



# MARKETING, ADVERTISING AND SPONSORSHIP OPPORTUNITIES



CONFERENCE: **APRIL 25-28, 2020**  
EXPO: **APRIL 26-28, 2020**

KENTUCKY INTERNATIONAL CONVENTION CENTER  
LOUISVILLE, KY

[environmentsforaging.com](http://environmentsforaging.com)

PRODUCED BY



PRESENTING SPONSOR



IN CONJUNCTION WITH



Design for Aging  
an AIA Knowledge Community



STRATEGIC PARTNER



ASSOCIATION PARTNERS



## We'll get attendees to the show, but how will you get them to your booth?

You've made an investment to be at EFA.

Don't leave it to chance that buyers will choose your brand, when others are doing their utmost to promote their presence and get their attention before the show.

### What we do to promote EFA:

Send segmented email campaigns to prospective attendees	Direct mail campaigns to prospective attendees	Advertise with key media and association partners
Social media engagement across Twitter, Facebook, and LinkedIn	Promote exhibitor profiles at <a href="http://environmentsforaging.com">environmentsforaging.com</a> so buyers can learn about your brand and products	Promote onsite activities and awards

### What you can do to drive customers to your booth:

Complete your <b>free online profile</b> in EFA Connect so attendees can learn more about you before the show begins	Promote your in-booth show specials, press releases, and products in EFA Connect	Increase your social media posts surrounding your participation at the show and use #EFAcon to grow your followers
Stand out and drive traffic to your booth on-site — many high-visibility advertising and sponsorship opportunities are available	Take advantage of direct marketing programs - send email or postcard to registrants	Use the <b>free marketing tools</b> in your Feathr dashboard – custom email template, web ad, and landing page

## SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR (EXCLUSIVE) : \$15,000

The presenting sponsor is the top-of-mind visible partner before, during, and after the event providing the sponsoring organization significant branding, lead generation, and lead nurturing opportunities, as well as demonstration of thought leadership.

- Sponsor logo included in marketing messages, onsite signage and website
- Three minute welcome message to opening and closing keynote attendees by your company's executive
- Back cover ad in Onsite Show Directory
- Logo with exhibitor directory listing
- 4 complimentary conference passes
- Conference and Expo Only discount codes for your company's customers and prospects
- Ad on environmentsforaging.com for 3 months
- First right of refusal for 2020

**SOLD**

### NETWORKING PARTY (EXCLUSIVE): \$10,000 OR \$2,500 EACH (UP TO 6 SPONSORS)

Every year without fail, attendees make the Networking Party the single, most important social event of the Expo, and this year will certainly be no different. Make an unforgettable impression on hundreds of attendees who come for networking, cocktails, and live entertainment. Associate your name and brand with the Networking party that people will be talking about long after the events ends.

- Introduction of your company's executive to Networking Party attendees (exclusive only)
- Two-minute welcome message to Networking Party attendees by your company's executive (exclusive only)
- Your company logo on Networking Party drink tickets and napkins\*
- Company logo in the Onsite Show Directory
- Half-page, full-color ad in onsite Onsite Show Directory
- Display table (optional)
- Five Networking Party passes for your colleagues and clients
- First right of refusal for 2020

**SOLD**

\*Sponsor provides napkins

### MOBILE APP SPONSOR (EXCLUSIVE): \$8,000

The Mobile App keeps attendees connected to important conference updates and social media alerts. Few put their phones down for long at a conference, providing the Mobile App Sponsor consistent and continuous onsite engagement. Mobile App content includes presentations, agenda, floor plan, alerts, and surveys.

- Sponsor of the official EFA Mobile App
- Sponsor logo included in app
- Logo next to your company's listing in directory
- First right of refusal for 2020

**SOLD**

## WELCOME RECEPTION (EXCLUSIVE): \$5,000

As the exclusive sponsor of the Welcome Reception, your organization will gain tremendous recognition, driving traffic to your booth to build relationships and generate leads.

- Exclusive sponsor of opening night reception in exhibit hall
- Sponsor logo included in onsite signage
- Half-page ad in the Onsite Show Directory
- Company logo in the Advance Conference Mailer and Onsite Show Directory
- Sponsor logo on napkins and cups during reception\*
- Enhanced exhibitor directory listing (includes logo)
- Discount code for expo only passes
- First right of refusal for 2020

\*Additional costs may apply, sponsor to provide



## NEW CONFERENCE SPONSORS\*\*:

- \$5,500 (3 full conference badges, logo on signage and ad)
- \$2,500 (2 full conference badges, logo on signage and ad)

\*\*All conference sponsor's logos will be placed on 1 dedicated ad in the show directory and on signage in the conference area.

## NEW LUNCH SPONSORS\*\*:

- \$5,000 (2 full conference badges, logo on signage and ad)
- \$2,500 (1 full conference badges, logo on signage and ad)
- \$1,000 (3 expo only badges, logo on signage and ad)
- \$750 (2 expo only badges, logo on signage and ad)

\*\*All lunch sponsor's logos will be placed on 1 dedicated ad in the show directory and on signage in the lunch area

## ATTENDEE BAG (EXCLUSIVE): \$3,000 - SPONSOR PROVIDES BAGS

Imagine your logo hanging off the shoulder of everyone who attends the expo and conference. Each attendee will receive a high-quality, durable tote to carry with them throughout the conference and take home.

- Your company logo prominently displayed on the attendee bag
- Company logo in the Onsite Show Directory
- First right of refusal for 2020



## EDUCATION TRACK SPONSOR: \$2,500

Sponsor a track and “own” that topic in the marketplace throughout the year, with multiple opportunities before and at the show to demonstrate your leadership on a key topic area.

- Exclusive sponsor of one of EFA’s tracks
- Logo on onsite signage in session area
- Sponsor representative option to introduce all track speakers
- Sponsor collateral in meeting rooms
- Logo next to your company’s listing in directory
- First right of refusal for 2020

## ATTENDEE BADGE SPONSOR (EXCLUSIVE): \$2,000

Attendee badges are required for entry into every conference function. Have your company’s logo seen by all event participants throughout the entire expo.

- Sponsor logo included on front of attendee badges
- First right of refusal for 2020

## ATTENDEE LANYARD SPONSOR (EXCLUSIVE): \$2,000

Every attendee has a lanyard. This is a unique way to have a presence throughout the expo and conference.

- Sponsor of event lanyard used to hold required badges for all attendees\*
- First right of refusal for 2020

\*Sponsor provides lanyards

## PEN AND NOTEBOOK SPONSOR (EXCLUSIVE) \$1,500

Put your company logo in front of every attendee beginning at registration. Two of the most popular items available for sponsorship are the pen and notebook—used by attendees during educational sessions throughout the event. This sponsorship opportunity promises strong brand recognition.

- Pen and notebook distributed in conference bag at registration\*
- First right of refusal for 2020

\*Sponsor provides pens and notebooks

## FLOOR CLINGS (ONE EXHIBITOR PER AISLE): \$1,000 \*Plus cling production cost

Promote your company’s message and booth location as attendees walk the floor, with an Environments for Aging Expo and Conference Floor cling.

- Clings with your logo and booth number down the aisle (large cling approx 3’x5’ at start of the aisle and smaller clings approximately every 20’ to 30’)





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## COFFEE & DESSERT STATION SPONSORSHIP (EXCLUSIVE):

**\$2,250 (SPONSOR CONTRACTS WITH CONVENTION CENTER FOR F&B) OR \$5,500 (AND EFA HANDLES F&B)**

Caffeine and sweets - who doesn't love them? Attendees are always on the lookout for mid-afternoon coffee and you can be the one to bring it to them! Sponsor an afternoon refreshment break and provide coffee and a sweet treat pick-me-up.

- Sign with logo on table(s)
- Sponsor may provide branded napkins and/or coffee sleeves
- Logo on website and in Show Directory

## COMMUNITY TOUR: \$1,000

One of the most popular features of EFA, the community tours sell out every year. Sponsors will be able to co-host an Environments for Aging community tour to a local assisted living, retirement community or CCRC.

- Your company logo on community tour messages and signage
- Literature distribution on community tour bus
- Brief presentation to community tour attendees during the bus ride
- One community tour pass
- Company logo in the Onsite Show Directory

## SOCIAL MEDIA OPPORTUNITIES

### SOCIAL MEDIA FEATURED POSTS: \$499


Expand your reach during the show with extra promotion of your booth through our featured social media posts! A photo of your booth, team, and product will be posted to the EFA social media accounts. [Learn more](#)

### LIVE ON LOCATION SOCIAL MEDIA VIDEOS: \$1,999

Reach EFA attendees and non-attendees from your booth with a Live Social Media Interview at EFA! Build your authority and tell your story straight from the show floor with this 3-4 minute live interview. The live interview will be conducted from your booth and will receive exposure on EFA social media accounts. [Learn more](#)

## EFA CONNECT DIGITAL OPPORTUNITIES

Enhance your visibility to attendees and grow your business by selecting one of the digital promotion packages below. Digital promotion packages increase your visibility with attendees 3-4 times more than with a standard listing. Take this opportunity to showcase all of your products and services while increasing traffic to your booth on the show floor.

Features	Basic Free	Bronze \$199	Silver \$399	Gold \$599
<b>Online Exposure</b>				
<b>Premium Position at the Top of the Exhibitor List &amp; Search Results</b>				✓
<b>Video Uploads</b> Tell your story with video			1	2
 <b>Enhanced Listing Icon</b> Shown on floor plan & exhibitor list		✓	✓	✓
<b>Company Logo</b> Increase your brand recognition	✓	✓	✓	✓
<b>Featured Product Showcase</b> Detailed descriptions, color images	1	3	5	10
<b>Show Specials</b> Spotlight discounts & giveaways	1	3	5	10
<b>Press Releases</b> What's happening at your company	1	1	5	10
<b>Product Categories</b> Choose those that attendees search for	8	10	10	12
<b>Online Profile Characters</b> Add searchable company information	500	900	1200	1500
<b>Print Profile Characters</b> Add company information	500	500	500	500
<b>Website URL</b> Add website link to eBooth Profile	✓	✓	✓	✓
<b>Company Name &amp; Address</b>	✓	✓	✓	✓
<b>Booth Label</b>	✓	✓	✓	✓

### Exclusive Exhibitor List Sponsor

- Clickable Logo at the top of the Exhibitor List
- Banner Ad on the Online Floorplan
- Includes a Gold Listing

**\$1,999**

### Exclusive Floor Plan Sponsor

- Clickable Logo with Booth Number
- Includes a Gold Listing

**\$2,499**

### Additional Digital Promotions

#### Floor Plan Booth Logo - \$349 Each

Make your booth stand out from others by opting to show your company or product logo in your exhibit booth on the interactive event map.\*



\*Your booth must be a 20x20 or larger.

#### Floor Plan Banner Ads - \$249 Each

All attendees will check out the online event map. Catch their attention in this hot spot with a track-able banner advertisement.



#### Videos - \$299 (Per Video)

Tell your story with video and engage attendees on a deeper level to get them excited about your products.

## MARKETING AND ADVERTISING OPPORTUNITIES

### DIRECT MARKETING (EMAIL OR POSTCARD)

#### Email Deployment Program

2019 attendees only: **\$800**

2020 attendees only: **\$1,000**

2019 & 2020 attendees: **\$1,600**

Attendees will begin registering for upcoming events at approximately 18 weeks out from event date. Limited email dates are available and are filled on a first-come, first-served basis. Emails will be deployed through Emerald Exposition's email vendor. Exhibitor to supply HTML file, subject line, seed list, and opt-out list to Emerald.

#### Direct Mail Program

2019/2020 attendees\*: **\$750**

Please note that charges are for access to attendees and do not cover costs of creating, printing or mail house services used with direct mail pieces. Direct mail is managed through EFAdirectmail.com (ExpoCommerce/Community Commerce). Emerald must approved direct mail pieces before the EFAdirect mailhouse can proceed with order. Please visit EFAdirectmail.com to learn more.

*\* The list for direct mail pieces will begin with the previous show's attendees, then as attendees register for the upcoming show, prior year records are replaced with current year records*

### PROGRAM GUIDE ADS

- Standard Full-page: **\$1,500**
- Standard Half-page: **\$1,000**
- Premium Positions add 10%

### WEBSITE ADVERTISING

Attendees rely on the EFA website to provide them with the most up-to-date information on exhibitors, registration, conference sessions, special events and more. What better way to highlight your company than by placing an ad, including a link to your company's website in a highly visible position on the official show website.

Ad Unit	Size (Pixels)	One Month	Three Months
Top Banner	728 x 90	\$2,500	\$2,000/month
Top Side	300 x 600	\$2,000	\$1,500/month
	300 x 250	\$1,500	\$1,000/month
Bottom Side	300 x 250	\$1,000	\$750/month
Bottom Banner	728 x 90	\$1,000	\$750/month





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For questions or inquiries about any of the listed sponsorship packages, please contact your Environments for Aging account executive below.

## CONTACT YOUR ACCOUNT EXECUTIVE FOR DETAILS

### **Sales Representatives**

#### **Companies A-G, #'s**

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#### **Companies H-Z**

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### **Associate Show Director**

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### **Group Show Director**

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