



## Sponsorship Offerings

Sponsorships are the most effective way to increase your impact pre-show, on-site and post-show. To receive the most value out of your exhibit investment, you can choose any combination of sponsorships to build the most effective traffic-building program possible.

### 1. Premium Sponsorship Opportunities

#### Platinum Level (SOLD OUT)

Gold Level	\$35,000	Silver Level	\$25,000
<ul style="list-style-type: none"> <li>• 20' x 20' exhibit space included</li> <li>• A one-hour time slot in the ABX learning zone.</li> <li>• Four exhibitor passes with access to all educational sessions and keynotes.</li> <li>• 150 free passes to the exhibit hall only; these can be distributed to building and design professionals .</li> <li>• 10 booth staff badges for staff and/or building and design professionals<sup>1</sup>. These passes provide admission to the exhibit hall and the welcome reception on the evening of November 4.</li> <li>• A Podcast interview with a representative of your company.</li> <li>• Logo displayed at the entrance to the conference.</li> <li>• Sponsor logo highlighted on general session main screen, along with sponsor recognition during conference welcoming remarks.</li> <li>• Prominent name and logo placement on all printed materials related to IWBC 2020.</li> <li>• Logo and a link to sponsor website in all IWBC email blasts related to the conference.</li> <li>• Feature article in IWBC's newsletter, "Offsite News".</li> <li>• Sponsor's video posted on the IWBC website media page.</li> </ul>		<ul style="list-style-type: none"> <li>• 10' x 20' exhibit space included</li> <li>• Three exhibitor passes with access to all educational sessions and keynotes.</li> <li>• 150 free passes to the exhibit hall only; these can be distributed to building and design professionals.</li> <li>• 10 booth staff badges for staff and/or building and design professionals<sup>1</sup>. These passes provide admission to the exhibit hall and the welcome reception on the evening of November 4.</li> <li>• Logo displayed at the entrance to the conference.</li> <li>• Sponsor logo highlighted on general session main screen, along with sponsor recognition during conference welcoming remarks.</li> <li>• Prominent name and logo placement on all printed materials related to IWBC 2020.</li> <li>• Logo and a link to sponsor website in all IWBC email blasts related to the conference.</li> <li>• Feature article in IWBC's newsletter, "Offsite News".</li> <li>• Sponsor's video posted on the IWBC website media page.</li> </ul>	

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Bronze Sponsor	\$15,000	Keynote Sponsor	\$10,000
<ul style="list-style-type: none"> <li>• 10' x 10' exhibit space included</li> <li>• Two exhibitor passes with access to all educational sessions and keynotes.</li> <li>• 150 free passes to the exhibit hall only; these can be distributed to building and design professionals.</li> <li>• 7 booth staff badges for staff and/or building and design professionals<sup>1</sup>. These passes provide admission to the exhibit hall and the welcome reception on the evening of November 4.</li> <li>• Logo displayed at the entrance to the conference.</li> <li>• Sponsor logo highlighted on general session main screen, along with sponsor recognition during conference welcoming remarks.</li> <li>• Name recognition in all press releases related to IWBC conference events.</li> <li>• Prominent name and logo placement on all printed materials related to IWBC 2020.</li> <li>• Logo and a link to sponsor website in all IWBC email blasts related to the conference.</li> <li>• Feature article in IWBC's newsletter, "Offsite News".</li> <li>• Sponsor's video posted on the IWBC website media page.</li> </ul>		<ul style="list-style-type: none"> <li>• Sponsor logo and Company name prominently displayed at all entrances to the general session area for your designated Keynote speaker. Keynote speakers are Karim Khalifa (Sidewalk Labs), Mark Farmer (UK Champion for Modern Methods of Construction) and John Klein (CEO of Generate, Creator of a New Generative Design Tool)</li> <li>• Name recognition in all press releases and promotional emails and social media related to the Keynote speakers.</li> <li>• Logo and a link to sponsor website in all IWBC email blasts related to the conference.</li> <li>• Feature article in IWBC's newsletter, "Offsite News".</li> <li>• Sponsor's video posted on the IWBC website media page.</li> </ul>	

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## 2. Partner Sponsorship Opportunities

Lanyards	\$5,000	Show Bags	\$5,000
<ul style="list-style-type: none"> <li>• Each attendee will receive a lanyard with your company name and logo during registration, to be worn throughout the duration of the event</li> <li>• This high-visibility sponsorship puts your brand around the neck of every IWBC attendee to wear throughout the duration of the event.</li> <li>• The sponsoring company is responsible for creating, producing and delivering the lanyards. Subject to Show Management approval.</li> </ul>		<ul style="list-style-type: none"> <li>• Company name and logo will be prominently displayed on one side of attendee event bags handed out at the time of registration</li> <li>• Distributed to attendees in at check-in.</li> <li>• These Show Bags are a far-reaching, cost effective advertising opportunity that will reach thousands of prospective customers, during and after IWBC 2020.</li> <li>• The sponsoring company is responsible for creating, producing and delivering the bags. Subject to Show Management approval.</li> </ul>	

## Online Registration

**\$3,000**

Broaden your company's exposure by having your static web banner throughout the online registration site.

## Happy Hour in the Hall

**\$3,000**

Gain substantial exposure as the sponsor of a bar located in the main aisle closest to your booth. You will receive 100 drink tickets to pass out to attendees and a mobile app push notification to drive attendees to the bar. Provide cups and/or napkins for maximum exposure.

## Coffee/Lunch Break Sponsor **\$3,000**

*2 Available*

Receive incredible brand exposure and provide an energy boost to attendees by sponsoring a coffee break in the exhibit hall or educational workshops area. Provide cups and/or napkins for maximum exposure. Available in three locations in the morning and afternoon.

## Email Blast

**\$3,000**

Reach your target audience by having Show Management send a pre- or post-show email to show registrants and prospects. Create your HTML message or we will assist you. Email performance metrics are provided.

## Welcome Party

**\$2,000**

*Non-Exclusive*

Broaden your company's exposure as the shared sponsor of the Welcome Party where you will be featured on advertising in the Attendee Brochure and On-Site Event Guide, 100 drink tickets to pass out to attendees and a mobile app push notification and signage to drive attendees to the party.

## Carpet Logos

**\$1,200**

Make an impression as attendees roam the Exhibit Hall by placing your 5x5 ad in the main aisle of the expo hall for all to see. These carpet logos promote your company and double as great directionals to your booth. Production included. Exact location to be determined by Show Management.

## Contact Us

### Forest Economic Advisors

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If you have questions about the IWBC, please email us at [info@iwbcc.com](mailto:info@iwbcc.com) or give us a call.

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