

# SPONSORSHIP PACKAGES NRLA MEMBERS ONLY

LETTER FROM  
LBM EXPO

EXHIBITOR  
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## BEACH PARTY EVENT SPONSOR (Feb. 15) .....\$15,000 CHANGES IN LATITUDES – JIMMY BUFFETT TRIBUTE BAND



Associate your company's name with the premier networking event of LBM Expo '18! Expo attendees will have the chance to reconnect with old friends, mingle with new acquaintances, and dance the night away. Changes in Latitudes—the country's premier tribute band to the Mayor of Margaritaville, Jimmy Buffett—has thrilled audiences with its authentic reproduction of the Jimmy Buffett concert experience. You can expect to hear classics like "Brown Eyed Girl," "Cheeseburger In Paradise," and more! 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 and greet with the band.

## DISCOVER PROVIDENCE SPONSORSHIP (Feb. 14) .....\$9,500

Discover Providence is back! Associate your company's name with the event that has people talking! Participants will be split into groups and make their way through the Federal Hill neighborhood, where they will learn about Providence's history while enjoying some of its hospitality. 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 items 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 are also available for \$1,250, see page 6 for details.

## BADGE LANYARDS .....\$7,500

Don't miss an opportunity to turn heads with your logo or company name on the lanyards hanging around the necks 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 by sponsoring the registration area. No badges will be mailed prior to the show so 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.)



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## ROOM KEYS ..... \$5,500

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

## WEDNESDAY AFTERNOON WELCOME— BEER & PRETZELS ..... \$5,000

Welcome to LBM Expo! 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 dining opportunities. You answer the call! Have attendees flocking 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 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 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 up with a state & local association to get retail members to LBM Expo. 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. 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 Lumber & Building Material Dealers Foundation (LBMDF) education programs. Company name and logo will appear in the LBM Expo marketing materials. Be the Education Sponsor for LBM Expo and sponsor all three seminars for \$6,000.

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**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 Award recipients.

**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 give it to you to keep. (Artwork must be pre-approved by NRLA.)

**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 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.

**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.

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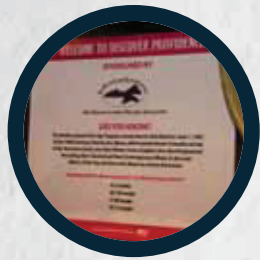
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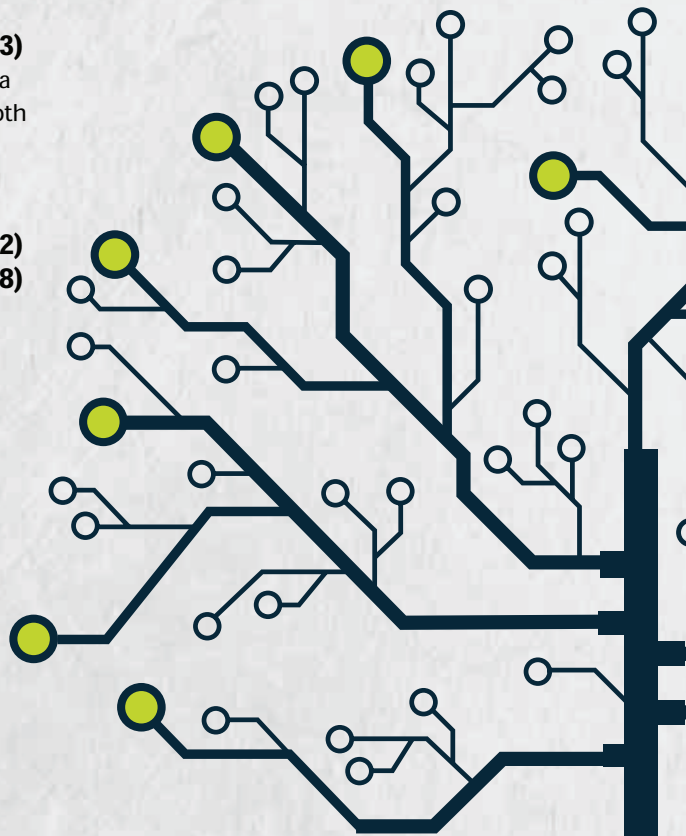
### FLOOR GRAPHICS.....\$795 (set of 3)

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 \$2,500 (set of 8)

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

\* All sponsorships are members only. \*\*2% of your total sponsorship dollars goes toward your 2019 Points Placement.



## MAP YOUR SHOW

LBM Expo has partnered with Map Your Show (MYS) Event Management Software to provide an Exhibitor/Conference Directory and Interactive Floor Plan for LBM Expo '18. MYS delivers all the information attendees are looking for as they plan and prepare for LBM Expo. Its responsive design insures that the directory and floor plan are optimized for whatever device an attendee is using. As an exhibitor, you can edit your company information, link to registration, and so much more.

### LBM EXPO MOBILE APP

We will also be utilizing the MYS Mobile App, which is a native app and an extension of the MYS software with added features and functionality. Exhibitor information and updates in the MYS Software are also reflected in the mobile app—no need for duplicate entries!