



Event Marketing

Event Marketing and promotion both pre-show and on-site, is essential to enhancing the success of your exhibit experience. Opportunities are available at a variety of price points, some are even no cost! If you are not doing anything beyond your booth, you risk getting lost in the event. A full description of opportunities can be found here. Contact [Joe Zuccerella](#) in Sales if you would like to discuss sponsorship offerings at 508-.663-1500, ext.230 today. Want to do something that isn't listed? Let us know. We'll be happy to tailor a program for you.

Sponsorship Programs:

Brand Builder (\$500)

- Callout on Floorplan
- Floor graphic at booth
- Highlight on online and mobile site

Exhibit Hall (Exclusive \$6,500)

- Logo on aisle signs
- Carpet logo at Entrance
- Callout on Floorplan
- Floor graphic at booth
- Full page ad in printed directory
- Literature distribution* for 2 hours each day at expo entrance

Happy Hour Sponsorship – 4-5PM, Thu. & Fri.

Bar/Food Station Sponsor (\$3,000) – limit 3 per day.

- Station placed in proximity to booth
- Branding on signage and literature distribution at station
- Branding on promotions
- 100 drink tickets
- Opportunity to distribute beer cups with company logo*
- Signage in lobby
- Promote food and beverage available at your booth (\$250)
- Logo listing and call out on advance and onsite promotions.
- Mention in PA announcements

The “Crawl” Sponsorship (\$5,000)

- Recognition as official event sponsor on pre-event promotional material and press release
- Logo on sponsor page of website, mobile site and printed directory
- Logo on Hop signage & t-shirts
- Opportunity to address participants at the final stop



Registration (\$7500) (both onsite and online)

Logo on registration counters kick panels

Floor graphic at booth

Opportunity to provide mouse pads* for self –registration area

Logo on on-site self-registration screens

(2) Ad walls in Registration area

Logo on each online registration page

Logo with hyperlink on confirmation emails

Lanyards* (\$3,500)

Distributed to every EHX participant at all registration counters

Badge Inserts* (\$2,500)

Bag Distribution* (\$2,500)

Ad Walls* (\$750)

Double-sided 3' x 8' sign placed in lobby. Company supplies graphics, we produce and place.

Literature Distribution* (\$1495)

Handout promotional material at the entrance to the expo floor for a 2 hour period of time during the expo (assigned first-come, first-served)

Mobile Directory (\$5,000)

Banner ad on site

(1) Mobile notification/day

Floor graphic at booth

Signage in lobby

Product Spot in Showcase E-mail - distribution 35,000 (\$1,500)

Dedicated Attendee Email (advanced and alumni attendees)* (\$1,000 per)

Manufacturer Training Presentation Opportunities (\$895 each, \$695 for multiple sessions)

*Sponsor provides material



Media Outreach

One of the greatest opportunities at a trade show is to capitalize on existing media interest. EHX invites media prospects to attend the conference and exposition. Take advantage of these exclusive opportunities to reach a very important group of people, who can provide the marketing exposure you've been looking for. Below are just some examples of the various media outreach programs that are a part of the EHX experience:

Complimentary Press List: Available February 20, 2012

Exhibitors are entitled to gain complimentary access to the pre-registered press list for the EHX. Why not contact these folks and let them know what your company will be showcasing at the upcoming event? Give them a reason to stop by your booth and learn more about your company. The press list will be available as of February 20, 2012. Email [Jessica Camerato](#) to submit your request.

Online posting of Company Press Releases:

EHX offers its exhibitors the opportunity to post their recent press releases to the CEPro.com website. Simply email your news to [Steve Crowe](#) and we will include it in the CEPro @ EHX website.

If you have any questions regarding media outreach at EHX, please contact [Jessica Camerato](#) or 508-663-1500 x296.