

CONSTRUCT

Knowledge Today.
Innovation Tomorrow.

SPONSORED BY 

EDUCATION:
SEPTEMBER 13-15, 2017

EXHIBIT HALL:
SEPTEMBER 14-15, 2017

RHODE ISLAND CONVENTION CENTER
PROVIDENCE, RI

www.CONSTRUCTshow.com



SPONSORSHIP BROCHURE

\$7,500

Mobile App: Gold Sponsor

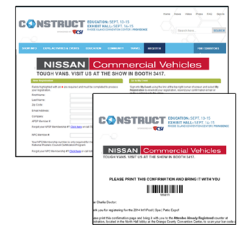
Reach our audience with advertising units throughout the official CONSTRUCT mobile application. This opportunity includes a full-screen landing page, a rotating banner ad on the app's primary dashboard, an upgraded exhibitor listing within the app and our event website. You'll also get a watermarked logo on the schedule section of the app, company branding on all app promotion. Your logo will be added to the Event Guide.



\$4,500

Registration/Travel/Housing Sponsor

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 by having your static web banner throughout the online registration site and on the CONSTRUCT Show event website landing page. Your logo will be added to the Event Guide.



\$2,500

Email: Targeted Attendee E-Blast

Reach your target audience with an email before 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.

- Show Specials (3)
- Online Floor Plan Logo
- Highlighted Listing on App
- Your logo will be added to the Event Guide.



\$2,500

Mobile App: Silver Sponsor

The Mobile App Silver Sponsorship affords your company with maximum exposure on the event's mobile app before, during and after the event.

Includes:

- Rotating banner ad and full-screen landing page
- Video within exhibitor mobile profile
- Exhibitor listing page enhancement (Logo and PDF documents)
- Upgraded online booth profile (a \$400 value)
- Company logo on interactive floor plan
- Highlighted listing with company logo within exhibitor mobile profile
- First right of refusal for following year
- Reporting metrics provided post-show
- Your logo will be added to the Event Guide.



DIGITAL, cont.

Mobile App: Rotating Banner Ad w/Full Screen Land Page

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

\$1,500

Includes:

- Rotating banner ad with full-screen landing page
- Video within Exhibitor mobile profile
- Exhibitor listing page enhancement (logo and PDF documents)
- Your logo will be added to the Event Guide.



Website: Online Display Retargeting

When prospects leave our show site and browse the Internet, your ads will display on other sites they visit, keeping your web site in their peripheral vision and top of mind. Those ads can display the exact product they were viewing while on your site, or multiple products, or anything you choose. It's up to you. With these gentle ad reminders, the lost prospect will return to your site and convert - often at a higher rate, and many times with an increased average order value. Your logo will be added to the Event Guide.

\$1,500



Email: Daily Emails During the Expo

Be the Exclusive sponsor of one (1) daily communication. *Only two (2) slots available. CONSTRUCT communicates with registered attendee daily during the show via email. Two (2) emails will be sent on the days the expo is open. It will include conference and expo highlights, scheduling updates and changes and a preview of the day's activities. These informative emails reach all registered attendees.

\$1,500

Includes:

- Web banner linked to booth profile
- Post-show reporting
- Free upgraded profile
- Your logo will be added to the Event Guide.



Website: Premium Web Ad 180x150

Feature your banner ad on the show's website 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 and longevity.

\$1,500

Includes:

- One (1) 180 x 150 web ad will appear on the show website and will rotate with up to one (1) other ad
- Your logo will be added to the Event Guide.

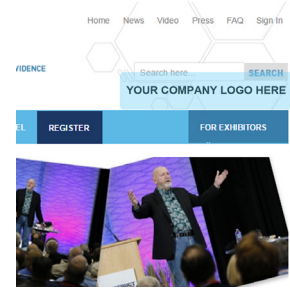


DIGITAL, cont.

\$1,000

Website: Search Engine Sponsor

Attendees use the show website to search for items to help them best prepare for the event. Terrific branding opportunity as your company logo is on every page of the site. Your logo will be added to the Event Guide.



\$800

Email: Shared Attendee E-Blast Top Placement

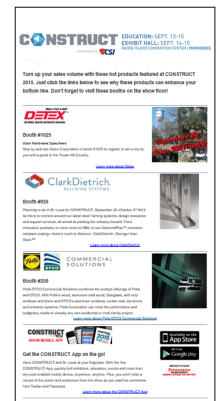
Feature your company logo, product and product description in an attendee e-blast sent to ALL attendees & prospects for this year's show. * Guarantee that you are in one of the top 3 spots of the shared e-blast! Sold on a first come, first serve basis. Your logo will be added to the Event Guide.



\$550

Email: Shared Attendee E-Blast

Feature your company logo, product and product description in an attendee e-blast sent to ALL attendees & prospects for this year's show. Your logo will be added to the Event Guide.



\$500

Mobile App: Custom Push Alerts on Mobile App

Drive on-site traffic and let attendees know about promotions at your booth through the show's mobile app.

Includes:

- A custom push alert sent to all mobile and tablet users
- Alert also appears on dashboard page
- Includes subject line, description and URL link
- Your logo will be added to the Event Guide.



DIGITAL, cont.

Website: Upgraded Online Booth Profile

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.

\$500

Includes:

- Company logo
- Video
- Product Previews (5)
- Press Releases (5)
- Show Specials (3)
- Online Floor Plan Logo
- Your logo will be added to the Event Guide.



PRINT MARKETING

Event Guide: Inside Front Cover Ad

****Exclusive** opportunity.** Take the Prime Spot. Advertise and promote your products and services in the Event Guide and Event Guide to thousands of attendees. Your INSIDE, FRONT Cover, Full-Page, 4C Ad will send them directly to your booth without them even opening the program. We will send you mechanical specs, requirements and deadlines for your design. Your logo will be added to the Event Guide.

\$3,500



Event Guide: Back Cover Ad

****Exclusive** opportunity.** Take the Prime Spot. Advertise and promote your products and services in the Event Guide and Event Guide to thousands of attendees. Your BACK Cover, Full-Page, 4C Ad will send them directly to your booth without them even opening the program. We will send you mechanical specs, requirements and deadlines for your design. Your logo will be added to the Event Guide.

\$3,000



Event Guide: Cover Note Ad

****Exclusive** opportunity.** Feature your logo and message on the cover of the CONSTRUCT Show Program and Event Guide – what better way to gain notice and increase your booth sales. Cover note is 3' x 3" square and features your company name, message and booth number. Your logo will be added to the Event Guide.

\$3,000



PRINT MARKETING, cont.

\$2,500

Event Guide: Inside Back Cover Ad

****Exclusive** opportunity.** Advertise and promote your products and services in the Event Guide and Event Guide to thousands of attendees. Your **INSIDE BACK COVER**, Full-Page, 4C Ad will send them directly to your booth without them even opening the program. We will send you mechanical specs, requirements and deadlines for your design. Your logo will be added to the Event Guide.



\$1,750

Event Guide: Full Page 4/C Ad

Advertise and promote your products and services in the Event Guide to thousands of attendees. Your Full-Page Four-Color ad will stand out and send them directly to your booth. We will send you mechanical specs, requirements and deadlines for your design. Your logo will be added to the Event Guide.

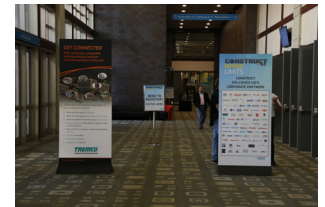


SIGNAGE

\$1,500

Billboard

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 production of the signs. All billboards measure 1 meter wide by 8 feet tall. Specs and deadlines to be sent. Your logo will be added to the Event Guide.



\$1,000

Aisle Signs

Aisle signs are a simple and cost-effective way to largely broaden your company's exposure across the exhibit hall. Limited to eleven (11) aisle signs. Pricing is per sign. As the sponsor, you will receive your logo on an aisle sign. Your logo will be added to the Event Guide.



\$500

Floor Logo

Your color logo printed on a vinyl, 3'x3', overlay will catch the eyes of attendees and draw them to your booth. You can purchase unlimited quantities. Also, your logo will be added to the Event Guide. Exact location to be determined by Show Management.



TRADITIONAL

\$7,000

Coffee Lounge/Happy Hour Sponsor

Be the official sponsor of the Coffee Lounge/Happy Hour. The lounge and happy hour bars will be in a high traffic areas located adjacent to the Learning Pavilion and in the corners of the show floor. There will be a constant flow of traffic to these featured areas throughout the duration of the show. Having your brand positioned in these high traffic areas will provide brand exposure and drive traffic to your booth.



\$7,000

Lanyards

****Exclusive** opportunity.** Place your company name/logo around the neck of EVERY attendee at the show. You'll supply the lanyards and we'll make sure every attendee gets one. Your logo will be added to the Event Guide.

SOLD



\$3,500

Learning Pavilion with Lead Capture

****EXPANDED PROGRAM due to popular demand**** CONSTRUCT attendees demand both education and information, and the Learning Pavilion is the ideal location to service these needs. The Learning Pavilion is the centerpiece of this year's show floor ensuring that all in attendance will be a part of the experience. Participating exhibitors will provide practical solutions, updates and reinforcements for commercial building professionals and the chance for 15-minute product demonstrations. Presentations will take place over the course of the two open exhibit days. As a sponsor of the Learning Pavilion w/ Lead Capture you receive:

- Dedicated presentation time
- Two (2), 30 min presentation time slots accompanied by a 15-minute product demo for each presentation
- Contact information from each attendee who is scanned on-site for your presentations
- Promo in advance via web and print
- Promo on-site via signage and show schedules
- Your logo will be added to the Event Guide.



TRADITIONAL, cont.

\$7,000

Show Backpack

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 provide the bags and a prominent 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. Your logo will be added to the Event Guide.



SOLD

\$4,500

Wallet Multi-Tool (Backpack Insert)

New branding opportunity! We will be including a wallet multi-tool in the show bags that will be provided to all registered attendees. This is a chance to be the exclusive sponsor of this fun item that will go home with each attendee with your logo prominently displayed. Deadline is July 21.



\$2,000

Show Bag Insert

Introduce your company and products, advertise show specials or direct traffic to your booth with inserts for the Show Bags. Your marketing materials will be inserted 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 2 lbs.
- *Sponsor to supply the inserts. Limited number available.
- Additional Benefit:
- Representation in onsite "Sponsor Appreciation" signage
- Your logo will be added to the Event Guide.

