wellexpomadison.com)
- Logo/web link on Facebook and Twitter pages
- 1/6 page ad in Show Guide.
- 20 tickets to the Expo.
- Placement of coupon or item in goody bags for the first 200 attendees. (100 each day)

**PLEASE SEE REVERSE SIDE AND RETURN THIS FORM TO RESERVE YOUR SPACE. THANK YOU!**  
FOR QUESTIONS, PLEASE CALL DENA FRISCH AT 608-220-2120 OR SEND AN E-MAIL TO [DENA@NTMEDIAGROUP.COM](mailto:DENA@NTMEDIAGROUP.COM)