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## Sponsorship Opportunities

Extend your exhibit marketing program beyond the borders of your booth with a Platinum, Gold, Silver or Bronze Level sponsorship of the Closets & Home Organization Conference & Expo™. Your company name and logo will appear in a number of pre-show and at-show print publications, signage and electronic promotions. These added impressions will bolster your company's image in the minds of attendees and help increase traffic to your booth.

In addition, Platinum, Gold and Silver Level sponsors can choose semi-exclusive sponsorship of an event category on a first-come, first-served basis. Additional details about category sponsorships begin on page 2. All Sponsors are recognized on the Closets Expo Web site with a hyperlink to the company's Web site.

### **Platinum Level – Investment: \$5,000**

*Benefits include:*

Pre-Show mailing list  
Sponsor recognition listing on Web site and in at-show directory  
Sponsor recognition on registration area signage  
Sponsor recognition at Opening & Closing General Sessions  
Booth recognition sign

*Plus, choice of one event category sponsorship (\$3,000 value) from the list below:*

- ❖ Overall Closet Conference
- ❖ Peer2Peer Lunch
- ❖ Closet Industry Networking Reception

### **Gold Level – Investment: \$2,500**

*Benefits include:*

Pre-Show mailing list  
Sponsor recognition listing on Web site and in at-show directory  
Sponsor recognition on registration area signage  
Booth recognition sign

*Plus, choice of one event category sponsorship (\$1,500 value) from the list below:*

- ❖ Top Shelf Design Awards
- ❖ Thursday or Friday Continental Breakfast
- ❖ Installation Clinics on Expo Floor

### **Silver Level – Investment: \$1,000**

*Benefits include:*

Sponsor recognition listing on Web site and in at-show directory  
Sponsor recognition on registration area signage  
Booth recognition sign

*Plus, choice of one event category sponsorship (\$500 value) from the list below:*

- ❖ Wednesday Refreshment Break
- ❖ Thursday Refreshment Break

### **Bronze Level – Investment: \$250**

Sponsor recognition listing on Web site and in at-show directory  
Sponsor recognition on registration area signage  
Booth recognition sign

**Yes, I want to sponsor at the following level:**  **Platinum**  **Gold**  **Silver**  **Bronze**

**Note: Sponsors will be listed for Levels and Categories in the order in which their payment is received.**

## **EVENT CATEGORY SPONSORSHIPS**

***An exhibitor qualifies for one of the following sponsorship categories through a Platinum Level sponsorship or may make an a la carte purchase.***

### **Overall Closet Conference (limited to 4 companies)**

**Investment: \$3,000 per sponsor**

I want to sponsor the Closets Conference.

Sponsorship of the Closet Conference includes highly visible recognition on all advance printed and electronic promotional material and on-site signage. Sponsors are thanked at the beginning of the General Sessions.

### **Peer2Peer Conference Lunch (limited to 2 companies)**

**Investment: \$2,000 per sponsor**

I want to sponsor the Peer2Peer Conference Lunch, Noon-1:30 p.m. February 10.

The Lunch sponsorship includes recognition on all advance printed and electronic promotional materials and on-site signage.

### **Closets Industry Networking Reception (limited to 4 companies)**

**Investment: \$3,000 per sponsor**

I want to sponsor the Networking Reception, 5:30-7:00 p.m. Wednesday, February 10.

Sponsorship of the Networking Reception includes recognition on all advance printed and electronic promotional materials and on-site signage.

***An exhibitor qualifies for one of the following sponsorship categories through a Gold Level sponsorship or may make an a la carte purchase.***

### **Top Shelf Design Awards Presentation (limited to 4 companies)**

**Investment: \$1,000 per sponsor**

I want to sponsor the Top Shelf Design Awards Presentation, 5:00-5:30 p.m. Wednesday, February 10.

CLOSETS magazine will announce and recognize the winners of the 4th Annual Top Shelf Design Awards, recognizing the achievements of professional designers. Sponsorship includes recognition on advance printed and electronic promotional materials and on-site signage.

### **Continental Breakfast (limited to 2 companies per day)**

**Investment: \$1,500 per sponsor**

I want to sponsor a Continental Breakfast.

Choose from:  7:00-8:00 a.m. Thursday

7:00-8:00 a.m. Friday

The Continental Breakfast sponsorship includes recognition on advance printed and electronic promotional materials and on-site event specific signage.

### **Installer Day Clinics (limited to 4 companies)**

**Investment: \$750 per sponsor**

I want to sponsor the Installer Day Clinics, Friday, February 12.

Live demonstrations of closet installation tips and techniques will highlight "Installer Day" at the Closets Expo. Sponsorship includes recognition on advance printed and electronic promotional materials and on-site event specific signage.

***An exhibitor qualifies for one of the following sponsorship categories through a Silver Level sponsorship or may make an a la carte purchase.***

### **Refreshment Breaks (limited to 4 companies each day)**

**Investment: \$500 per break**

I want to sponsor a Refreshment Break

Choose from:  Wednesday, a.m. break

Wednesday, p.m. break

Thursday, a.m. break

Refreshment Break sponsorship includes recognition on all advance printed and electronic promotional materials and on-site signage.

## **ADDITIONAL SPONSORSHIP OPPORTUNITIES**

### **Closets Conference & Expo Tote Bag Sponsorship (limited to one company)**

**Investment: \$6,000, includes bag production**

I want to sponsor the Conference Tote Bags.

Bags are distributed to all attendees with their registration credentials on-site. Each bag will feature an imprint with the sponsor's message on one side and the Closets Expo logo on the other. The sponsor will also be entitled to one literature insert in the bag.

### **Closets Conference & Expo Bag Insert Sponsorship (limited to 10 companies)**

**Investment: \$750 per sponsor**

I want to include my flier, brochure or promotional item in each Conference Bag.

The sponsor is entitled to include its flier, brochure or promotional item in each of 1,500 Conference & Expo Bags distributed to all attendees with their registration credentials on-site. Production costs are not included. Show Management must approve the content of the literature. The supplier must supply a sample to Show Management for approval by January 15, 2010.

**Badge Lanyard Sponsorship (limited to one company)**

**SOLD**

**Investment: \$2,500**

**Conference Session Handout Book (limited to one company)**

**Investment: \$1,000**

I want to sponsor the Conference Session Handout Book.

This notebook of handouts and power point presentations of each conference session is distributed to all conference registrants. The sponsor's name and logo is included on the cover page. The sponsor can provide one brochure to be placed in the back pocket of the notebook.

**Plant Tour (limited to one company)**

**Investment: \$2,000**

I want to sponsor the Plant Tour, 4:00-7:00 p.m. Friday, February 12.

The Closets Expo & Conference culminates with an optional bus tour to a local closet manufacturing operation. Nearly 150 people attended the plant tour at the 2009 Closets Expo.

### **ELECTRONIC SPONSORSHIPS**

**E-Blast/Newsletter Sponsorship**

**Investment: \$1,000 per e-blast, \$2,500 for three e-blasts**

I want to sponsor the E-Blast/Newsletter.

Each sponsor's company logo and Web site address will be included on the right-hand of each Closets Show e-mail blast. Sponsors will appear in descending order on a first-come first-served basis for the first e-blast and be rotated in each subsequent mailing. Ten blasts are planned to more than 30,000 *CLOSETS*, *CWB* & *Wood & Wood Products* readers to encourage their attendance to the event. E-blasts will start in November and run through the week of the show.

**Registration Confirmation Banner Ad (limited to one company)**

**Investment: \$2,500**

I want to sponsor the Registration Confirmation Banner Ad.

Include your company message on confirmation communications sent to conference and exhibit hall only registrants. Your message will be printed along with the information that attendees use to pick-up their credentials at the Closets Expo. They will carry your message with them. This pre-show message will reinforce your marketing and drive traffic to your booth.

**To reserve a sponsorship or to learn more, contact Matt Powell at 630-929-7964 or [mpowell@heexpo.com](mailto:mpowell@heexpo.com) or Rich Widick at 630-929-7918 or [rwidick@heexpo.com](mailto:rwidick@heexpo.com).**

Note: Payments must accompany order.

**Total sponsorship investment: \$ \_\_\_\_\_**

Exhibiting Company Name: \_\_\_\_\_ Booth # \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### **CANCELLATIONS**

Cancellations of Closets Conference & Expo sponsorships are not accepted after December 15, 2009. No refunds will be made after that date. Sponsors must be an exhibitor in good standing to retain sponsorship benefits.

**SPONSOR'S RESPONSIBILITIES:** Supply graphic file: EPS/Vector, Tiff or JPEG resolution should be 72 DPI at full size for Internet use and 300 DPI for print use. Provide appropriate link to your site for promotion from the CLOSETS-EXPO web site.

All literature and materials supplied by the sponsor must be reviewed and approved by show management. Deadlines and graphic requirements will be supplied to sponsors upon finalization of each sponsorship agreement.

**Make check payable to:** CLOSETS Expo

**Payments must accompany orders to secure sponsorship. Send payment to:**

CLOSETS Expo, Hall-Erickson, Inc., 98 E. Chicago Ave., Ste. 201, Westmont, IL 60559

NO ONE UNDER 16 YEARS OLD ADMITTED TO THE EXHIBIT HALL.