

# CONSTRUCT

EDUCATION: **OCTOBER 3-5, 2018**

EXHIBITS: **OCTOBER 4-5, 2018**

LONG BEACH CONVENTION & ENTERTAINMENT CENTER  
LONG BEACH, CA | USA



## 2018 SPONSORSHIP & MARKETING BROCHURE



[www.CONSTRUCTshow.com](http://www.CONSTRUCTshow.com)



## Boost your company's brand presence and set yourself apart with our Sponsorship and Marketing opportunities.

We offer a wide variety of options to help you drive more traffic to your booth, connect and network with more colleagues, and help increase your brand's presence with industry professionals. You will find opportunities geared towards every budget. Let us tailor a package that fits your company's needs.

### Sponsorship & Marketing Benefits

Extra Perks	Platinum (\$10,000+)	Gold (\$5,000 to \$9,999)	Silver (\$1,500 to \$4,999)	Bronze (up to \$1,499)
Recognition on CONSTRUCT Website	Logo & Link (Prominent Placement)	Logo & Link	Logo Only	Name Only
Recognition on Mobile App	X	X	X	-
Recognition in Event Guide	Logo (Prominent Placement)	Logo	Logo	Name Only
Recognition in Attendee Email *	Logo & Link (Prominent Placement)	Logo & Link	Logo	Name Only
Recognition on Show Signage*	Logo (Prominent Placement)	Logo	Logo	-
2 Free Tickets to Welcome Reception	X	X	-	-
1 Free Exhibitor Full Education Package	X	-	-	-

\*Emails and signage that is dedicated to promoting show Sponsors & Advertisers.

**KENNY LESTER**

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# NETWORKING & EDUCATION EVENTS

## Welcome Reception

Help kick off the 2018 Conference & Expo on Wednesday night. The Welcome Reception is an excellent opportunity to network with colleagues and meet new contacts. Enjoy drinks and heavy hors d'oeuvres, while increasing your company's brand presence.

### Exclusive Sponsor: \$10,000 – Exclusive Opportunity

- On-site branded signage
- Speaking opportunity to welcome/address all attendees
- One (1) full page in the CONSTRUCT Show Program
- Two (2) Complimentary full-conference registrations
- Sponsor logo on cocktail napkins and beverage cups (sponsor to provide)
- Welcome Reception attendee list
- Eight (8) Welcome Reception Tickets

### Premier Sponsor: \$7,000 – Limit Two (2)

- On-site branded signage
- One (1) Complimentary full-conference registration
- One (1) 1/2 page in the CONSTRUCT Show Program
- Welcome Reception attendee list
- Four (4) Welcome Reception Tickets



## Coffee Lounges

### \$4,500 Per Day or \$8,000 for Exclusive Sponsorship

Feature your brand in a high traffic area – the coffee stations! Did you know that coffee is one of the most consumed beverages in the world? Place your brand in the face of attendees first thing in the morning as they grab a cup of joe, and they may even come back for a refill or two. Includes exhibit hall coffee lounges and conference coffee stations.

- Sponsored signage at each coffee lounge station
- Recognition in pre-show communications



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# NETWORKING & EDUCATION EVENTS

## Demo Pavilion Sessions with Lead Capture

### **\$3,000 per Demo**

CONSTRUCT attendees raved about the Demo Sessions from last year! Participating exhibitors will provide practical solutions, updates and reinforcements for commercial building professionals through a 30-minute product demo. Presentations will take place over the course of the two open exhibit days. Limited to two (2) per exhibitor, and each demo must provide unique content for attendees. As a participant of the Demo Pavilion you receive:



- One (1) 30-Minute Dedicated Demo Time Slot
- Contact information from each attendee who is scanned on-site for your presentations
- Recognition in pre-show communications
- Inclusion on Demo Pavilion Signage

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# NETWORKING & EDUCATION EVENTS

## NEW Expo Booth Crawl & Happy Hour

### **\$750 - Limited Quantity**

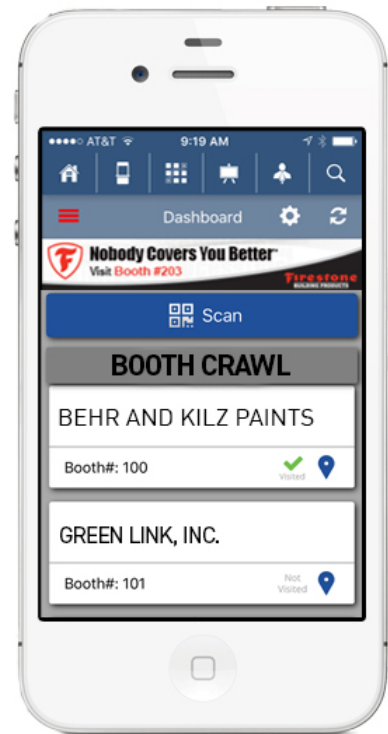
Increase your booth traffic, capture more leads, and promote brand awareness with our **NEW Expo Hall Booth Crawl and Happy Hour event!**

Attendees will be given one drink ticket when they pick up their badge a registration. To get additional drinks during the 2 days of Happy Hours, they will have to stop by your booth to get more tickets.

In addition, for every stop an attendee makes in the Booth Crawl, they will be entered into drawings for prizes. They will have to scan a booth staff badge, which requires them to interact with you and your colleagues.

Participating exhibitors will receive:

- Inclusion in pre-show communications promoting the Booth Crawl
- Inclusion on Booth Crawl show floor signage and printed drink tickets
- Listed as a participating exhibitor on the Event Guide Show Floorplan
- Listed as a participating exhibitor in the show Mobile App Booth Crawl Game



# PROMO OPTIONS

## Badge Lanyards

### \$7,000 – Exclusive Opportunity

Place your company name/logo around the neck of EVERY attendee at the show. You provide your logo and we will provide lanyards to each attendee. Your brand will be represented throughout the entire show, on every attendee.

**SOLD**



## Show Backpack

### \$7,000 – Limit Four (4)

Placed at the entrance of the show, CONSTRUCT attendees use these bags to carry literature and promotional items and promote you throughout the event. You provide your logo artwork and we'll provide the bags and the primary location at the show's entrance for distribution. These quality backpacks will help to ensure your brand is represented for an extended period of time.

**SOLD**



## Wallet Multi-Tool (Backpack Insert)

### \$4,500 – Exclusive Opportunity

Included in every Show Backpack, the wallet multi-tool is a fun way to promote your company's brand. Each attendee will go home with this unique item that prominently displays your logo. You provide your logo and we will provide the multi-tool.

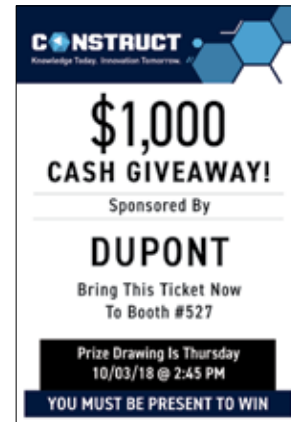


# PROMO OPTIONS

## NEW Show Badge Ticket Sponsor

### **\$4,000 – Exclusive Opportunity**

Conduct a raffle or give away at your booth to increase traffic. Each attendee will have a branded registration ticket that will print as part of their badge. Attendees will visit your booth to submit their ticket as entry. Each submitted ticket will have the participant's contact information.



## NEW On-Site Show Transportation

### **\$2,500 – Limit Six (6)**

Take advantage of this unique branding opportunity, and be an official sponsor of our on-site show transportation. We will be providing transportation between conference buildings via golf carts. Your brand will be displayed via signage at both pick-up/drop off stations, as well displayed on one of the carts.



## Show Bag Insert

### **\$2,000**

Introduce your company and products, advertise show specials, or direct traffic to your booth with inserts for the Show Bags. You provide the marketing materials and we will insert them into the bag that will be distributed to all attendees.

Items allowed:

- Any letter sized marketing material (leaflet or book)
- Branded widgets not to exceed 1/2 lb.



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# DIGITAL MARKETING

## Registration/Travel/Housing Sponsor

### \$4,500 - Exclusive Opportunity

With over 85% of attendees registering online, expose your company's brand to thousands of industry professionals as they register to attend the CONSTRUCT Show.

- Web Banner with Link on Housing Landing page
- Web Banner with Link on Registration Pages



## Email Blast – Dedicated Email

### \$2,500

Reach your target audience with an email before, during, or after the show. Create your HTML message or we will assist you with creating one at no additional cost before sending it on your behalf. Email performance metrics are provided. Spaces are limited and are sold on a first-come, first-serve basis.

- One (1) Dedicated Email To Registered Attendees



## Mobile App Rotating Banner Ad

### \$1,500

Engage attendees with a branding opportunity in the show's mobile app and drive traffic to your booth.

- One (1) Rotating Banner Ad on Mobile App
- Link Back to Company's Website or Landing Page



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# DIGITAL MARKETING

## Website Premium Ad 180x150

### \$2,000 - Limit 2 (Two)

Feature your banner ad on the show's website (May through October) with a custom web ad located 'above the fold' linked back to your company's website. This opportunity provides metrics on the number of clicks/impressions of your banner.

- One (1) 180 x 150 Web Ad
- Link Back to Company's Website or Landing Page



## Website Search Engine Sponsor

### \$1,000 - Exclusive Opportunity

Attendees use the show website to search for items to help them best prepare for the event. This is a terrific branding opportunity as your company logo is on every page of the site.

- Company Logo Featured Under Search Box on Website
- Link Back to Company's Website or Landing Page



## Attendee Newsletter Sponsor

### \$1,000 - Limit Two (2)

Feature your company logo and description in one of our monthly show newsletters to attendees.

- One (1) Listing as a Newsletter Sponsor
- Link Back to Company's Website or Landing Page



# DIGITAL MARKETING

## Email Blast – Shared Attendee E-Blast

**\$800 - Top Placement - Limit Three (3)**

**\$550 - Standard Placement**

Feature your company logo, product and product description in an e-blast sent to show attendees. Spaces are limited and are sold on a first-come, first-serve basis.

- One (1) Listing in a Shared Attendee E-Blast
- Link Back to Company's Website or Landing Page



## Mobile App Custom Push Alerts

**\$500**

Drive on-site traffic, or notify attendees about special offers or events that are occurring at your booth through the show's mobile app. The push alert includes a subject line, alert description and URL link.

- One (1) Custom Push Alert to All Mobile App Users
- Alert Appears on Dashboard Page



## Upgraded Online and Mobile Booth Profile

**\$500**

Make your company stand out! Upgraded profiles are 3 times more likely to be viewed than base profiles. Upgraded online profiles are best when purchased early – preferably prior to registration opening.

- Company logo
- Post One (1) Video
- Post Up To Five (5) Product Previews
- Post Up To Five (5) Press Releases
- Post Up To Three (3) Show Specials
- Logo Featured on Interactive Show Floor Plan



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# PRINT AND SIGNAGE

## Event Guide Ads

Advertise and promote your products and services in the Event Guide to thousands of attendees. Your 4-color ad will send them directly to your booth. We will send you mechanical specs, requirements and deadlines for your design.

**Cover Note: \$3,500**

**Inside Front Cover: \$3,000**

**Back Cover Ad: \$3,000 - SOLD**

**First Full Page: \$2,500**

**Inside Back Cover: \$2,500**

**Event Guide Full Page: \$1,750**

**Event Guide 1/2 Page: \$900**



## Double Sided Banner

**\$3,000**

Catch attendee attention as they walk about expo floor and convention center. The banners will be hung in high-traffic areas and are a great way to increase booth traffic. As a sponsor, you'll provide the artwork and we'll take care of the production. All banners measures 4'x8'. Final banner location will be determined by Show Management.



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# PRINT AND SIGNAGE

## Billboard Signs

**\$1,500**

Attract attendees from alternate locations, and be more visible with billboards placed in high-traffic areas of the show. As a sponsor, you'll provide the artwork and we'll take care of the production. All billboards measure 3.25' Wide x 8' Tall. Final sign locations will be determined by Show Management.



## Hanging Aisle Signs

**\$1,000**

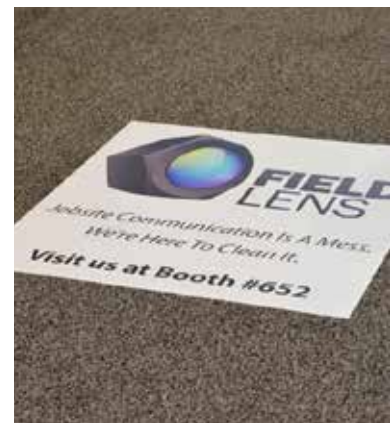
Aisle signs are a simple and cost-effective way to largely broaden your company's exposure on the show floor. As the sponsor, you will receive your logo on your aisle sign. Limited to one (1) sign per aisle. You provide your logo and we will add it to the sign.



## Floor Logo

**\$500**

Your color logo will be printed on a vinyl, 3x3' overlay that will catch the eyes of attendees and draw the, to your booth. You can purchase unlimited quantities. Final sign locations will be determined by Show Management.



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# MARKETING PACKAGES

Increase your booth traffic and maximize your brand presence during the Conference and Expo. Our marketing packages offer you a value savings on branded signage and digital promotions.

## Digital Marketing Master Package

### **\$7,500 (\$9,050 Value) - Exclusive Opportunity**

- Full-Page Splash Page, Appears When Mobile App Opens
- Rotating Banner Ad on Mobile App with Link
- One (1) Mobile App Push Notification
- One (1) Attendee Shared eBlast Feature
- Upgraded Online and Mobile Booth Profile
- Reporting metrics provided post-show

## Marketing Promoter Package

### **\$3,650 (\$4,550 Value)**

- Aisle Sign
- Floor Graphic
- Billboard Sign
- Upgraded Online and Mobile Booth Profile
- One (1) Mobile App Custom Push Alert
- One (1) Shared Attendee E-Blast Slot

## Digital Marketing Pro Package

### **\$2,500 (\$3,300 Value)**

- Rotating Banner Ad on Mobile App with Link
- One (1) Mobile App Push Notification
- One (1) Attendee Shared eBlast Feature
- Upgraded Online and Mobile Booth Profile
- Reporting metrics provided post-show

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# MARKETING PACKAGES

Increase your booth traffic and maximize your brand presence during the Conference and Expo. Our marketing packages offer you a value savings on branded signage and digital promotions.

## Marketing Booster Package

**\$2,200 (\$2,550 Value)**

- Aisle Sign
- Floor Graphic
- Upgraded Online and Mobile Booth Profile
- Company Logo on Interactive Floor Plan
- One (1) Shared Attendee E-Blast Slot