



PREPARING FOR THE **NEXT GENERATION**

MARCH 9-11, 2023
ORLANDO



BUILD YOUR BRAND BEYOND THE BOOTH

2023 SPONSORSHIP OPPORTUNITIES

All opportunities current as of 12/14/22

CONTACTS

Sponsorship Increases Visibility and Value for Your Company Among Thousands of America's Best Farmers!

Prepare for ***what's next*** in agriculture and expand your presence at Commodity Classic! As a sponsor, your brand can be highly visible throughout the venue and in the materials and media that farmers use during the entire event. Commodity Classic sponsor opportunities run the gamut from events to architectural graphics, from meals to multimedia. You can be where farmers walk, talk, eat, and relax.

As you page through this document, you'll discover unique and effective opportunities to promote your brand and your support for agriculture. And feel free to contact us if you have any questions or want to discuss any ideas you have.

Please note: 2022 sponsors have the first right of refusal for some items listed. Some sponsorships require printing and installation, which are indicated in the description of the item. These costs are not included in the calculation of exhibitors' sponsorship level.

We look forward to helping you ***reach the next generation of farmers*** at the 2023 Commodity Classic in Orlando!

CONTACTS

Abby Podkul

Director, ASA Meetings & Conventions
and Education Lead, Commodity Classic

American Soybean Association

O: 314.754.1345 C: 314.517.5971

apodkul@soy.org

Maureen Feck

Commodity Classic Show Director

C: 773.329.7561

Feck@commodityclassic.com



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Opportunities are available at the Orange County Convention Center West Concourse, Hyatt Regency, Rosen Centre, and Rosen Plaza. See sections that follow. See page 6 for hotel key cards.



Convention Center Branding Opportunities

- #1: Door Clings and Banner
- #2: Stair Clings and Escalator Clings
- #3: Banner
- #4: Registration Column Wrap
- #5: Registration Column Wrap
- #6: Registration Column Wrap
- #7: Registration Column Wrap
- #8: Door Clings
- #9: Window Clings
- #10: Window Clings
- #11: Window Clings
- #12: Floor Cling
- #13: Banner and Escalator Wall
- #14: Banner
- #15: Floor Cling
- #16: Banner
- #17: Banner and Escalator Wall
- #18: Floor Cling
- #19: Restroom Mirror Clings
- #20: Banner, Escalator Wall, and Escalator Glass
- #21: Banner
- #22: Floor Cling
- #23: Banner
- #24: Banner, Escalator Wall, and Escalator Glass
- #25: Floor Cling
- #26: Door Clings
- #27: Escalator Clings, Wall, and Column Wrap
- #28: Escalator Clings
- #29: Escalator Clings and Wall
- #30: Column Wraps
- #31: Door and Window Clings

Hyatt Regency Orlando Branding Opportunities

- #1: Main Lobby Mezzanine Glass Graphics
- #2: Main Lobby Columns
- #3: Large Picture Frame outside B-Line Diner

Rosen Centre Branding Opportunities

- #1: Front Entrance Window, Door, and Floor Clings
- #2: Guest Room Elevators
- #3: Escalator Glass Railing
- #4: Banner above Escalator
- #5: Skywalk Doors
- #6: Skywalk to Convention Center Overhead Signs

Rosen Plaza Branding Opportunities

- #1: Front Entrance
- #2: Guest Room Elevators



ATTENDEE SERVICES & EVENTS

Chair Massages **\$15,000**

Be a hero to attendees as they enjoy complimentary shoulder and foot massages sponsored by your company. The Commodity Classic Massage Area, located in the lobby near the trade show and education breakout rooms, is an opportunity to associate your brand with rest and relaxation. Certified massage therapists will provide 10-minute upper body massages in specially designed chairs during designated hours. Foot massage devices are provided for attendees to use as they wait for their upper body massage.

Sponsorship fee includes massage therapists and all equipment needed. Massage therapists can wear company-branded attire, hand out sponsor's promotional materials or gifts, and can direct guests to sponsor's booth. Your company will be recognized in event materials and onsite signage as the sponsor of this complimentary service.

Commitment deadline: January 13

Convention Badge Lanyards* **CLOSED**



Lanyards for convention badges imprinted with your company logo or name will be distributed onsite to all registrants. This is a great way to promote your company name and booth number to Commodity Classic attendees throughout the show dates.

Evening of Entertainment* **CLOSED**



Sponsor this grand finale and be sure farmers are leaving on a high note! An entertaining artist will create a fun evening for all Commodity Classic attendees in an exclusive, private performance scheduled for Saturday, March 11. Sponsor may show a video loop during walk-in and a company representative may welcome the audience from the stage and introduce the performer.

General Session* **CLOSED**



Set the tone for the Commodity Classic experience by sponsoring this headline event, scheduled for Friday, March 10. Association presidents will address industry challenges and accomplishments. A high-level government official will be invited. An inspirational, motivating keynote speaker will be featured.

Sponsorship of the General Session includes a speaking opportunity for your company representative to share your message with the audience. You may also provide branded promo items to attendees of the General Session.

General Support **\$5,000+**

Help us put on an outstanding event with a general support sponsorship and gain recognition by being included in the list of sponsors to be recognized in show materials. Or, propose your own unique sponsorship opportunity.

Commitment deadline: January 13



Hotel Room Key Cards **Prices vary by property**

Make an impression by placing your logo or message on the hotel room keys distributed to attendees upon check-in. Customize the key card with your artwork to promote your brand and booth events. You may even include a QR code in your artwork for attendees to link to your web page. Sponsorship fee includes printing of your double-sided art, production of the keys, shipping, and distribution of the key cards.

Deadlines: January 13 commitment. January 20 artwork due.

- Hyatt Regency* **CLOSED**
- Hilton Orlando* **CLOSED**
- Rosen Centre* **CLOSED**
- Rosen Plaza = \$8,000
- DoubleTree at SeaWorld = \$8,000 *NOTE: this hotel allows for single-sided art only*

Hotel Shuttles* **CLOSED**



Thousands of convention attendees are expected to ride the shuttles daily between 13 Commodity Classic hotels and the Convention Center. Your company name will be recognized as the sponsor on Commodity Classic signage at shuttle pick-up locations and wherever the shuttle schedule is published. Additional branding opportunities on the buses are available to promote company messaging.

Lobby Art **\$12,000**

Be creative and have some fun! Entertain attendees while promoting your company's name, logo, or message in a unique way! Capture everyone's attention with your artist's custom, one-of-kind creation. We'll give you a footprint and your artist can fill it with your design that includes your company elements and Commodity Classic elements. Past artistic media include sand sculptures and chalk art. Located in a high traffic area of the Convention Center lobby, your creative photo op is sure to stop attendees in their tracks! Sponsorship fee includes a designated footprint in the lobby in a high-traffic area and a sign at the location identifying your company as the sponsor. Sponsor provides the artist.

Commitment deadline: January 13



Lounge Seating with Device Charging* **\$6,500**
(two available)

Two lounge seating areas are offered in the Convention Center lobby near the trade show entrances and education breakout rooms. Each lounge location is offered to a single sponsor, and each comes with seating, two coffee tables, and one water cooler. The furniture includes power outlets for attendees to charge devices. The coffee tables will be branded with a cling with your graphic. You may provide a branded water cooler wrap or your branded cups for the water cooler. These seating areas are ideal locations for Commodity Classic guests to gather, rest, and recharge their devices.

Commitment deadline: January 13

Media Room & Media Reception* **CLOSED**



More than 100 of the nation's top agriculture broadcast, online, and print reporters cover Commodity Classic. Get your name in front of this very influential group – the media! Sponsorship includes branding opportunities in the Media Work Room and the Media Reception. As the Media Room & Media Reception sponsor, your company has the option to place your logo and signage in the room, provide goodie bags or branded items to the media... it's up to you! At the Media Reception, your company representative will have the opportunity to address the reception attendees.

Commitment deadline: January 13

Mobile App* **\$15,000**

The Commodity Classic mobile app features a link to the latest exhibitor listing and trade show floor plan, the show schedule, listing of sessions, speaker bios, venue maps, and more. Be the exclusive sponsor of the Commodity Classic mobile app and receive the following:

- Your company's name and message on the splash screen. This is the screen that appears as the app is loading, usually between 1–3 seconds.
- One banner ad with linked URL at the bottom of the navigation menu. Users will see a sponsor banner every time they tap the menu icon to explore content in the app.
- Dedicated "one-tap" listing on the navigation menu that links to a dedicated page about the mobile app sponsor.

Commitment deadline: December 16


Orange Juice Greetings **\$9,000**

Welcome your guests to Florida with a fresh glass of sunshine! Greet attendees in the lobby with a cup of orange juice as they enter the convention center at the A/B Lobby. Two times are available to choose from: Wednesday afternoon from 4pm-5pm during one of our heaviest registration check-in times, or Thursday from 8am-9am during arrival for the day. You may provide company-branded cups or napkins. Sponsorship fee includes orange juice and the catering staff to distribute it for one hour. Dates and times available: Wednesday from 4-5pm or Thursday from 8am-9am

Commitment deadline: January 13




Program Booklet & Bookmarks* **CLOSED**

 **AgriGold** The onsite Program Booklet is used by attendees as an invaluable resource for all details about the convention. Sponsorship provides for a full-color ad on the entire back cover to ensure that your company is fully recognized. This is an ideal opportunity to welcome the Commodity Classic audience, including farmers, agribusiness professionals, and media. Attendees refer to the program booklet often throughout the convention and many save it to refer to after returning home. **BONUS:** With the program booklet sponsorship, bookmarks with your company message on one side will be produced and provided to each attendee with the program booklet.

Registration Brochure* **CLOSED**

 **NACHURS** This is your opportunity to reach nearly 60,000 farmers with your company name and message in a full-color ad in the registration brochure. Your third-page, full-color ad is the only exhibitor ad included in the brochure. The registration brochure is mailed in the Fall to all members of ASA, NCGA, NAWG, and NSP, as well as other members of the ag industry.

Registration Tote Bags* **CLOSED**

 **BASF** We create chemistry Your company's logo or name will be prominently displayed on tote bags distributed at the registration desk to Commodity Classic attendees. Attendees will see your company's name while using these tote bags during the convention, and many continue to use their tote bags once back at home, thus extending your impact beyond show dates.

Spin It to Win It **\$5,000** (up to 12 available)

This sponsorship is the chance to have Spin it to Win it, a mobile gameshow, hosted in your booth. At the published time, the prize wheel will arrive in your booth with a host and sound system. As participants gather, they get a raffle ticket making them eligible to win a chance to spin the wheel. Three winners are drawn and each winner gets the opportunity to spin the wheel for a cash prize ranging from \$100 to \$2,500. The game lasts approximately 15-20 minutes. Before winners are drawn, you will have the opportunity to distribute samples, get on the mic and share your message with the crowd gathered for the game. Your sponsorship includes the game show in your booth and the cash prizes.

Commitment deadline: January 13

Trade Show Courtesy Rides **\$20,000**

Provide attendees complimentary rides on golf carts that travel along the trade show's main cross aisle during trade show hours. Your company's name will be included in event materials promoting this complimentary service.

Included with this sponsorship are two 6-passenger golf carts, drivers for the golf carts, one roof sign (2'x 6') and one hood sign (18"x 18") on both golf carts with your company's logo or message. Drivers may wear company-branded attire and hand out company items to riders if you wish. Two "shuttle stop" signs with your company's name will be placed at each end of the cart path. If your company's booth is located along the cart path aisle, we'll add a shuttle stop in front of your booth. In addition to your brand exposure to those who choose to catch a ride, note that attendees walking in the main cross aisle will see your company's message as the carts roll past them in the main aisle.

Commitment deadline: January 13



Trade Show Daily Sponsor & Grand Opening (Day 1: Thursday)* CLOSED



Your company will be recognized as the exclusive sponsor of the Trade Show Grand Opening and Trade Show Day One, including the lunch provided at the Trade Show. Sponsorship includes:

- One company representative may welcome and briefly address attendees gathered for the Trade Show Grand Opening ceremony
- Optional time available on the Main Stage to present an educational session (topic to be approved by Commodity Classic)
- Company representatives may welcome attendees at the Trade Show entrances as well as the food seating areas
- Food & Seating areas promotion opportunities (provided at sponsor's cost):
 - Product message may be placed at food service location
 - Table centerpieces using company product packaging or message may be displayed
 - Cups and napkins with your company logo and booth number may be provided
- Signage with company's name will be placed by Commodity Classic at trade show entrances on Thursday, March 9
- Booth drawing (if company chooses to have one) is given prominent mention in the onsite Program Booklet
- Recognition on Commodity Classic Website, Mobile App, and Program Booklet identifying your company as the exclusive Trade Show Grand Opening & Day One sponsor (deadlines apply)
- Company may provide a brief company blurb (approx. 40-50 words) for the Trade Show details section on the website and in the program booklet

Commitment deadline: January 13

Trade Show Daily Sponsor (Day 2: Friday)* CLOSED

Your company will be highlighted as the co-sponsor of the Trade Show Day 2, including the lunch provided at the Trade Show. Sponsorship includes:

- Optional time available on the Main Stage to present an educational session (topic to be approved by Commodity Classic)
- Company representatives may welcome attendees at the Trade Show entrances as well as the food seating areas
- Food & Seating areas promotion opportunities (provided at sponsor's cost):
 - Product message may be placed at food service location
 - Table centerpieces using company product packaging or message may be displayed
 - Cups and napkins with your company logo and booth number may be provided
- Signage with company's name will be placed by Commodity Classic at trade show entrances on Friday, March 10
- Booth drawing (if company chooses to have one) is given prominent mention in the onsite Program Booklet
- Recognition on Commodity Classic Website, Mobile App, and Program Booklet identifying your company as the Trade Show Day 2 sponsor (deadlines apply)
- Company may provide a brief company blurb (approx. 40-50 words) for the Trade Show details section on the website and in the program booklet

Commitment deadline: January 13

Trade Show Daily Sponsor (Day 3: Saturday)*

\$40,000 exclusive
(or two co-sponsorships at \$20,000 each)

Your company will be highlighted as the sponsor of the Trade Show Day 3, including the morning snack break provided at the Trade Show. Sponsorship includes:

- Company representatives may welcome attendees at the Trade Show entrances as well as the food seating areas
- Food & Seating areas promotion opportunities (provided at sponsor’s cost):
 - Product message may be placed at food service location
 - Table centerpieces using company product packaging or message may be displayed
 - Cups and napkins with your company logo and booth number may be provided
- Signage with company’s name will be placed by Commodity Classic at trade show entrances on Saturday, March 11
- Booth drawing (if company chooses to have one) is given prominent mention in the onsite Program Booklet
- Recognition on Commodity Classic Website and App, Program Booklet and Video Wall identifying your company as the Trade Show Day 3 sponsor (deadlines apply)
- Company may provide a brief company blurb (approx. 40-50 words) for the Trade Show details section on the website and in the program booklet

Commitment deadline: January 13

Video Wall

\$5,000 - \$20,000
(costs vary by package)

The Commodity Classic Video Wall is a dynamic digital opportunity to play your company’s commercial or video with sound on a large multi-panel LED screen in the Convention Center lobby near the trade show middle entrance and the education breakout rooms. A second, smaller screen playing the same content will be located in the hallway near the education breakout rooms.

Your pre-recorded video (we recommend a length of 30 to 90 seconds) will be interspersed with show messages and other sponsor videos on a rotating basis throughout the show days. Don’t have your own video? We offer a “Classic Close-Up” package, which includes production of a 90-second video for you to keep AND airtime Thursday-Saturday.

The larger Video Wall packages include time on the Main Stage screen between presentations. There is plenty of on-air screen time available to provide high visibility and frequency to several video wall sponsors. See separate Video Wall Information sheet for more details. Pricing depends upon the amount of airtime purchased.

Deadlines: January 20 commitment. January 31 materials.

*First right of refusal offered to 2022 sponsors



Welcome Reception* CLOSED



Gain attention by sponsoring the first social event of Commodity Classic. The Welcome Reception is for farmers and their families, state and national commodity association staff, and members of the media to gather on Wednesday evening before Commodity Classic officially kicks off the next morning. Your company provides attendees the opportunity to visit each other and your company representatives and enjoy a special evening. This opportunity includes:

- Your company personnel may welcome attendees
- You may provide company giveaways during or at the end of the event
- Provide theme, décor, centerpieces, and entertainment activities of your choice
- Provide cups and napkins with your company logo
- Produce and hand out themed drink tickets, one per attendee at the event

Worship Service \$5,000

Commodity Classic includes its own non-denominational worship service for all participants, led by the Fellowship of Christian Farmers International. Show your support of the Commodity Classic audience with your investment in this valued event. The sponsoring company is mentioned where the worship service details are listed: onsite program booklet, website, mobile app and signage outside the room.

Commitment deadline: January 13

EDUCATION

Learning Center Sessions CLOSED

Learning Centers are content-rich educational sessions designed to address a wide range of current industry issues, provide unique perspectives, offer creative solutions and strategies, and challenge attendees to think differently about their businesses. Learning Center formats for 2023 include Early Risers and Learning Centers. Time slots range from 45 to 60 minutes. [Educational Sessions RFP details available here.](#)

Learning Center Sessions Sponsored by

**Advance Trading, Inc. · Ag Resource Management · AgriGold · American Soybean Association · Calmer
Certified Crop Adviser Program · CLAAS · Corteva Agriscience · DTN/Progressive Farmer · Farm Journal
Farm Progress · FIFRA-Endangered Species Task Force · Indigo Ag · National Association of Wheat Growers
National Corn Growers Association · Nutrien Premium Fertilizer Technologies · Our Soy Checkoff / United Soybean Board
Pivot Bio · Purdue University Center for Commercial Agriculture · Syngenta · Total Acre**

What's New Sessions CLOSED

These 30-minute What's New Sessions are a unique platform to showcase your company's newest innovations and services critical to agriculture's future. Product or service must be introduced after March 2022.

[Educational Sessions RFP details available here.](#)

Mini What's New Sessions CLOSED

Showcase your company's newest, most innovative product or service to the nation's top producers with a 5-minute summary, offered twice in a fast-paced back-to-back 90-minute session with other Mini What's New presenters.

[Educational Sessions RFP details available here.](#)

ASSOCIATION AWARDS EVENTS

Sponsorship of these association events is counted towards a company's Commodity Classic sponsorship level.

ASA Awards Celebration* Various Sponsor Levels Available

Sponsor this exclusive event and your company will have a valuable presence among hundreds of key soybean customers. The celebratory nature of this event lends itself well to the presentation of national awards honoring soybean growers from across the country. Contact Abby Podkul at 314.754.1345 or email apodkul@soy.org for details on how to become a sponsor.

NCGA National Corn Yield Contest Winners Celebration* Various Sponsor Levels Available

Align yourself with those who are truly the makers of America's crop – the state and national winners of NCGA's National Corn Yield Contest. The brand-new, red-carpet evening event puts the winners in the spotlight and honors membership award winners. Contact Nicole Hasheider at 636.733.9004 or email hasheider@ncga.com for details on how to become a sponsor.

SIGNAGE OPPORTUNITIES

Signage Opportunities at Convention Center & Hotels Prices Vary

Opportunities are available at the Orange County Convention Center West Concourse, Hyatt Regency, Rosen Centre, and Rosen Plaza. See pages that follow.



PREPARING FOR THE **NEXT** GENERATION

MARCH 9-11, 2023

ORLANDO



SIGNAGE AND BRANDING OPPORTUNITIES

AT CONVENTION CENTER AND HOTELS

*Please note: all opportunities are subject to
change pending Commodity Classic and
Orange County Convention Center approval.*

All opportunities current as of 12/14/22

Artwork Deadlines & Guidelines

The information on this sheet is for the Convention Center. Paramount Convention Services will provide the printing & installation of your Convention Center branding.

The printing & installation of your graphics for branding opportunities at hotels will be handled by the hotel's in-house provider. Please contact Abby Podkul with Commodity Classic for deadlines and guidelines for hotel branding opportunities.

Artwork Deadline: COB Friday, Feb 3rd (1 Month before Install)

25% surcharge if received during week of 2/6 (3 weeks before install)

40% surcharge if received during week of 2/13 (2 weeks before install)

50% surcharge if received during week of 2/20 (1 week before install)

Sending Files:

Please send all graphics as print ready PDF(200dpi+) with NO BLEEDS.

Make sure all fonts are outlined and all images are linked/embedded.

If you send a file at something other than 100% please make a note of this when sending your files.

All files must be uploaded to Paramount Convention Services' FTP.

You will be provided with login and password information when you are ready to upload.

Special Notes:

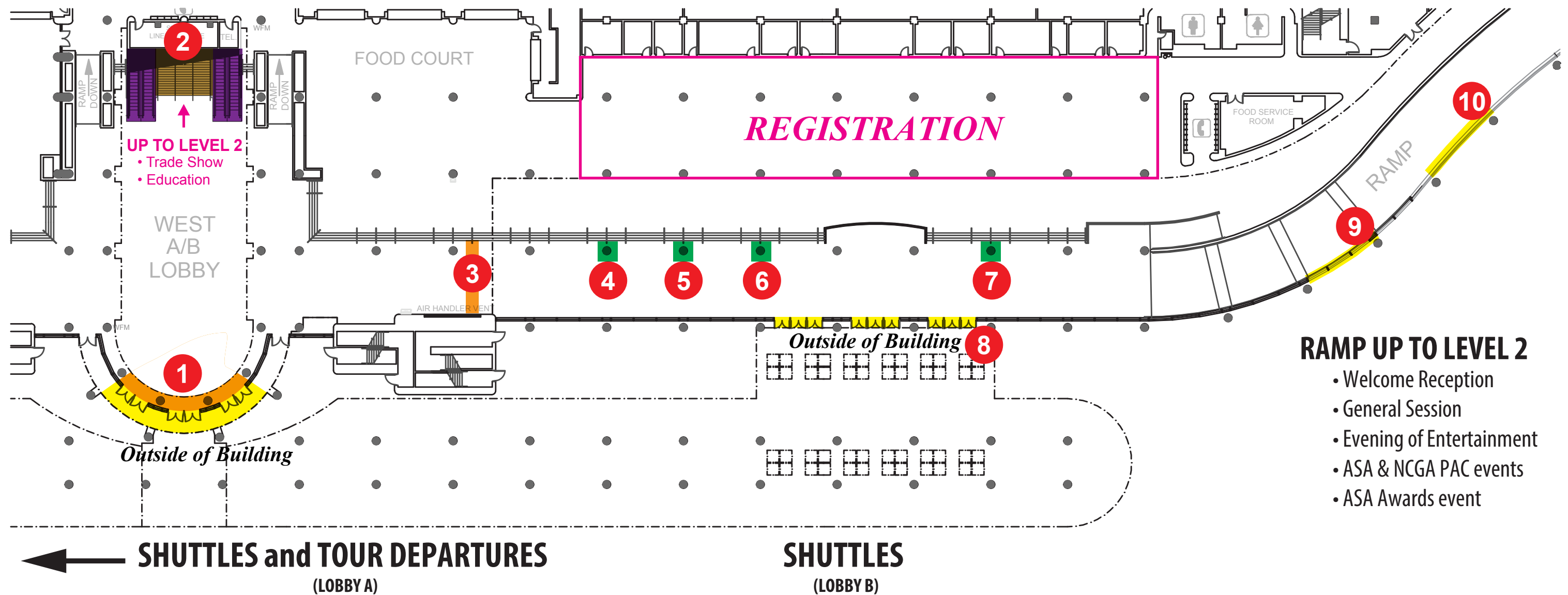
Window Clings have such a variance in size and very large quantities for some of the window banks. We are requesting that you send a mock-up along with the print ready artwork. This will ensure that your graphics are laid out correctly on site.

Column Wraps are built using Paramount's metal system. All panels will tuck into the metal structure .25" on all edges. If you have graphics that span the vertical or horizontal metal bars, please compensate for the gap of the bar (2").

**If you have any other questions or concerns regarding graphics,
contact Sean Hoffert at Paramount Convention Services.**

314.621.6677 or SHoffert@paramountcs.com

SPONSORSHIP OPPORTUNITIES ORANGE COUNTY CONVENTION CENTER, WEST BUILDING • LEVEL ONE



- Floor Cling

- Stair Cling

- Column

- Banner

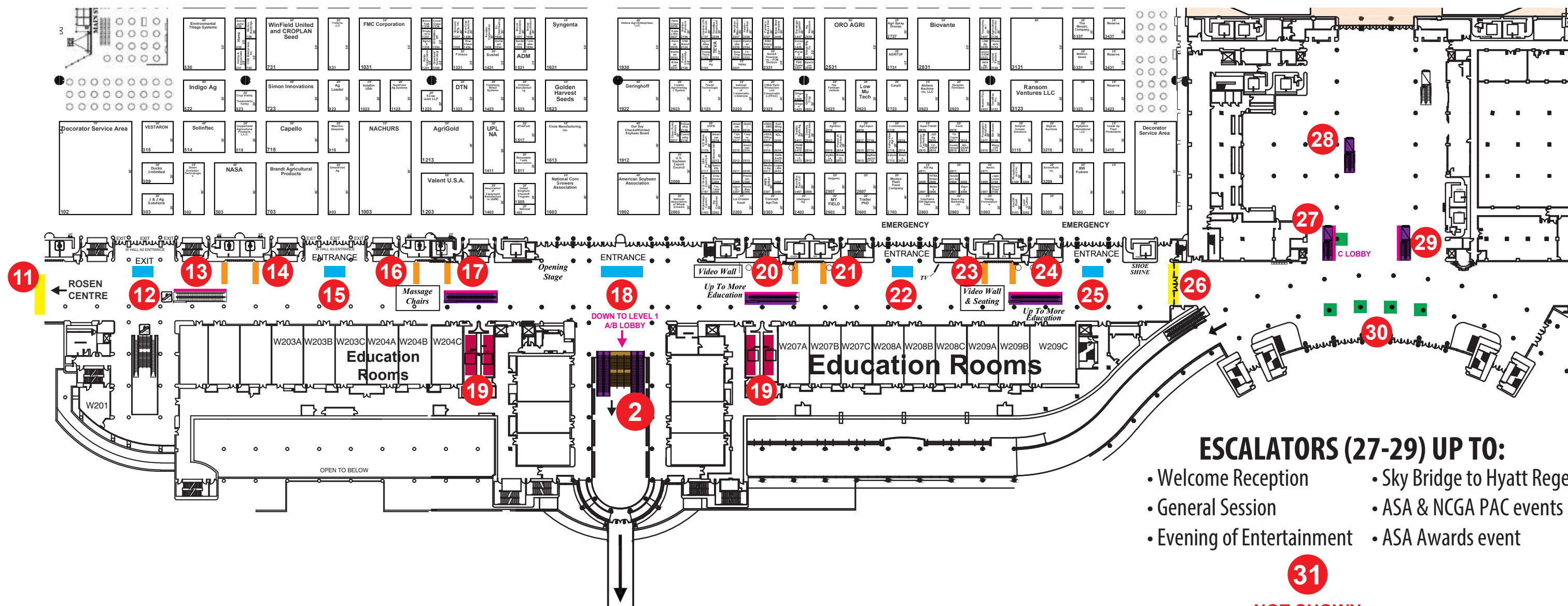
- Door/Window Cling

- Restroom Cling

- Escalator Cling

- Escalator Wall Cling

SPONSORSHIP OPPORTUNITIES ORANGE COUNTY CONVENTION CENTER, WEST BUILDING • LEVEL TWO



■ - Floor Cling
■ - Stair Cling

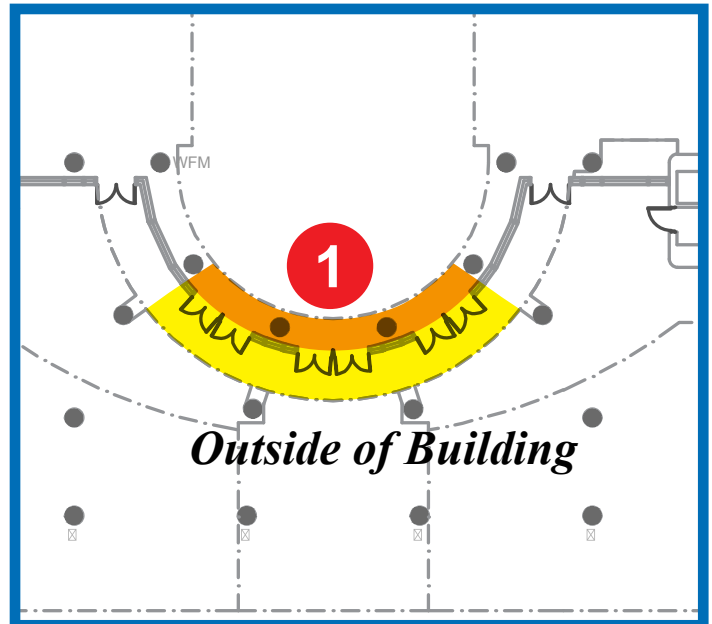
■ - Column
■ - Banner

■ - Door/Window Cling
■ - Restroom Cling

■ - Escalator Cling
■ - Escalator Wall Cling

Door Clings and Banner

OPPORTUNITY **#1**



Sponsorship Location Fee
CLOSED

Printing & Installation Fee
CLOSED

Door Clings

- 12 single/6 double door clings below handbar
- 28" wide x 30" tall
- 28" wide x 28" tall (4 windows marked with a *)
- Graphics face in and out

Banner

- 45' Wide x 7' Tall
- Single sided

Additional Info

Located at the building entrance Lobby A/B where hotel shuttles and tours drop off and pick up. Located near registration. Highly visible when coming down the grand staircase and escalators

Stair Clings and Escalator Clings

Inside and Outside facing



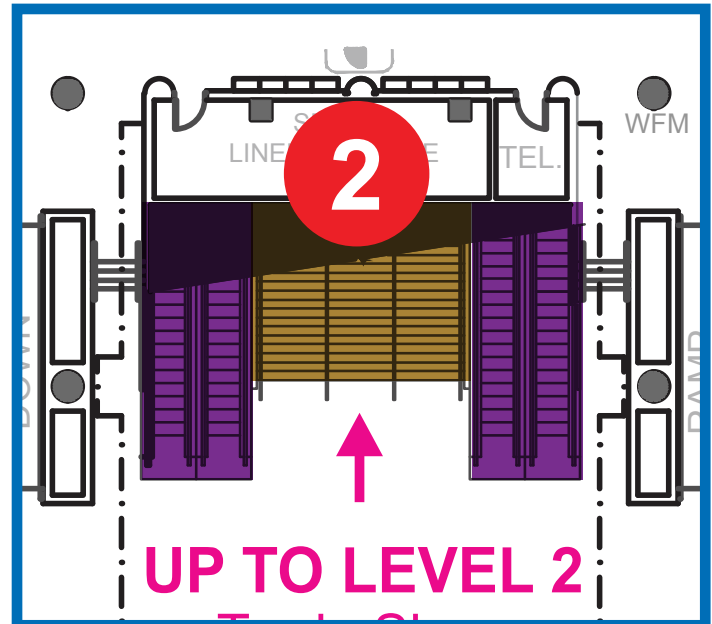
Sponsorship Location Fee
CLOSED

Stair Clings

- Graphics on the 27 front-facing part of the steps of the wide grand staircase (22' 6" wide x 6.5" tall)

Escalator Clings

- Middle dividers
- Glass rails facing in and out-
 - 8 Facing escalators
 - 2 Facing stairs
 - 2 facing A/B Lobby level



Printing & Installation Fee
CLOSED

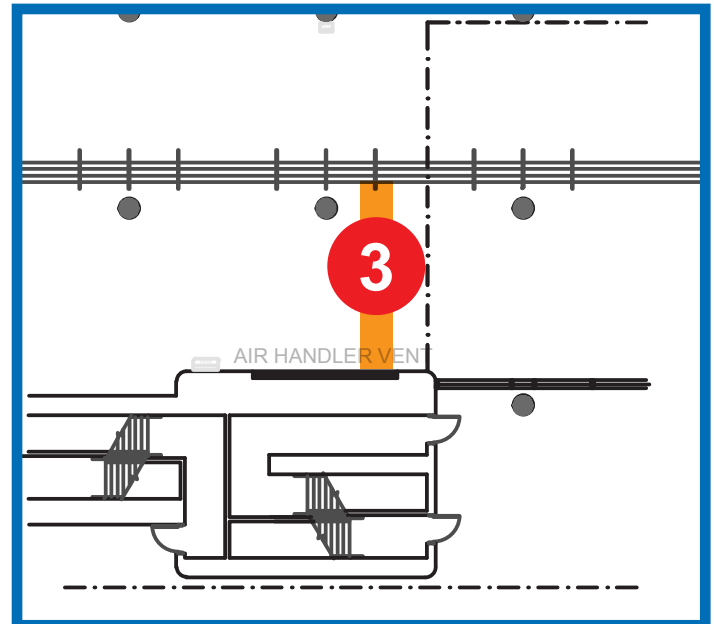
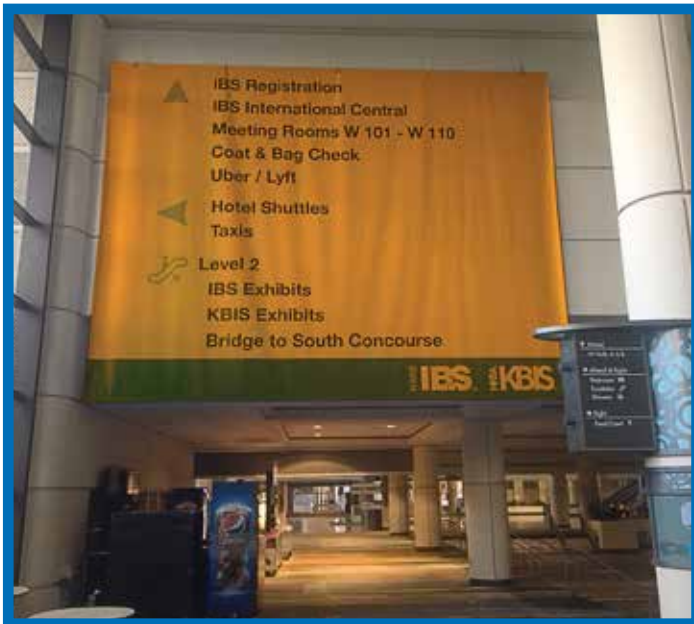
Additional Info

Bottom of these stairs/escalators is the building entrance at Lobby A/B where shuttles and tours drop off and pick up. Top of these stairs/escalators is center Trade Show entrance and education. Highly visible when entering the building at the A/B Lobby. Two sets of escalators flank the grand staircase in the A/B Lobby. You get both sets of escalators. Make a statement with this rare opportunity!

Banner

Single Sided

OPPORTUNITY **#3**



Sponsorship Location Fee
\$5,000

Printing & Installation Fee
\$4,554

Banner

- 22' x 22'
- Single sided

Additional Info

Next to Registration, great location for a large banner!
Visible to attendees arriving by hotel shuttle, using Registration,
and walking toward the A/B Lobby on Level 1.

Registration Column Wrap

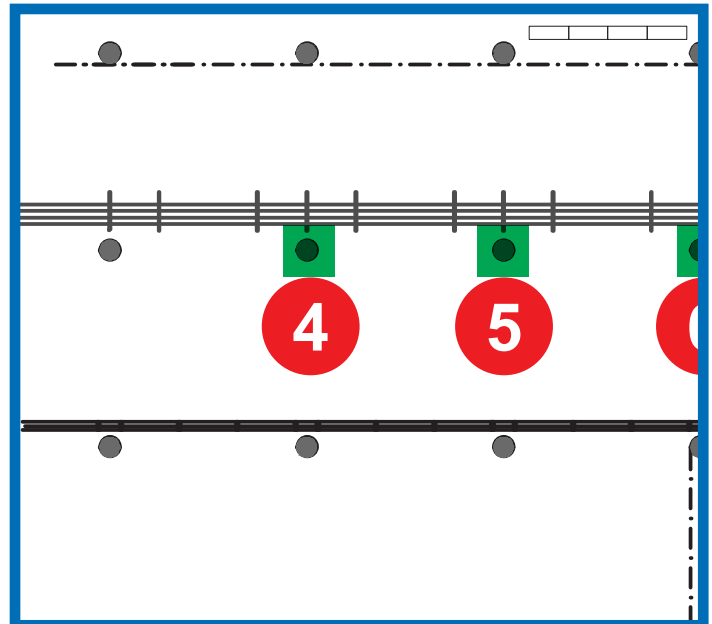
OPPORTUNITY **#4**



Sponsorship Location Fee
\$4,000

Column Wrap

- One 12' column graphic
- Top panels 29.75" x 44.125"
- Bottom Panels 29.75" x 92.125"



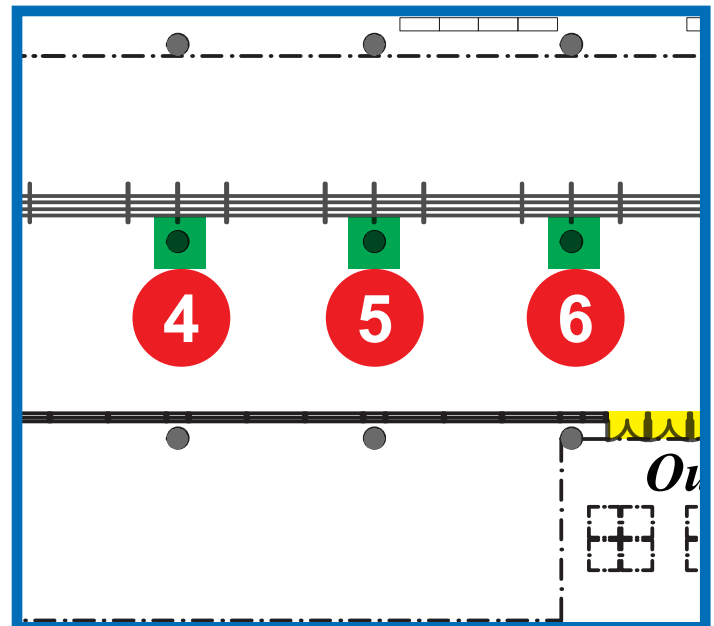
Printing & Installation Fee
\$1,182.20

Additional Info

Level 1, Lobby B
Just inside building entrance where hotel shuttles drop off.
Next to Registration.

Registration Column Wrap

OPPORTUNITY **#5**



Sponsorship Location Fee
\$4,000

Printing & Installation Fee
\$1,182.20

Column Wrap

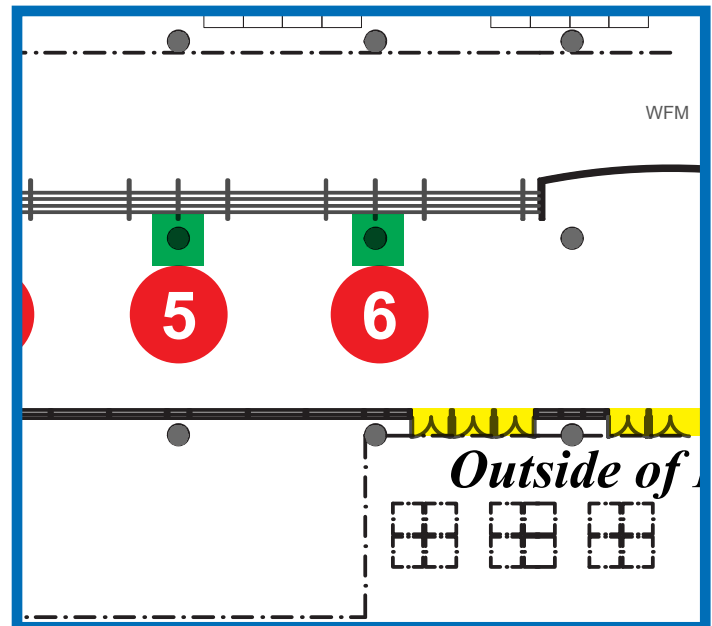
- One 12' column graphic
- Top panels 29.75" x 44.125"
- Bottom Panels 29.75" x 92.125"

Additional Info

Level 1, Lobby B
Just inside building entrance where hotel shuttles drop off.
Next to Registration.

Registration Column Wrap

OPPORTUNITY **#6**



Sponsorship Location Fee
\$4,000

Printing & Installation Fee
\$1,182.20

Column Wrap

- One 12' column graphic
- Top panels 29.75" x 44.125"
- Bottom Panels 29.75" x 92.125"

Additional Info

Level 1, Lobby B
Just inside building entrance where hotel shuttles drop off.
Next to Registration.

Registration Column Wrap

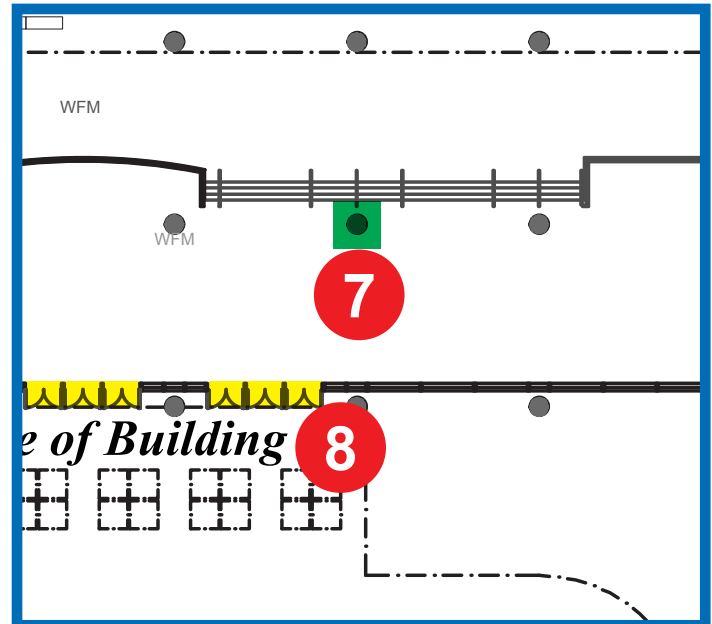
OPPORTUNITY **#7**



Sponsorship Location Fee
\$4,000

Column Wrap

- One 12' column graphic
- Top panels 29.75" x 44.125"
- Bottom Panels 29.75" x 92.125"



Printing & Installation Fee
\$1,182.20

Additional Info

Level 1, Lobby B
Just inside building entrance where hotel shuttles drop off.
Next to Registration.

Door Clings

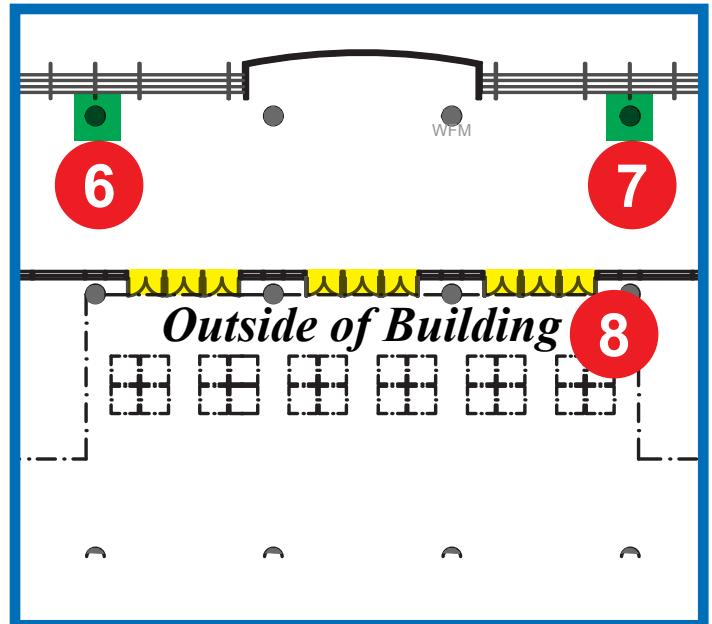
Double Sided



Sponsorship Location Fee
\$8,000

Door Clings

- 9 Double/18 Single door clings below handbar
- 28" wide x 30" tall
- Graphics face in and out



Printing & Installation Fee
\$1,070.10

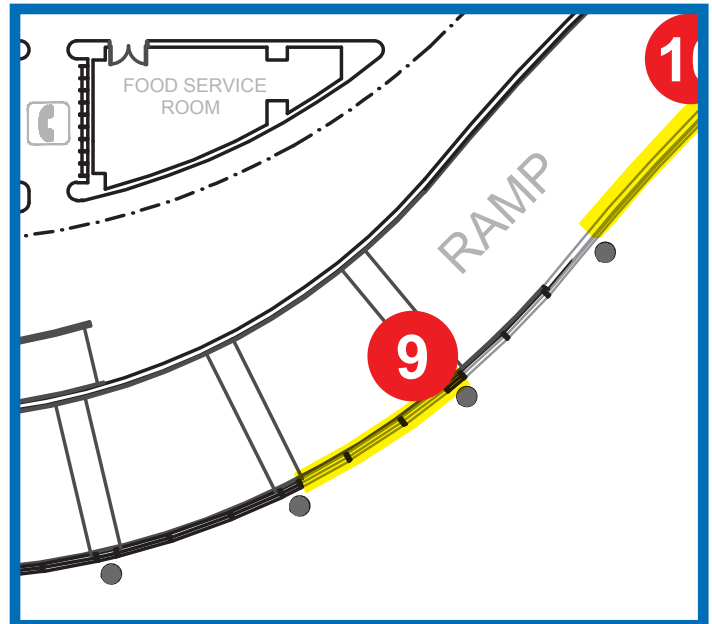
Additional Info

Level 1, Lobby B
Building entrance where hotel shuttles drop off.
In front of Registration

Window Clings

Single sided

OPPORTUNITY **#9**



Sponsorship Location Fee
\$5,000

Printing & Installation Fee
\$4,929.60

Window Clings

- Section of 12 windows (4 rows tall x 3 columns wide)
- Each window is 51.75" tall x 9'3" wide
- Graphics face in (i.e. are seen from inside the building)
- Graphics are transparent

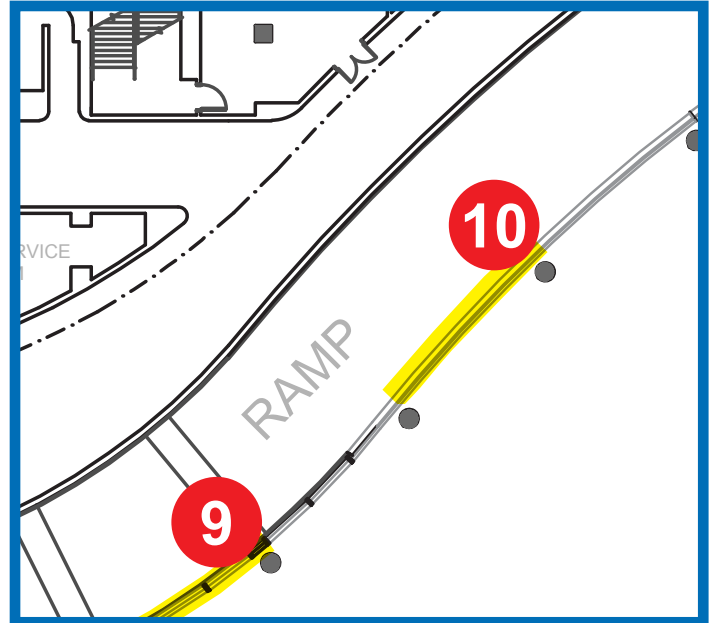
Additional Info

Ramp between Level 1 & Level 2. This is a primary pathway up to Welcome Reception, General Session, Evening of Entertainment, ASA & NCGA PAC Events, and ASA Awards Event. Similar to Opportunity #10 - this ramp location is closer to registration.

Window Clings

Single Sided

OPPORTUNITY **#10**



Sponsorship Location Fee
\$5,000

Printing & Installation Fee
\$3,822.57

Window Clings

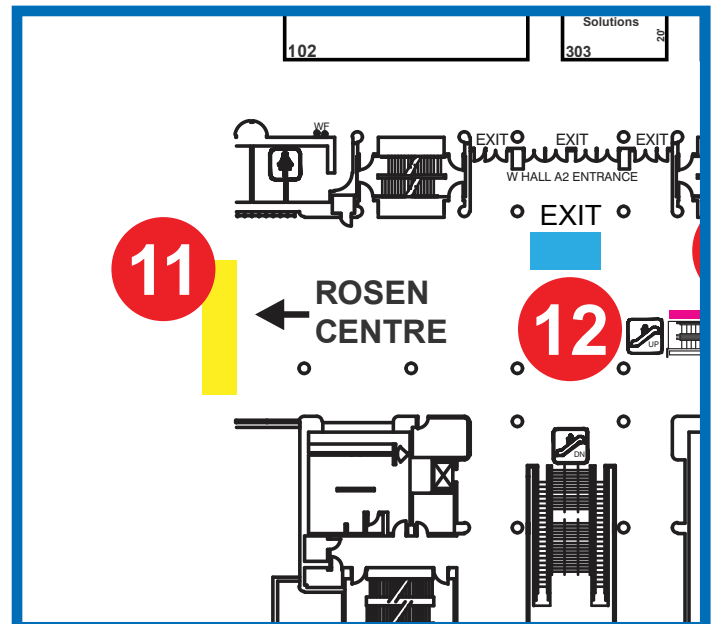
- Section of 9 windows (3 rows tall x 3 columns wide)
- Each Window is 114.75" x 51.75"
- Graphics face in (i.e. are seen from inside the building)
- Graphics are transparent

Additional Info

Ramp between Level 1 & Level 2. This is a primary pathway up to Welcome Reception, General Session, Evening of Entertainment, ASA & NCGA PAC Events, and ASA Awards Event. Similar to Opportunity #9.

Window Clings

OPPORTUNITY **#11**



Sponsorship Location Fee
\$5,000

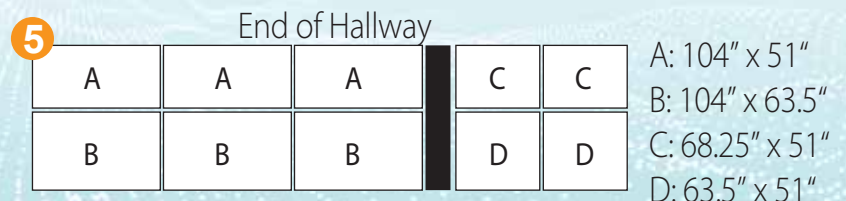
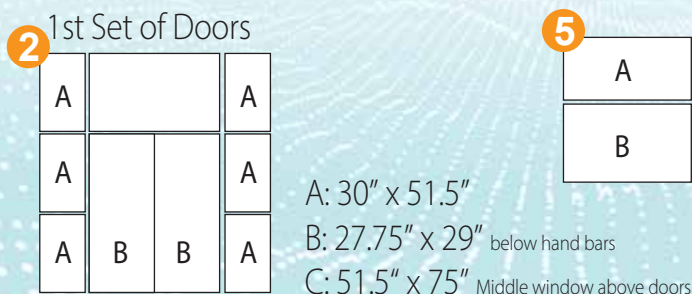
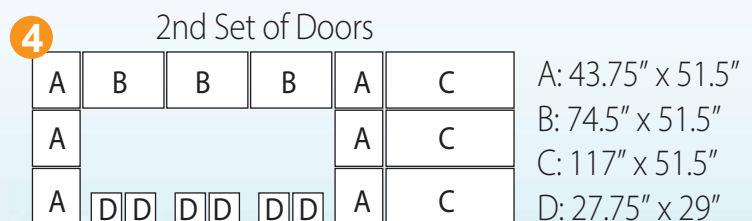
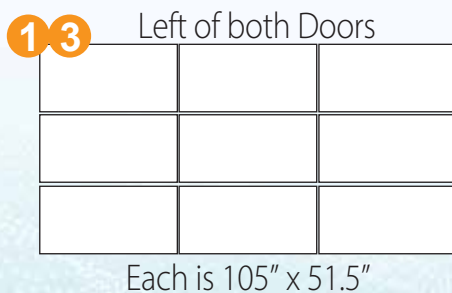
Printing & Installation Fee
\$23,530.20 for all windows shown

Window Clings

- Window bank #1 Facing In (left of doors info)
- Door bank #2 Facing in & out (1st set of doors info)
- Window Bank #3 Facing in & out (left of doors info)
- Door Bank #4 Facing in & out (2nd set of doors info)
- Window Bank #5 Facing in (End of Hallway info)

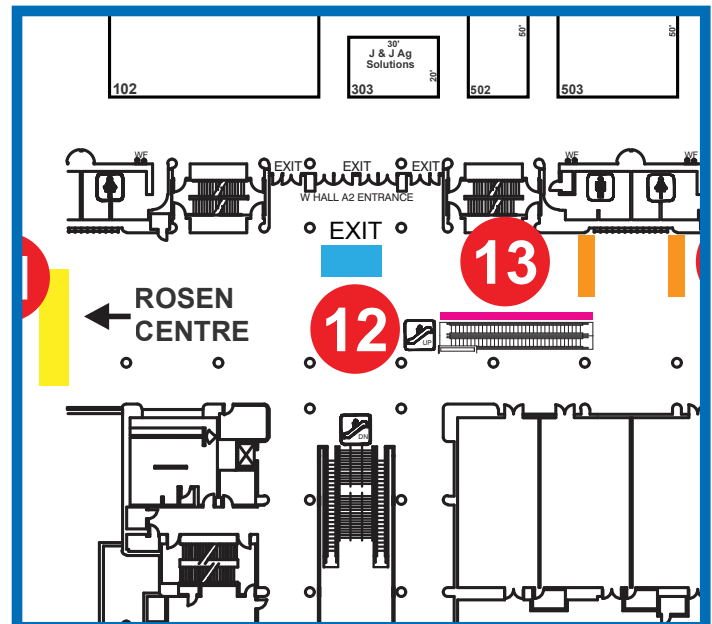
Additional Info

Entrance to the sky bridge to Rosen Centre. You may choose some or all of these windows. The windows "End of Hallway" **5** are very visible from hallway next to trade show entrances A2 and A3 and rooms 202-204. A large statement graphic on these windows would make a great impact!



Floor Cling

OPPORTUNITY **#12**



Sponsorship Location Fee
\$5,000

Printing & Installation Fee
\$2,050.00

Floor Cling

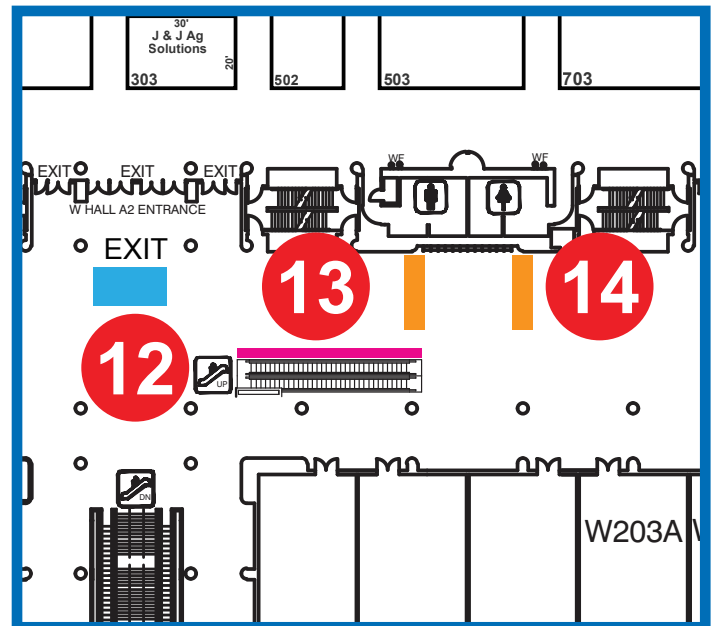
• 20' x 10'

Additional Info

Level 2, outside Hall A2

Banner and Escalator Wall

OPPORTUNITY **#13**



Sponsorship Location Fee
\$10,000

Banner

- 18' Wide x 7'6" Tall
- Single sided

Escalator Wall Cling

- 34' 10" x 55.5"

Printing & Installation Fee

\$1,417.50 Banner

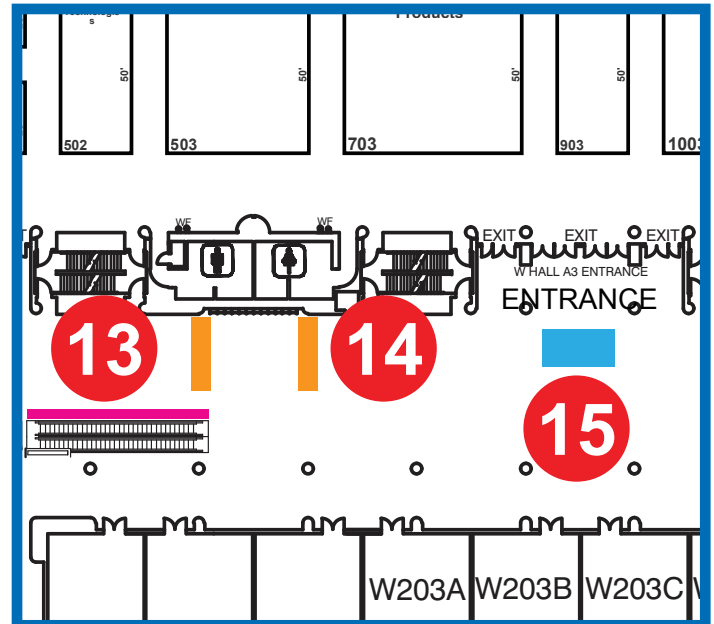
\$1,691.59 Wall Cling

Additional Info

Level 2, between trade show doors A2 & A3

Banner

OPPORTUNITY **#14**



Sponsorship Location Fee
\$7,000

Printing & Installation Fee
\$1,915.20

Banner

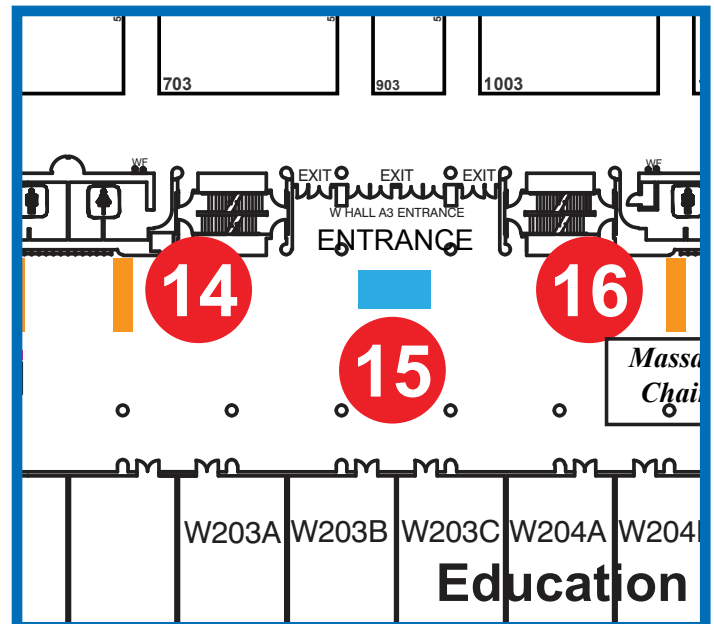
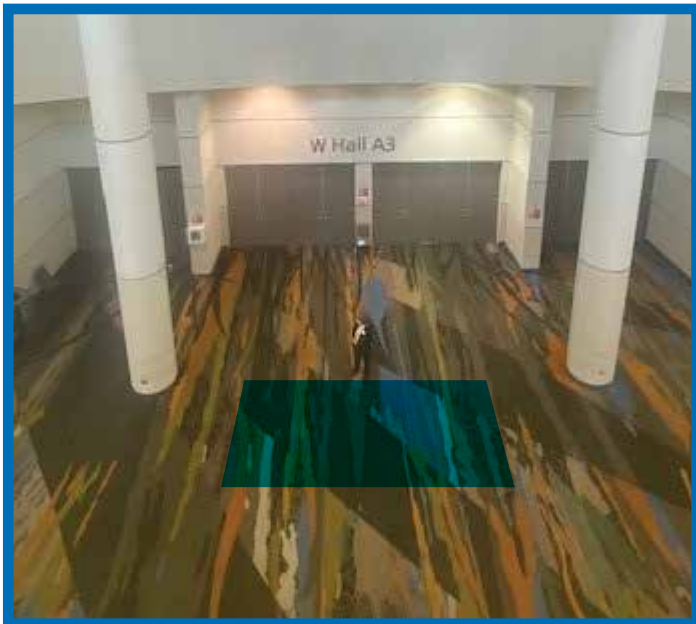
- 24' Wide x 7'6" Tall
- Single sided

Additional Info

Level 2, between tradeshow entrance/exits A2 & A3.

Floor Cling

OPPORTUNITY **#15**



Sponsorship Location Fee
\$5,000

Printing & Installation Fee
\$2,050.00

Floor Cling

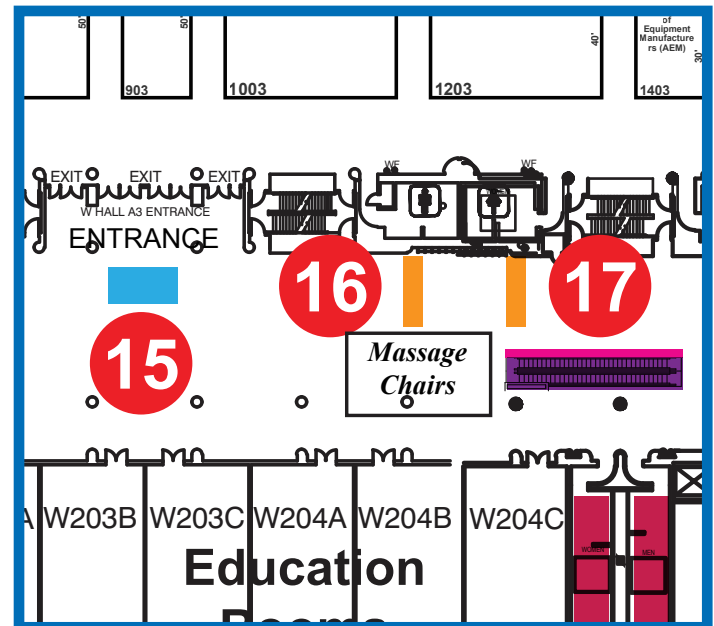
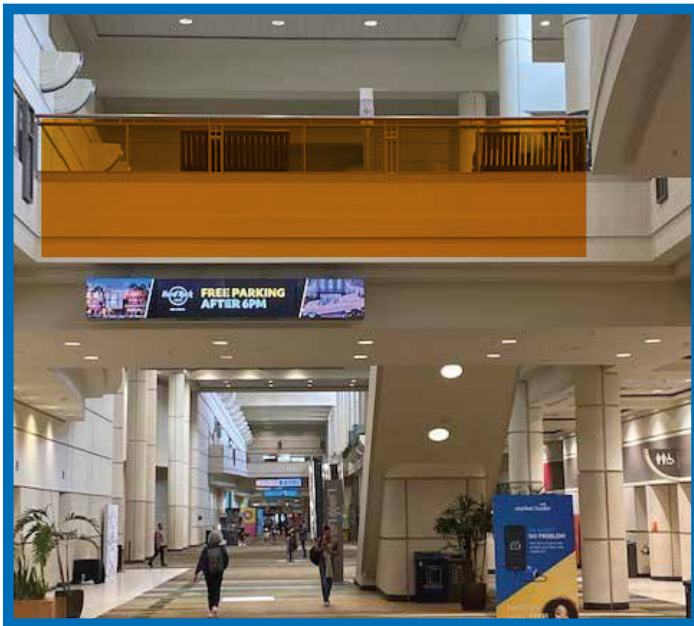
• 20' x 10'

Additional Info

In front of Trade Show Entrance A3.

Banner

OPPORTUNITY **#16**



Sponsorship Location Fee
\$7,000

Printing & Installation Fee
\$1,915.20

Banner

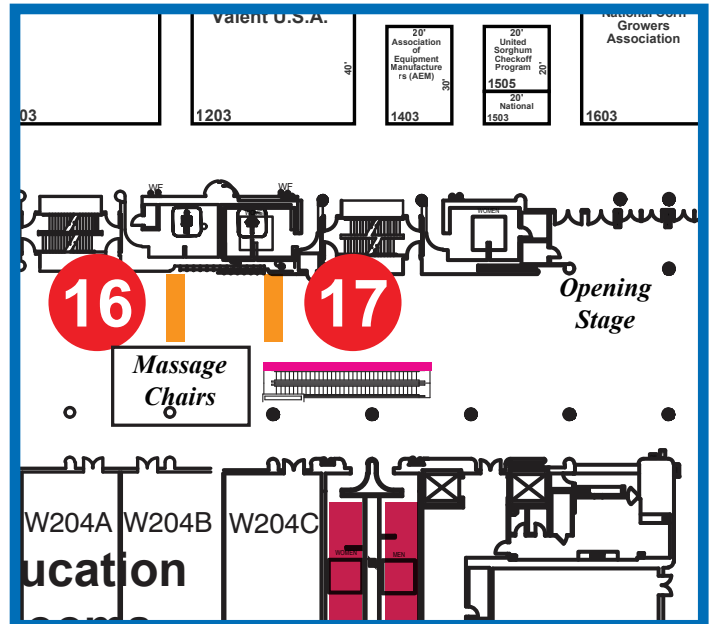
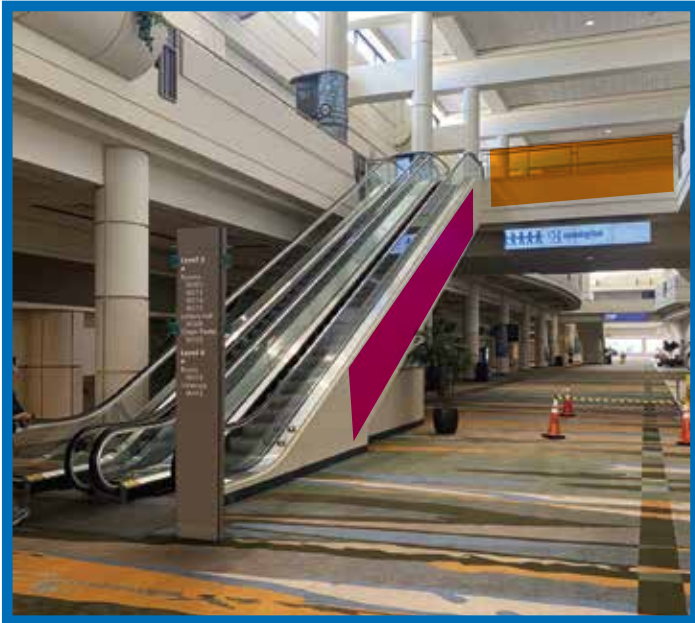
- 24' Wide x 7'6" Tall
- Single sided

Additional Info

Level 2, between trade show entrances A3 & A4/B1 and near education rooms.

Banner and Escalator Wall

OPPORTUNITY **#17**



Sponsorship Location Fee
CLOSED

Printing & Installation Fee
CLOSED

Banner

- 18' Wide x 7'6" Tall
- Single sided

Escalator Wall

- 34'10" x 55.5"

Additional Info

Level 2, between trade show entrances A3 & A4/B1 and near education rooms.

Floor Cling

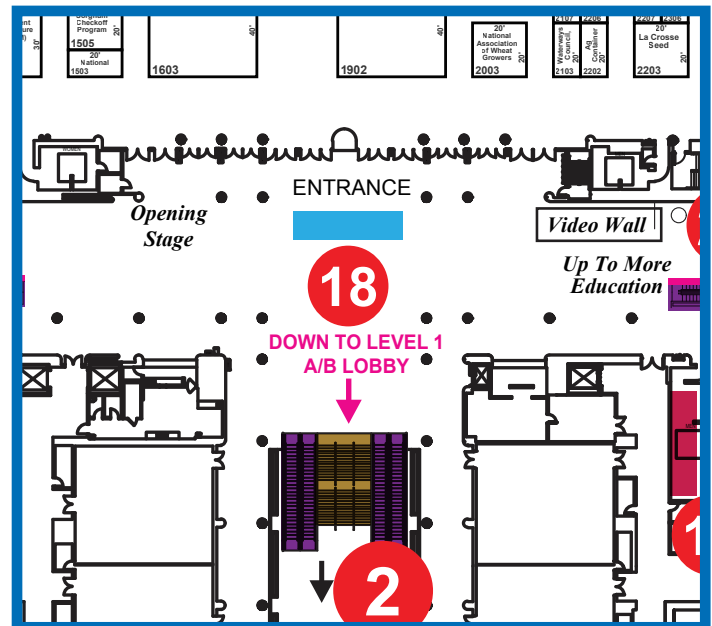
OPPORTUNITY **#18**



Sponsorship Location Fee
\$15,000

Floor Cling

- 30' x 15' area for one or more floor clings



Printing & Installation Fee
\$8,200.00

Additional Info

Level 2, Lobby A/B

Directly in front of middle trade show entrance at Halls WA4/WB1 and at top of grand staircase/escalators.

Restroom Mirror Clings

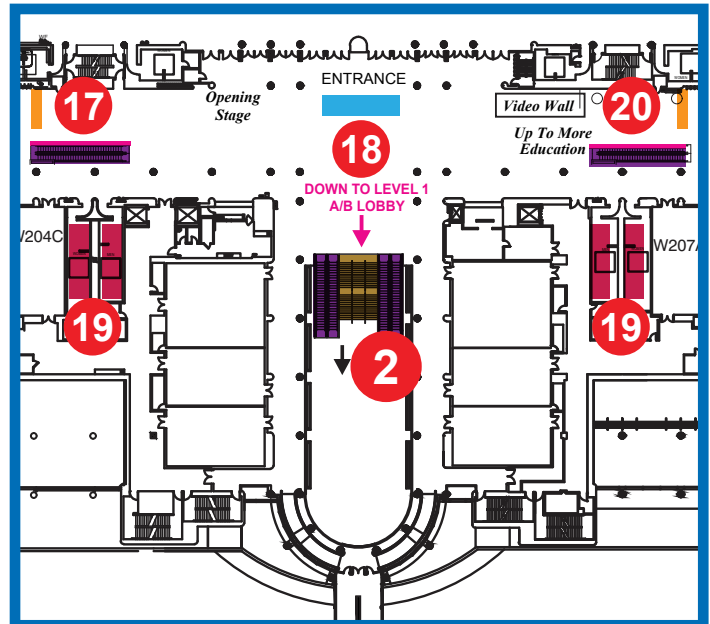
OPPORTUNITY **#19**



Sponsorship Location Fee
\$3,000

Mirror Cling

- 16" x 16"



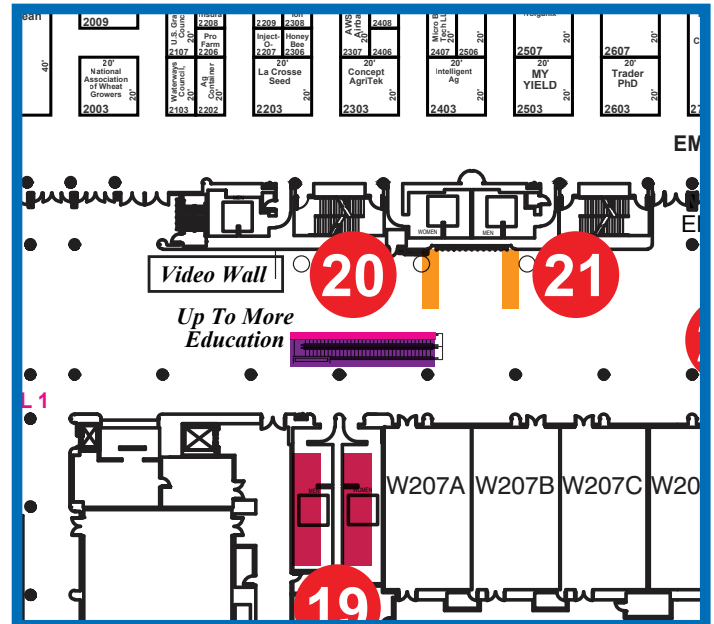
Printing & Installation Fee
\$327.96

Additional Info

This opportunity includes all the mirrors in 2 women's and 2 men's restrooms on Level 2 near trade show center entrance and education rooms.

Banner, Escalator Wall and Escalator Glass

OPPORTUNITY **#20**



Sponsorship Location Fee
\$15,000

Banner

- 18' Wide x 7'6" Tall
- Single sided

Escalator Wall

- 34'10" x 51"

Escalator Glass

- 4 facing escalator and 1 facing foyer
- 40'10" x 22.5"

Middle Divider

- 15" x 49' 9"

Printing & Installation Fee

\$1,417.50 Banner

\$1,554.43 Wall Cling

\$803.90 Escalator Glass Each

\$652.96 Middle Divider

Additional Info

Level 2, between trade show entrances A4/B1 & B2/B3 and near education rooms.

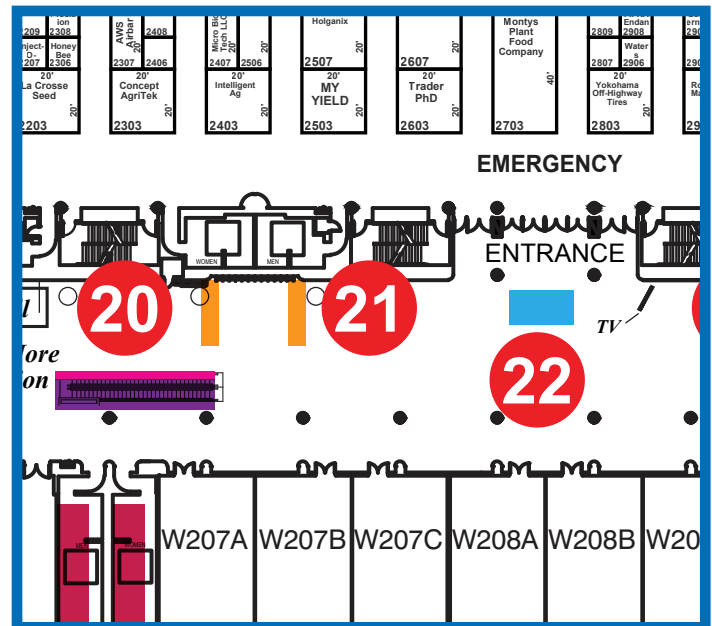
Banner



Sponsorship Location Fee
\$7,000

Banner

- 24' Wide x 7'6" Tall
- Single sided



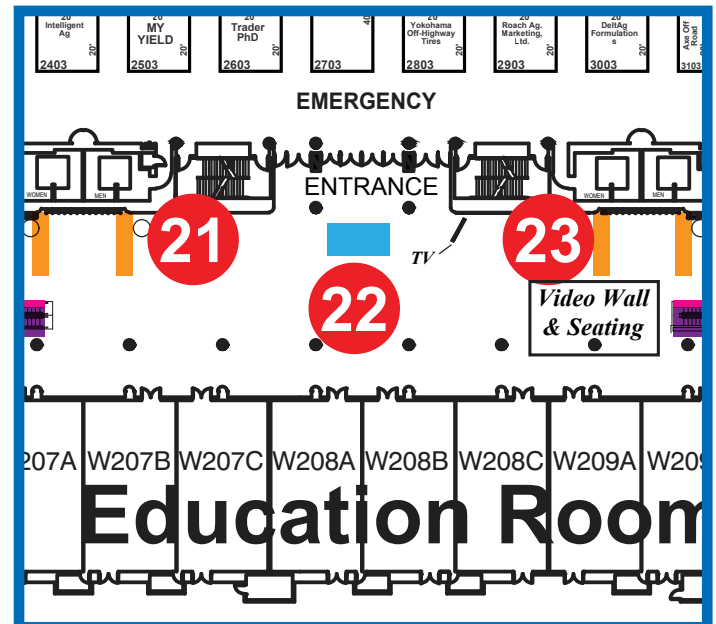
Printing & Installation Fee
\$1,915.20

Additional Info

Level 2, between trade show entrances A4/B1 & B2/B3 and near education rooms.

Floor Cling

OPPORTUNITY **#22**



Sponsorship Location Fee
\$5,000

Printing & Installation Fee
\$2,050.00

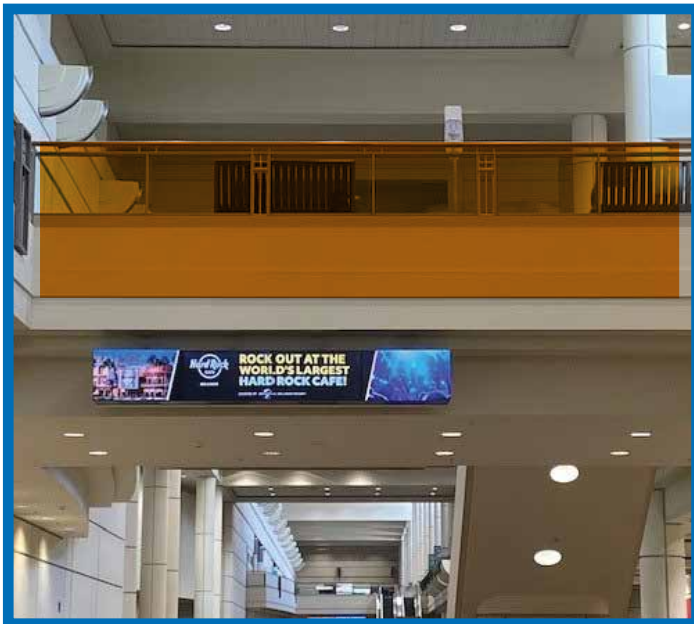
Entrance Cling

• 20' x 10'

Additional Info

In front of trade show entrance B2/B3

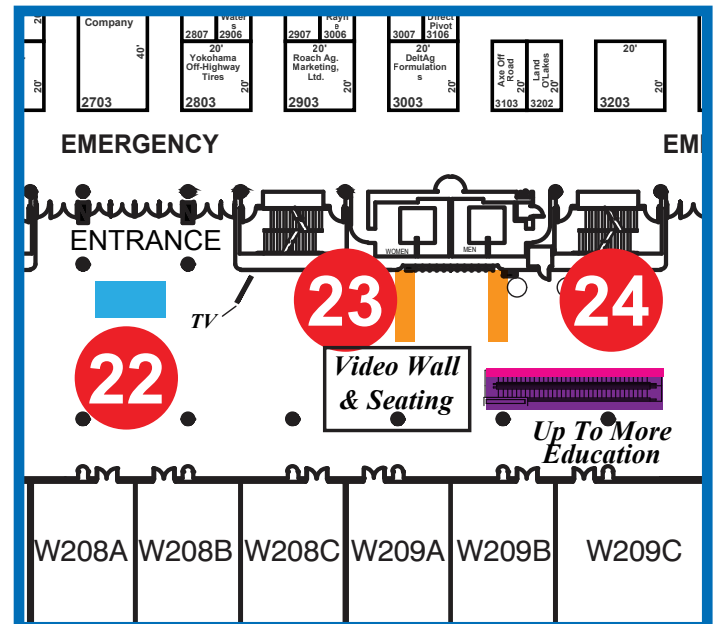
Banner



Sponsorship Location Fee
\$7,000

Banner

- 24' x 7'6"
- Single Sided

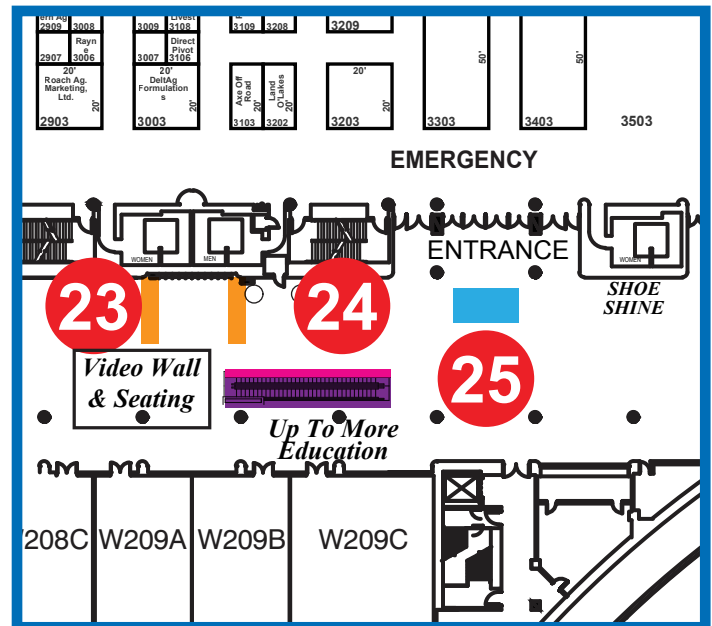
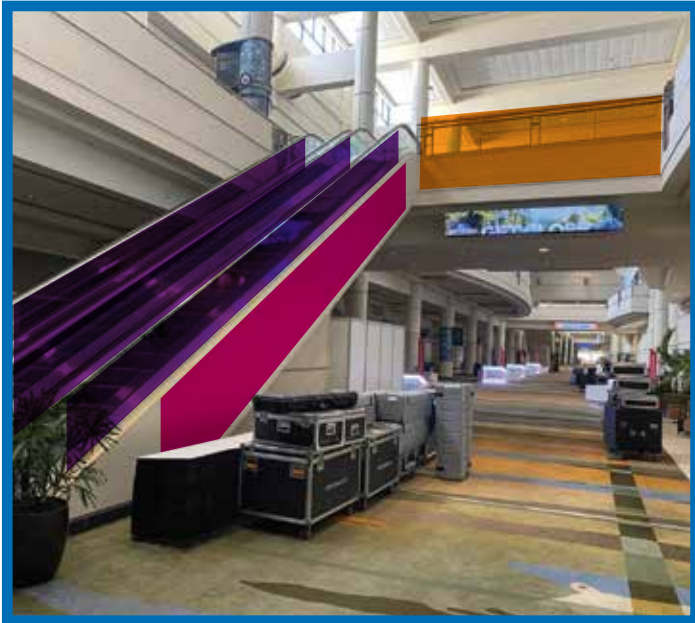


Printing & Installation Fee
\$1,915.20

Additional Info

Level 2, between trade show entrances A4/B1 & B2/B3 and near education rooms.

Banner, Escalator Wall and Escalator Glass



Sponsorship Location Fee
\$15,000

Banner

- 18' Wide x 7' Tall
- Single sided

Escalator Wall

- 34'10" x 51"

Escalator Glass

- 40'10" x 22.5"

Middle Divider

- 15" x 49' 9"

Printing & Installation Fee

\$1,417.50 Banner

\$1,554.43 Wall Cling

\$803.90 Escalator Glass Each

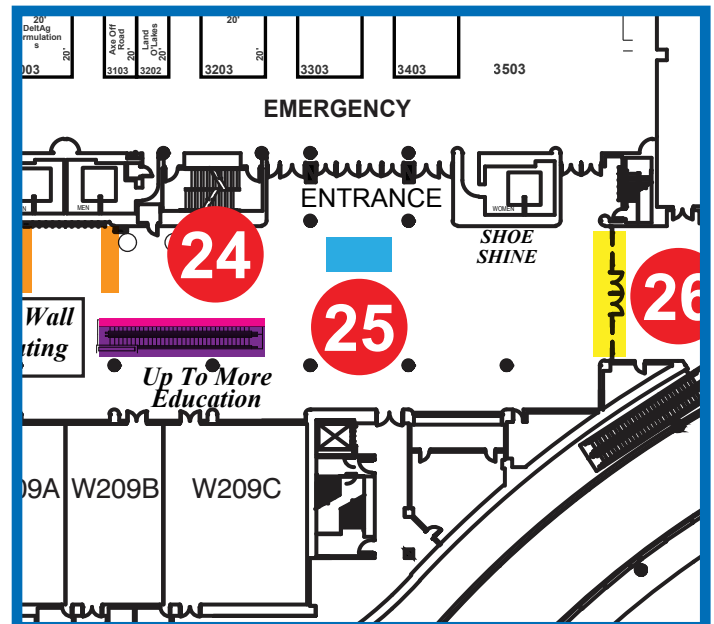
\$652.96 Middle Divider

Additional Info

Level 2, between trade show entrances A4/B1 & B2/B3 and near education rooms.

Floor Cling

OPPORTUNITY **#25**



Sponsorship Location Fee
\$5,000

Printing & Installation Fee
\$2,050.00

Entrance Cling

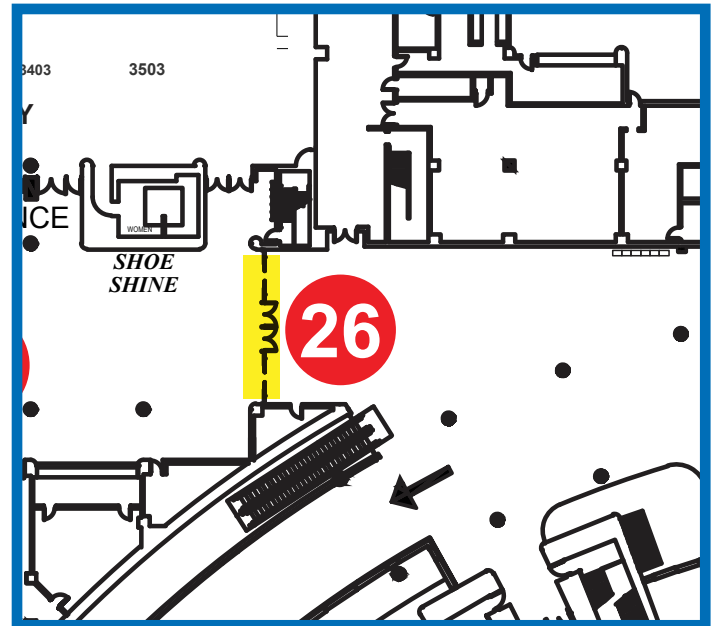
• 20' x 10'

Additional Info

In front of trade show entrance B4

Door Clings

OPPORTUNITY **#26**



Sponsorship Location Fee
\$7,500

Printing & Installation Fee
\$2,156.56

Window/Door Clings

- All 12 Panels below handbar available for your graphics
- Includes 2 sliding doors and 4 push doors
- Graphics may be double-sided and opaque

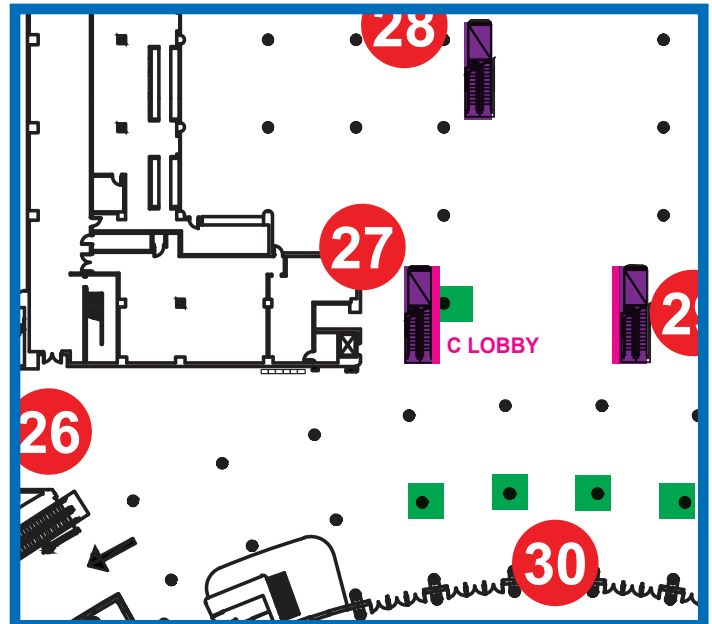
Additional Info

Level 2

Glass Doors between the Rooms 207-209 hallway and Lobby C.
Near trade show entrance B4, education, and escalators down
from General Session.

Escalator Clings, Wall Cling and Column Wrap

OPPORTUNITY **#27**



Sponsorship Location Fee
\$15,000

Escalator Clings

- Escalator consists of 1 Up & 1 Down
- Glass railings facing in 492" x 23"
- Glass railings facing out 324" x 23"

Escalator Wall

- 240" x 52.5"
- Wall below escalator faces in toward Lobby C

Middle Divider

- 604" x 16"

Column Wrap

- One 10' tall column graphic next to escalator

Printing & Installation Fee

\$1,560.00 Column

\$1,554.43 Wall Cling

\$805.00 Escalator Glass Each

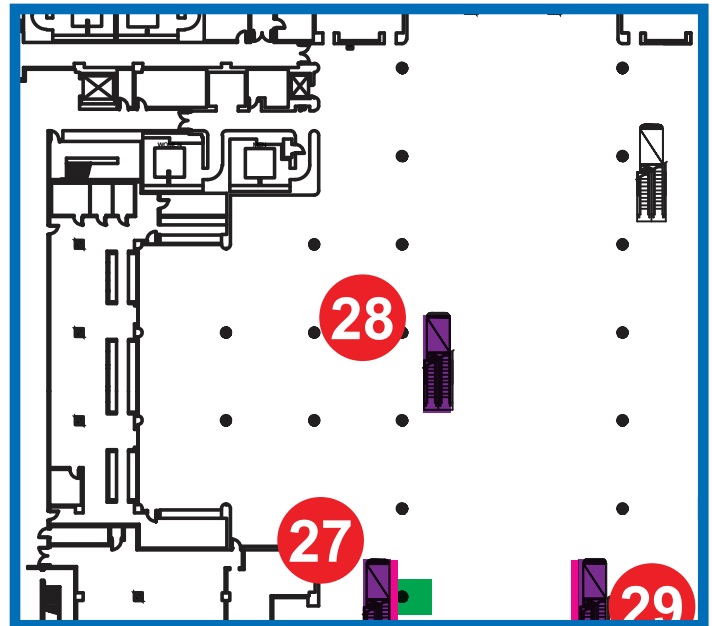
\$688.00 Middle Divider

Additional Info

Level 2, Lobby C up to General Session, Evening of Entertainment, Welcome Reception, ASA & NCGA PAC events and ASA Awards Event.

Escalator Clings

OPPORTUNITY **#28**



Sponsorship Location Fee
\$15,000

Printing & Installation Fee
\$805 per glass railing
\$688 per middle divider

Escalator Clings

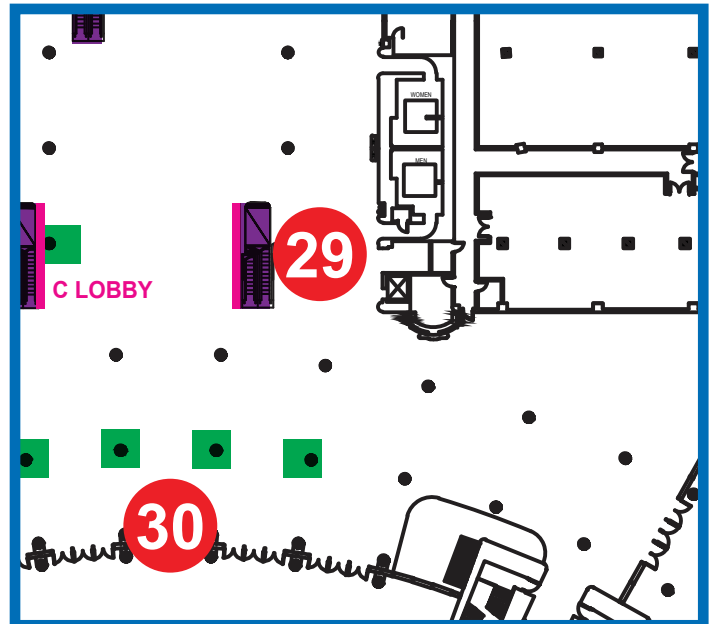
- Escalator consists of 1 Up & 1 Down
- Glass railings facing in & out
- Middle divider

Additional Info

Level 2, Lobby C up to General Session, Evening of Entertainment, Welcome Reception, ASA & NCGA PAC events and ASA Awards event.

Escalator Clings and Wall Cling

OPPORTUNITY **#29**



Sponsorship Location Fee
\$15,000

Escalator Clings

- Escalator consists of 1 Up & 1 Down
- Glass railings facing in & out
- Middle divider

Escalator Wall

- Wall below escalator faces in toward Lobby C

Printing & Installation Fee

\$805 per glass railing

\$688 per middle divider

\$10.25 sq. ft. wall graphic

Additional Info

Level 2, Lobby C up to General Session, Evening of Entertainment, Welcome Reception, ASA & NCGA PAC events and ASA Awards event.

Column Wraps

OPPORTUNITY **#30**

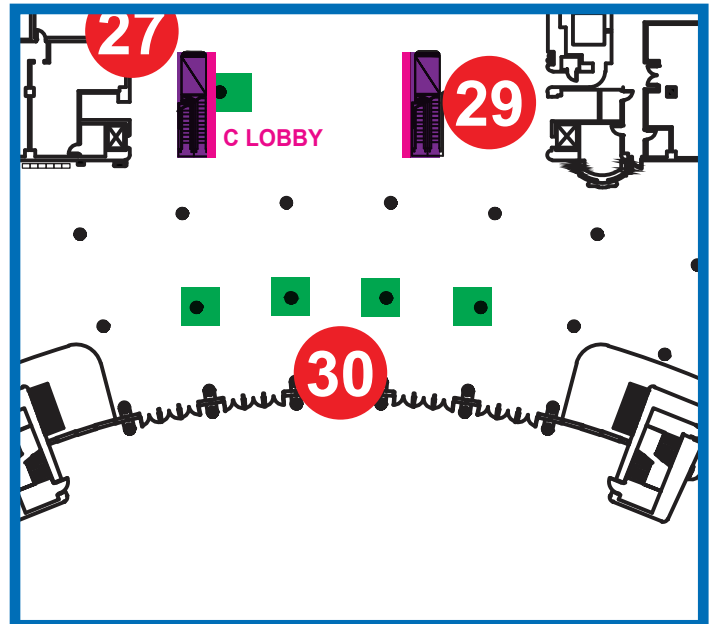


Sponsorship Location Fee

\$4,000 per column (4 columns available)

Column Wraps

- 24' tall graphics



Printing & Installation Fee

\$2,398.08 per column

Additional Info

Level 2, Lobby C

Visible from level above as well as on lobby level.

Very tall columns!

Door and Window Clings

Double Sided



31

**NOT SHOWN
IN PLAN**

Sponsorship Location Fee

\$6,000

Printing & Installation Fee

\$5,089.30

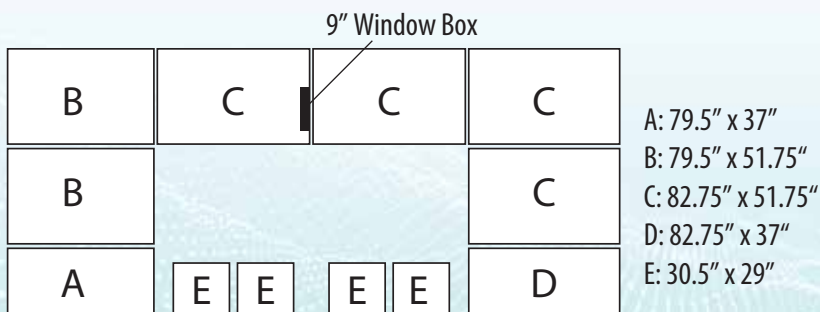
Door and Window Clings

- 4 doors below handbar
- 8 windows
- Graphics face in and out

Additional Info

Level 3

Skybridge entrance from Hyatt Regency to Convention Center Lobby C





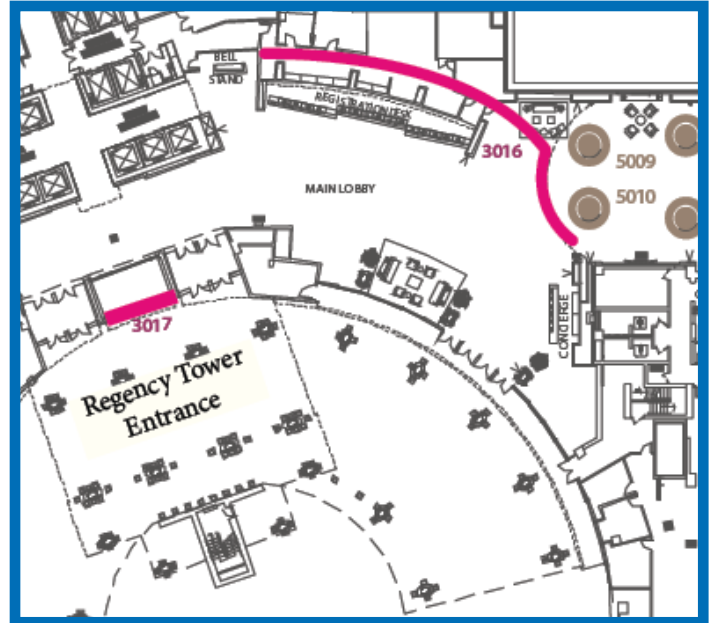
HYATT
REGENCY



BRANDING AND SPONSORSHIP OPPORTUNITIES

Main Lobby Mezzanine Glass Hyatt Regency

OPPORTUNITY **#1**



Sponsorship Location Fee

\$10,000 Plus printing and installation

Graphic Information

- 25 Panels available – Starting on left (looking at front desk)
- P1-P25 49"W x 38"H – available
- P26-30 48"W x 28"H – not available
- 1" bleed, right/bottom

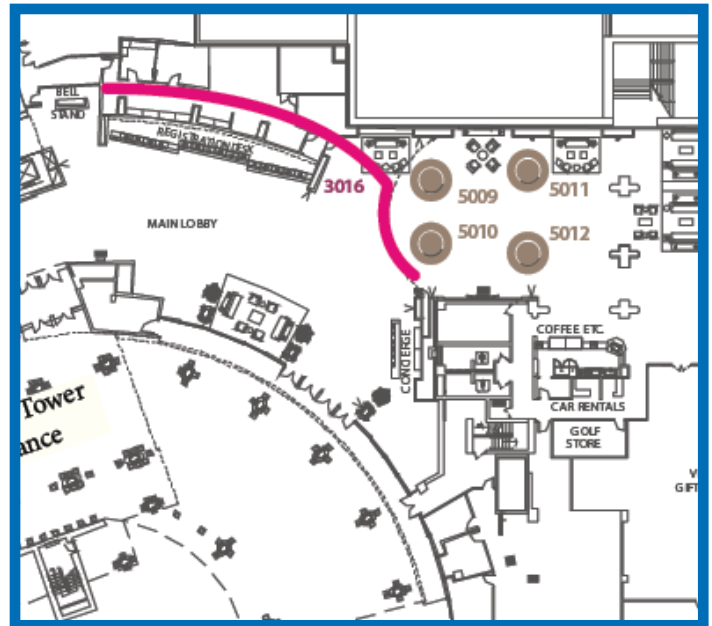
Additional Info

This glass railing is above the hotel front desk. Highly visible when entering the hotel main entrance. Printing & installation of your graphics will be handled by 11th Hour, the hotel's in-house printer. Refer to 11th Hour's name for this item: NTL 3016

Main Lobby Columns

Hyatt Regency

OPPORTUNITY **#2**



Sponsorship Location Fee

\$10,000 Plus printing and installation

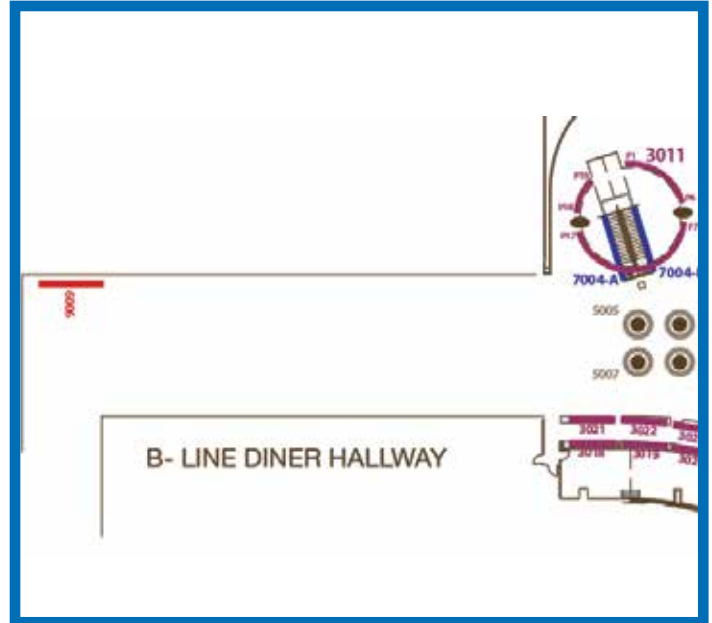
Graphic Information

- 4 columns included
- Each column: 172"W x 120"H, no bleed
- Template notes: 1" Margin for hemming built into template for all sides and 2" for Velcro built into Right side.
- Finishing: Hem all sides
- Velcro left – 2" Hook
- Velcro Right – 2" Loop

Additional Info

These four columns are just past the hotel front desk, leading to the main walkway that takes guests towards hotel restaurants, meeting space, and the sky bridges to the Convention Center. Printing & installation of your graphics will be handled by 11th Hour, the hotel's in-house printer. Refer to 11th Hour's names for these 4 columns: NTL 5009, NTL 5010, NTL 5011, NTL 5012

Hyatt Regency



\$7,500 Plus printing and installation

- You may cover the Entire Frame or the Inside Frame.
- Entire Frame: 284"W x 163"H
- Inside Frame: 213"W x 91.5"H
- Bleed built into Template
- Entire Frame Notes: When wrapping the Entire Picture Frame please be sure the graphic does not have a hard border, minimum safe zone is 12" in from finished size. Artwork will have a horizontal seam due to size. Finishing: Grommets every 18" on all sides. Finished size with built-in bleed: 298"W x 177"H
- Inside Frame Notes: Live area is 209"W x 87.5"H, minimum safe zone is 10" in from finished size. Finishing: Hemmed and 2" male Velcro around perimeter.

Printing & installation of your graphics will be handled by 11th Hour, the hotel's in-house printer.
Refer to 11th Hour's name for this item: BL6006



ROSEN HOTELS & RESORTS

ROSEN CENTRE

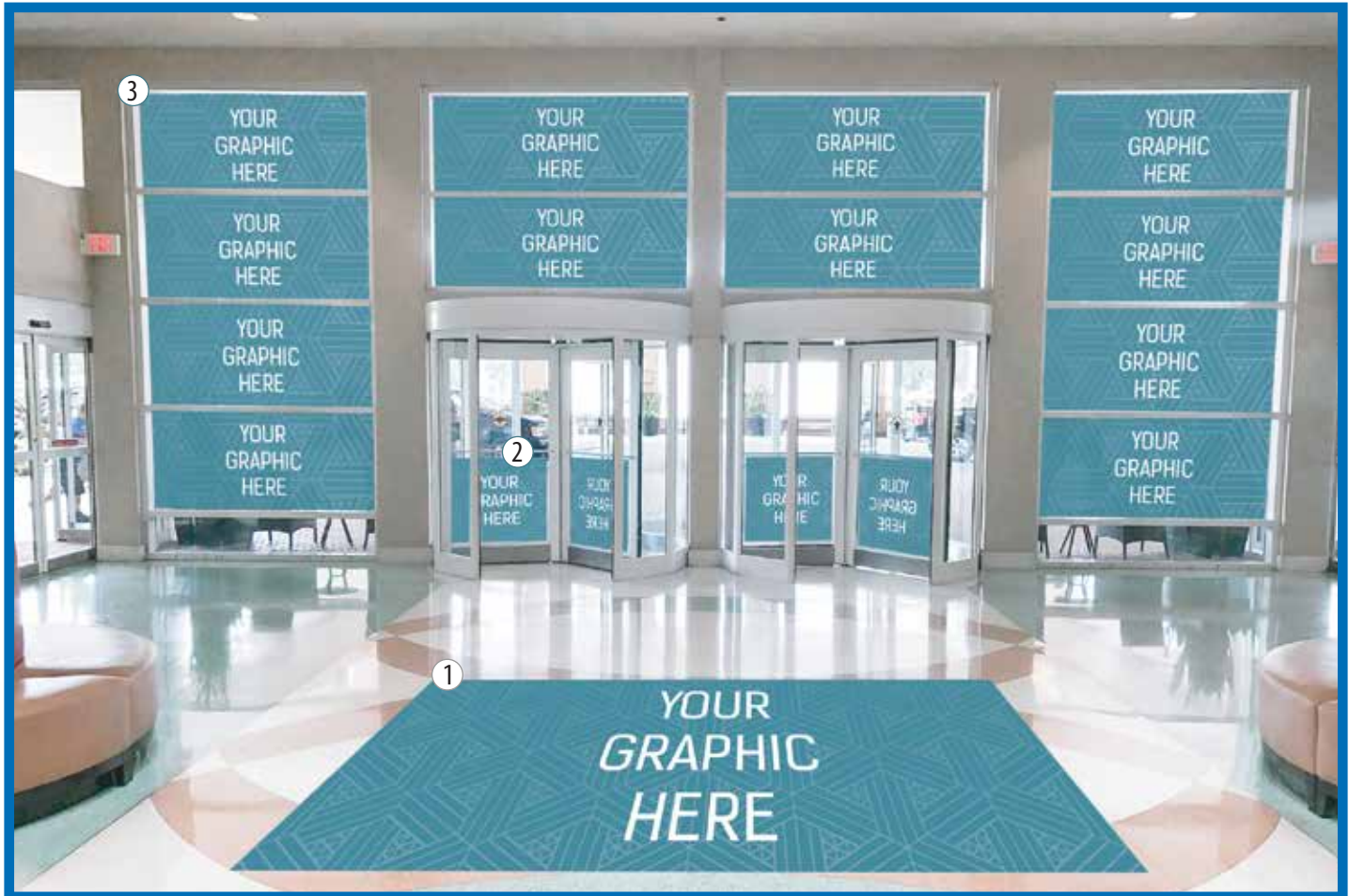
BRANDING AND SPONSORSHIP OPPORTUNITIES

Production & installation for this opportunities at this hotel is handled by the hotel in-house provider.

Please contact Abby Podkul for details.

Front Entrance Window, Door and Floor Clings

Rosen Centre



Sponsorship Location Fee

\$5,000 Plus printing & Installation

GRAPHIC ELEMENTS

- ① Low adhesive floor cling
- ② Low adhesive revolving door clings
- ③ Low adhesive window clings

Additional Info

Keep your brand prominent within the conference center at these locations.

Printing & installation of your graphics will be handled by Source One, the hotel's in-house printer.

Guest Room Elevators

Rosen Centre



Sponsorship Location Fee
\$15,000 Plus printing & Installation

GRAPHIC ELEMENTS

- Ten elevators
- Clings on the interior doors of all 10 elevators, and the outside of the 1st floor lobby elevators



Additional Info

Printing & installation of your graphics will be handled by Source One, the hotel's in-house printer.

Escalator Glass Railing

Rosen Centre



Sponsorship Location Fee

\$4,000 Plus printing & Installation

GRAPHIC ELEMENTS

- ① Full low adhesive escalator cling
Cling is on the glass railing, facing out into the lobby

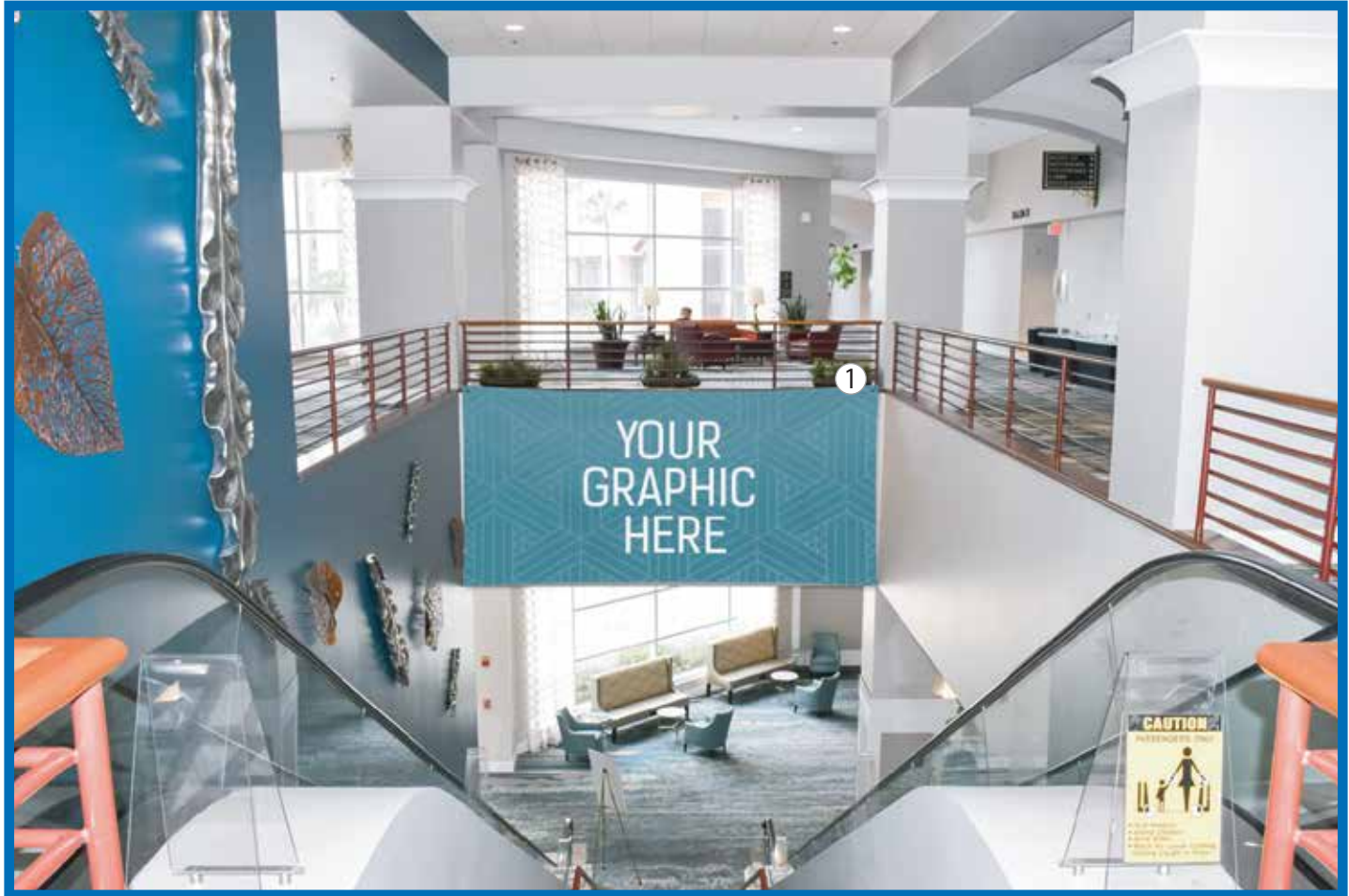
Additional Info

Escalator Level 1 to Level 2
Your brand will be prominently displayed on Prefunction areas.

Printing & installation of your graphics will be handled by Source One, the hotel's in-house printer.

Banner above Escalator

Rosen Centre



Sponsorship Location Fee

\$4,000 Plus printing & Installation

GRAPHIC ELEMENTS

- ① Large hanging banner above escalator from Level 2 to Level 1

Additional Info

Escalator Level 2 to Level 1
Keep your brand prominent within the
conference center at these locations.

Printing & installation of your graphics will be handled by the hotel's
in-house provider.

Skywalk Doors

Rosen Centre



Sponsorship Location Fee

CLOSED

GRAPHIC ELEMENTS

- ① Low adhesive vinyl window clings

Additional Info

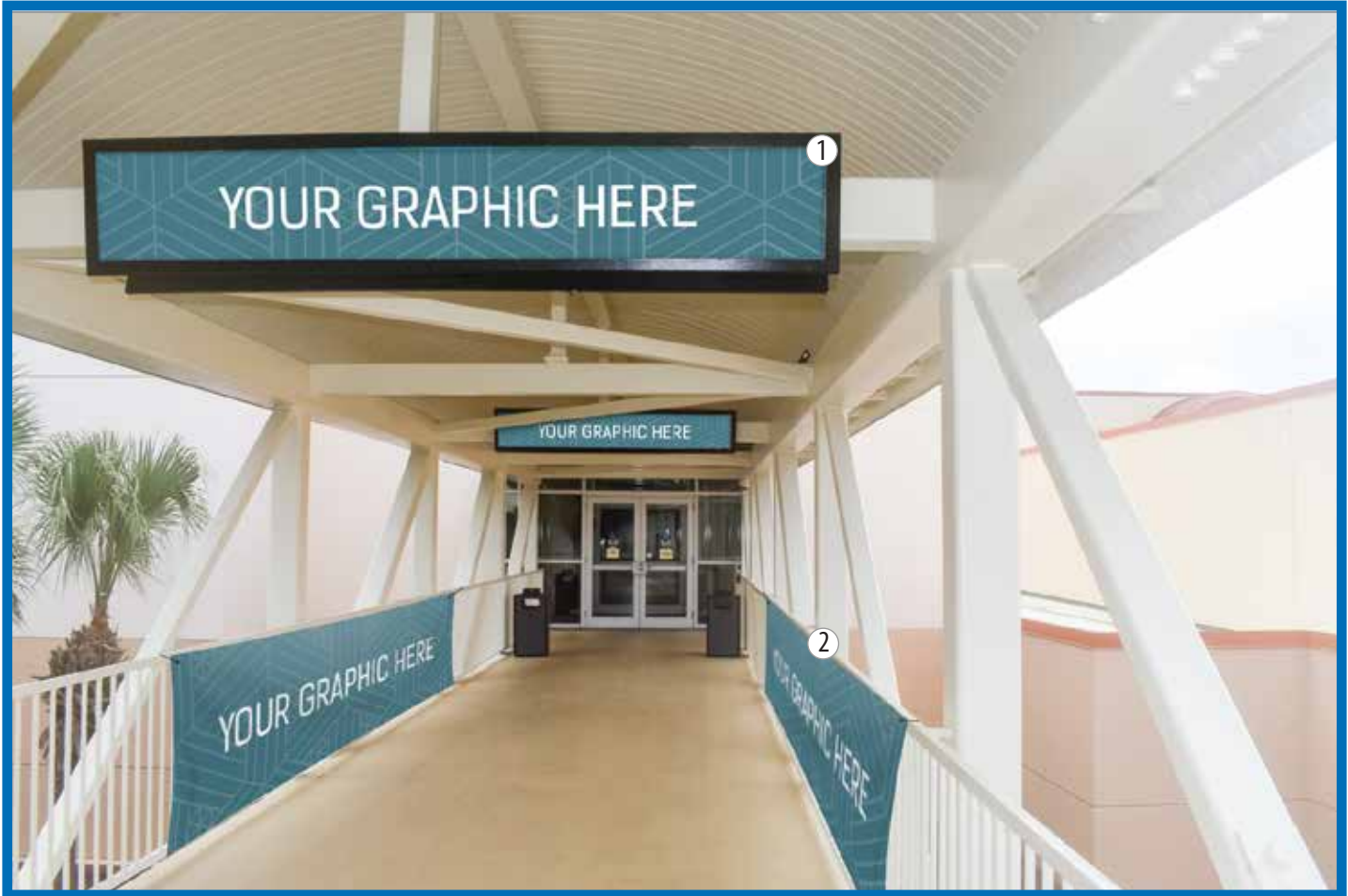
SKYWALK DOORS (INSIDE)

Create a uniquely branded environment for your attendees.

Printing & installation of your graphics will be handled by Source One, the hotel's in-house printer.

Skywalk to Convention Center Overhead Signs

Rosen Centre



Sponsorship Location Fee

\$300 Per sign plus printing & Installation

GRAPHIC ELEMENTS

- ① Skywalk Overhead Sign - 11 from Rosen Centre to Convention Center and 11 from Convention Center to Rosen Centre
- ② Hanging banners

Additional Info

SKYWALK TO CONVENTION CENTER

Stay top-of-mind with event attendees throughout the conference center at these locations.

Printing & installation of your graphics will be handled by Source One, the hotel's in-house printer.



ROSEN HOTELS & RESORTS

ROSEN PLAZA

BRANDING AND SPONSORSHIP OPPORTUNITIES

Production & installation for this opportunities at this hotel is handled by the hotel in-house provider.

Please contact Abby Podkul for details.

Front Entrance

Rosen Plaza



Sponsorship Location Fee

\$4,000 Plus printing & Installation

GRAPHIC ELEMENTS

- Graphic may be transparent or opaque
- Graphic may face in or out
- 8 windows above the couch

Additional Info

Printing & installation of your graphics will be handled by Source One, the hotel's in-house printer.

Guest Room Elevators

Rosen Plaza



Sponsorship Location Fee

\$8,000 Plus printing & Installation

GRAPHIC ELEMENTS

- Six elevators
- Clings on the interior doors of all 6 elevators, and the outside of the 1st floor lobby elevators

Additional Info

Printing & installation of your graphics will be handled by Source One, the hotel's in-house printer.