

LETTER FROM
LBM EXPO

EXHIBITOR
BENEFITS

SPONSORSHIPS

FLOOR PLAN

PROMOTIONAL
OPPORTUNITIES

BOOTH PRICING
& SPECIFICATIONS

BEST BOOTH
COMPETITION

DISPLAY RULES
& REGULATIONS

EDUCATIONAL
PROGRAM

EXPO IN
5 EASY STEPS

2016 EXHIBITORS

SPONSOR PACKAGES* - MEMBERS ONLY

COME TOGETHER EVENT SPONSOR (Feb. 16) ----- \$15,000
BRITISHMANIA – THE BEST BEATLES TRIBUTE BAND

Associate your company's name with the event of LBM Expo '17! Expo attendees will come together for bevvy and starters while reconnecting with old friends and mingling with new acquaintances. Established in 2003, Britishmania has developed into one of the leading Beatles Tribute Bands in the world. With period correct authentic costumes and gear, Britishmania will transport you to the 1960s to re-live the music and times from the most influential band of all time! In addition to mentions in all promotional materials and signage, you may also place a company banner in the room, obtain front row seats, and have a personal photo-op and meet & greet with the band.



DISCOVER PROVIDENCE SPONSORSHIP (Feb. 15) ----- \$9,500



It's back! LBM Expo '17 will include a Discover Providence event. Associate your company's name with the event that's sure to get people talking! Participants will be split into groups and make their

way through dining locations, where they will learn about Providence's history while enjoying some of its famous cuisine. Throughout the event participants will have the chance to collect clues for a variety of prizes. As the Discover Providence Sponsor, the final clue to complete the puzzle will be obtained at your booth Thursday morning. The Discover Providence Sponsor will be identified on all Discover Providence materials, including the scarf provided to participants; have its staff travel and facilitate groups at the event and receive a complete list of all Discover Providence Participants. (Individual Discover Providence Location Sponsorships also available for \$1,250.)

BADGE LANYARDS ----- \$7,500

Don't miss an opportunity to turn heads with your logo or company name on the lanyards hanging around the neck of Expo attendees. Lanyards are priced as one-color logo and company name.

EXPO BAGS ----- \$3,500



Name and logo on all attendee bags provide constant exposure and reminders to retail members and exhibitors. Bags are priced as one-color logo and company name.

REGISTRATION AND BADGE PICK-UP AREA ----- \$7,000



Capture the attention of attendees as they enter LBM Expo '16 by sponsoring the registration area. No badges will be mailed prior to the show. ALL attendees will visit the registration area to pick-up their pre-registered badge or to register onsite. Your company name and logo will be featured on all signage and registration kiosks. (Combine with Registration Email Confirmation for \$8,000 total.)

ROOM KEYS ----- \$5,500



Every room key will carry your prominent logo, putting your company's name in the hands of every attendee!

LETTER FROM
LBM EXPO

EXHIBITOR
BENEFITS

SPONSORSHIPS

FLOOR PLAN

PROMOTIONAL
OPPORTUNITIES

BOOTH PRICING
& SPECIFICATIONS

BEST BOOTH
COMPETITION

DISPLAY RULES
& REGULATIONS

EDUCATIONAL
PROGRAM

EXPO IN
5 EASY STEPS

2016 EXHIBITORS

**WEDNESDAY AFTERNOON WELCOME—
BEER & PRETZELS ----- \$5,000**

Welcome to LBM Expo '17! On Wednesday afternoon, your company will welcome attendees to the show floor with cold beer and hot pretzels. As the idea of a refreshing cold beverage moves Expo participants, it will also draw them to your company information.

**ATTENDEE BREAK IN THE EXHIBIT HALL
(during a set time) \$5,000 (1 day),
\$7,500 (2 days), \$10,000 (all exhibit days)**

This will surely bring all attendees to your booth. Sponsor a snack or a drink break—the opportunities are endless! The number one suggestion by attendees was the need for more food opportunities in the Hall. You answer the call! Have attendee's flock to your booth.

AISLE SIGNS ----- \$4,000



Your company name prominently displayed throughout the entire show floor (all three exhibit halls) on every hanging aisle sign.

EXPO PENS ----- \$3,000

What's the one thing everyone needs at a tradeshow? A pen! Pens featuring your 1-color logo will be available at registration and throughout the exhibit space.

MOBILE APP SPONSORSHIP ----- \$3,500



Put your company's brand and message right in attendees' hands with a Mobile App Sponsorship! Attendees will have the ability to access LBM Expo '17 content and a map of the exhibit hall floor plan using their smart phone and mobile devices. The Mobile App Sponsorship includes branding opportunities for your company on all pages within the app, providing you guaranteed impressions from all attendees using the mobile app! A dedicated email blast promoting the mobile application will be sent to all registrants pre-event, helping promote the app (and your company) to all event attendees!

BUS SPONSOR (Limit 3) ----- \$3,000

Team with a NRLA state & local association to get retail members to LBM Expo '17. Your company name and logo will appear on the bus, and marketing materials may be distributed directly to all participants.

REGISTRATION EMAIL CONFIRMATION -- \$3,000

Place your company's banner ad on every registration email confirmation sent out. Not only will your logo, booth number, and message be included, the ad will also provide attendees with a direct link to your website. (Combine with Registration Area and Badge Pick-up Area for \$8,000 total)

EDUCATION SEMINARS (Limit 3) ----- \$2,500

Sponsor the Education Seminar of your choice and demonstrate your support for the LBM Expo Education programs. Company name and logo will appear in the LBM Expo '17 marketing materials. (Be the Education Sponsor for LBM Expo '17 and sponsor all 3 Education seminars for \$6,000.)

CONCESSION STAND SPONSOR ----- \$2,500

Make yourself known to every attendee who stops by the concession stand and on-floor beverage stand. Your company name, logo and booth number will appear on the napkins provided at the stand.

**EXHIBIT HALL ENTRANCE CARPET LOGOS
(Limit 3) ----- \$2,500**



Your company logo will appear just inside the exhibit hall entrance, welcoming nearly 4,000 attendees on hand at the Expo. Exact entrance location to be determined upon purchase.

WALL OF FAME ----- \$2,250



Have your company name and logo appear with the "Who's Who" of the NRLA. The Wall of Fame recognizes Past Chairs, Lumber Persons of the Year and Lifetime Achievement Winners.

MARKETING BANNERS (Limit 5) ----- \$2,000

The on-site banners will be displayed in the pre-function area just outside the exhibit halls. You design it; we produce it, install and dismantle it, and you get to keep it. (Artwork must be pre-approved by NRLA.)

LETTER FROM
LBM EXPO

EXHIBITOR
BENEFITS

SPONSORSHIPS

FLOOR PLAN

PROMOTIONAL
OPPORTUNITIES

BOOTH PRICING
& SPECIFICATIONS

BEST BOOTH
COMPETITION

DISPLAY RULES
& REGULATIONS

EDUCATIONAL
PROGRAM

EXPO IN
5 EASY STEPS

2016 EXHIBITORS

SHOW FLOOR AISLE CARPET LOGOS
(Limit 3) ----- \$2,000

Your company logo will appear on the main or cross aisle carpet and will catch the eyes of nearly 4,000 attendees on hand at the Expo. Exact locations to be determined upon purchase.

COLUMN WRAPS ----- \$1,500 ea. or 2 for \$2,000



Talk about **bang** for your buck! Column wraps are a great way to increase brand awareness. They create high overall impact masking large concrete pillars. Check with the convention & meetings staff for location options.

COAT CHECK ----- \$1,500

First impressions are lasting impressions! Put your company name, logo and booth number on everyone's first stop—The Coat Check.

DEDICATED PRE-SHOW EMAIL BLASTS
(Limit 4) ----- \$1,500

Communicate with all pre-registered LBM attendees and NRLA retail members through a dedicated Email blast. E-blasts will be sent out directly by Show Management on your behalf. Contact us for details on this unique sponsorship opportunity.

DEDICATED POST-SHOW EMAIL BLASTS
(Limit 2) ----- \$1,500

Follow-up with all LBM attendees and NRLA retail members after the show through a dedicated Email blast. E-blasts will be sent out directly by Show Management on your behalf. Contact us for details on this unique sponsorship opportunity.

ENTRANCE UNIT SPONSOR
(Limit 3) ----- \$1,250 per entrance



Be the exhibitor to welcome attendees! Entrance units will be available at the main entrance to each section of the exhibit hall. Why not sponsor the entrance to your hall?

DISCOVER PROVIDENCE LOCATION SPONSOR
(Limit 6 available) ----- \$1,250



Each Discover Providence location may be hosted by an exhibiting company. The sponsor will have its name/logo on all Discover Providence promotional material including signage at the sponsored location.

FLOOR GRAPHICS ----- \$795 (set of 3)

Show attendees the way to your booth! Purchase a set of three, featuring your custom image and booth number, and help guide attendees to your booth. (Price is for a set of three and includes production).

ESCALATOR CLINGS ----- \$750 (set of 2)
----- or \$5,000 (set of 8)

Brand the escalators that move attendees throughout the conference center space with double-sided graphics featuring your company logo. The escalators provide heavy foot traffic during LBM Expo.

* All sponsorships are members only. **2% of your total sponsorship dollars goes toward your 2018 Points Placement.

