



2020 CABDA Midwest Expo Sponsorship/Branding Guide

Presenting Sponsor - \$5000 (limited to one company)

- ◆ Your company's logo will be prominently displayed on all expo signage, entrance displays, advertisements, and mailings.
- ◆ Company logo and website link featured in all email blasts.
- ◆ Company logo and website link featured on our homepage.
- ◆ Access to premier booth locations.
- ◆ Full-page ad in our official event program: *Pedal Wrench Magazine*.
- ◆ Free use of your own show office just off the expo floor for small-meetings, private dealer consultations, or secure storage.
- ◆ Place up to five (5) meter boards or pop-up signs in our expo lobby or seminar lobby.
- ◆ Inclusion in our "Scavenger Hunt". Attendees will collect stamps from various booths and turn them in to win prizes.

Major Sponsor - \$2000 (limited to five companies)

- ◆ Your company's logo will be displayed on all Expo entrance signage, displays, programs, and our event guides.
- ◆ Full-page ad in our official event program: *Pedal Wrench Magazine*.
- ◆ Company logo and website link featured on our homepage.
- ◆ Free use of your own show office just off the expo floor for small-meetings, private dealer consultation, or secure storage.
- ◆ Place two (2) meter boards or pop-up signs in our expo lobby or seminar lobby.
- ◆ Inclusion in our "Scavenger Hunt". Attendees will collect stamps from various booths and turn them in to win prizes.

Supporting Sponsor - \$1000

- ◆ Your company will be listed on our website, entrance display, programs and event guides.
- ◆ We will feature your logo/products/specials in an email blast prior to the Expo.
- ◆ You may place a single meter board or pop-up sign in our expo lobby or seminar lobby.
- ◆ Inclusion in our "Scavenger Hunt". Attendees will collect stamps from various booths and turn them in to win prizes

Badge Sponsor - \$3000 (limited to one company)

- ◆ Your company's logo on every attendee badge worn at the CABDA Expo.
- ◆ We'll also include your company in our "Scavenger Hunt". Attendees will collect stamps from various booths and turn them in to win prizes.

Industry Party Sponsor - \$4,000 (limited to one company)

Our annual CABDA Awards and Industry Party has grown into a great event that takes place on the evening following the first day of the show.

- ♦ Party will take place from 6-9pm, and feature a terrific band, a bar, and about 400 of your new best friends!
- ♦ There is ample branding and marketing potential (signage, table displays, handouts, etc).
- ♦ Featured logo on all show programs and event guides. Logo and link on all CABDA Expo digital guides.
- ♦ We'll also include your company in our "Scavenger Hunt". Attendees will collect stamps from various booths and turn them in to win prizes.

Keynote Breakfast Sponsor - \$4,000 (limited to one company)

- ♦ Breakfast for 250 attendees on Thursday morning beginning at 9AM (Show will open at 10am).
- ♦ Ample branding and marketing potential (signage, table displays, handouts, etc)
- ♦ Opportunity to address the audience prior to keynote speaker (Speaker will be announced in November/December).
- ♦ Featured logo on all show programs and event guides. Logo and link on all CABDA Expo digital guides.
- ♦ We'll also include your company in our "Scavenger Hunt". Attendees will collect stamps from various booths and turn them in to win prizes.

Exhibitor Party Sponsor - \$3,000 (limited to one company)

Looking to make a splash with your fellow exhibitors? This is just the thing! Held right after load-in, our exhibitor reception is a great place to get your message out in front of your peers in the industry.

- ♦ Reception starts after load-in on Tuesday. Hors d'oeuvre and cocktails with about 250 industry professionals (...and maybe a few scoundrels).
- ♦ There is ample branding and marketing potential (signage, table displays, handouts, etc).
- ♦ Featured logo on all show programs and event guides. Logo and link on all CABDA Expo digital guides.
- ♦ We'll also include your company in our "Scavenger Hunt". Attendees will collect stamps from various booths and turn them in to win prizes.

Sales Office Rental - \$500 (5 available)

Looking for a little more privacy? Located just off the trade show floor, there are five, 10x10 offices. These rooms are yours to use during the entire show as a sales office, private consultation space, additional secure storage space, or your very own fortress of solitude. Cost does not include furnishings, which may be procured through our decorator, or brought in from outside.

Scavenger Hunt Sponsor - \$400

Our "CABDA Scavenger Hunt" is a big hit every year. Attendees collect stamps from participating booths and turn in their completed cards to win prizes. We provide the prizes and the stamps. It's a great way to drive traffic to your booth! Everyone earns a finisher's prize and we have a raffle for a few bigger prizes.

Entry Sponsor - \$1000 (limited to one company)

With our custom entryway window clings, your logo will be the first thing attendees see when they walk in the building!

Lanyard Sponsor – (limited to one company)

Your company's name/logo worn by every attendee at the CABDA Expo. Plus lanyards are a great keepsake they can bring home. We can use any thickness lanyard provided they have double-bulldog clips.

We'll also include your company in our "Scavenger Hunt". Attendees will collect stamps from various booths and turn them in to win prizes.

\$1000 - You provide 3500 lanyards. \$3000 - We print them for you.

Bag Sponsor - (limited to one company)

Your company's name/logo carried by every attendee at the CABDA Expo. Plus you may pre-fill them with your own handouts or catalogs.

We'll also include your company in our "Scavenger Hunt". Attendees will collect stamps from various booths and turn them in to win prizes.

\$1000 - You provide 2000 bags. \$2000 - We print them for you.

Demo Track Presenting Sponsor - \$2500

Exclusive branding of our demo track. Hang your banners all around our demo area fencing, or hold your own mini event on our track!

Demo Track Supporting Sponsor - \$500 (limited to five companies)

Expand your brand's presence with shared branding on the walls of our demo area. Each sponsor may place up to 5 banners along our demo track fencing.

CABDA Mobile App Presenting Sponsor - \$2000

Your company's logo will be prominently displayed on the Splash Page, and at the top of the Navigation Page of our official App.

CABDA Mobile App Supporting Sponsor - \$500

Rotating banner ads on our app's Navigation Page that can link to a website or to your page, or to your eBooth profile.

"The LAB" Presenting Sponsor – \$3000

"The LAB" is our on-the-floor, hands-on, training area designed for tech clinics. It features stainless steel workspaces, big screen monitors for demonstrations, and its own PA system with directional speakers. It has space for roughly twenty participants and another twenty onlookers.

Your logo/branding would be prominently printed on the façade, showcased in our print and digital schedules, and your digital media can be displayed on the monitors between breakout sessions.

You will also have one breakout session per day all to yourself!

"The Backyard" Presenting Sponsor – \$3000

"The Backyard" is our new, informal spot for panel discussions, educational breakouts, and best-practices conversations. It features a grass floor, hedge walls, big screen monitors for media presentations, and its own PA system with directional speakers. It has seating for roughly thirty-five participants and standing room for another twenty.

Your logo/branding would be prominently printed on the façade, showcased in our print and digital schedules, and your digital media can be displayed on the monitors between breakout sessions.

You will also have one breakout session per day all to yourself!

"The Alley" Presenting Sponsor - \$3000

"The Alley" is our on-the-floor, breakout zone dedicated to showcasing design and innovation. This will be the home to all of our product demonstrations and bike fit clinics. It features an urban theme and seating for roughly thirty participants.

Your logo/branding would be prominently printed on the facade, showcased in our print and digital schedules, and your digital media can be displayed on the monitors between breakout sessions.

You will also have one breakout session per day all to yourself!

Pre-Show Seminar/Meeting Space - \$1600

Looking to host your own certification, seminar series, or company meeting? CABDA's load-in day is a great time to do it! We have a limited number of meeting spaces that are perfect for hosting your own long-format session.

All long-format (over one hour) clinics and seminars are scheduled for Tuesday, the day before the show opens. Food and beverage catering is available. Please contact us for details.

CABDA Event Guide Print Ads - Half Page - \$300 – Full Page \$600

Pedal Wrench Magazine, our official event guide is distributed to every attendee at the CABDA Expo and is a great way to get to get some extra exposure, promote a new product, or advertise a show special!

Have something else in mind? We'd love to hear your ideas!

Contact jim@cabda.com or call 847-714-7007

