



Houston Gluten Free/Allergen Free Expos 2012

SPONSORSHIP OPPORTUNITIES

The industry standard approach is to have 3 levels of entry level for sponsorship. It is important that the benefits that the corporation will gain by sponsoring the event are clearly defined. As such each level will need to be tailored to suit the individual marketing needs of any sponsoring entity.

These levels are usually differentiated by:

Quantity and primacy of branding on materials

Volume of content injected into your event

Access to your members/audience

Exclusivity

Platinum Sponsor/Event Sponsor

\$7500-12500

- Branded name on event title.
- Exclusivity from rival companies if practical
- Prime Location for company logo on all marketing material
- Company name or logo on signage for all sessions and registration table.
- Company name or logo on front cover of show directory
- Company name or logo on Event staff name badges
- Company name or logo on Event staff T-Shirts
- Company name or logo on Event entry wristbands (outside)
- To write introductory welcome to Event in show directory and center pages for advertising
- Company website link on Event website
- A double booth with electric supplied if required
- 10 complimentary passes to event
- Opportunity to run a session



- Water Sponsor \$2500
- Waste bin Sponsor \$2500

Gold Sponsor (two available)

\$5000-7500

- Superior Location for company logo on all marketing material
- Company name or logo on signage for all sessions
- Company name or logo on front cover of show directory
- Company name or logo on Event entry wristbands (inside)
- Front end 1 full page advertising space
- Company website link on Event website
- A double booth with electric supplied if required
- 6 complimentary passes to event
- Opportunity to run a session
- Water Sponsor \$2500
- Waste bin Sponsor \$2500

Silver sponsor (three available)

\$2500

- Superior Location for company logo on all marketing material
- Company name or logo on signage for all sessions
- Company name or logo on front cover of Event show directory
- Company name or logo on Event entry wristbands (outside)
- Half page advertising space in show directory
- Company website link on Event website
- A single booth with electric supplied if required
- 4 complimentary passes to event
- Opportunity to run a session

Participant sponsorship (five available)

\$1000

- Company logo in show directory
- ¼ page advertising space in show directory
- Company website link on Event website
- A single booth with electric supplied if required
- 2 complimentary passes to event