



January 7-8, 2020
Cobb Galleria Centre
Atlanta, GA

2020 Sponsorship Opportunities

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STAND OUT FROM THE CROWD

The Southeast Flooring Market is going strong on its fourth year and buyer attendance is expected to continue growing. Buyers like all of the perks they get by attending markets, so we have presented opportunities for you to treat your buyers in style. Sponsorships help set your brand apart from the pack and stand out as an industry leader. Sponsors are acknowledged on the Southeast Flooring Market website, within all attendee marketing materials, within our on-site graphics and featured in the registration portal and the show program.

SPONSORSHIP PACKAGES

GOLD PACKAGE - \$5000

1 Featured Product Spot in one buyer email
1/2 page ad in market directory
Dedicated Email Blast
Website Banner Ad (3 months Oct 15-Jan 15)

SILVER PACKAGE - \$2800

1 Featured Product Sub-Spot in one buyer email
1/3 page ad in market directory
Website Banner Ad (3 months Oct 15-Jan15)

BRONZE PACKAGE - \$1800

1 Featured Product Spot in one buyer email
1/3 page ad in market directory

SPONSOR LEVELS

Sponsor levels and benefits are based on the price of the sponsorship commitment. The following describes the benefits associated with each sponsorship level.

LEVEL	BENEFITS	AMOUNT OF SPONSORSHIP
1	Logo inclusion on website homepage, Signage, Market Directory, Show T-Shirt	>\$10000
2	Logo inclusion on website homepage, signage, market directory, show t-shirt	\$5000-\$9999
3	Logo inclusion on website homepage, signage, market directory, show t-shirt	\$700-\$4999
4	Logo inclusion on website, homepage, signage, market directory, show t-shirt	<\$700

SPONSORSHIP OPPORTUNITIES

RED CARPET CLUB

The top 250 flooring buyers nominated by our exhibitors receive a special Red Carpet Club designation when they attend market. Each RCC buyer will enjoy the red carpet treatment including free drinks, show bags, free registration and much more. If you want to place your brand in front of the most important buyer group in the Southeast region, consider sponsoring one of the programs below.

RCC WELCOME BAG - \$3000

Upscale duffle bag to include exhibitor logo to be given out to RCC Attendees only; sponsor can insert one item at no additional fee. 250 total bags.

product example:



RCC BAG INSERT

EXHIBITOR CHOICE - \$750

Exhibitor can insert their own promotional piece or brochure (at their cost).

TURN-KEY OPTIONS:

Give us our logo and we'll do the rest! Choose from one of the options below to include in the RCC Bag.

- Stainless Steel Water Bottle - \$2000
- Stress Reliever - Football - \$500
- Cell Phone Accessory - \$2800
- Power Bank - \$2500
- T-Shirt - \$1500
- Pens - \$300



Stainless Steel Water Bottle



Custom Pens



Cell Phone Accessory



Power Bank



T-Shirt

REGISTRATION

ATTENDEE BACKPACK STYLE BAG - \$3000

First 500 attendees that arrive each Market day receives a complimentary bag (this is separate from the RCC Bag)



ATTENDEE RE-USABLE SHOPPING BAG - \$3500

First 500 attendees that arrive each Market day receives a complimentary bag (this is separate from the RCC Bag)



REGISTRATION (CONTINUED)

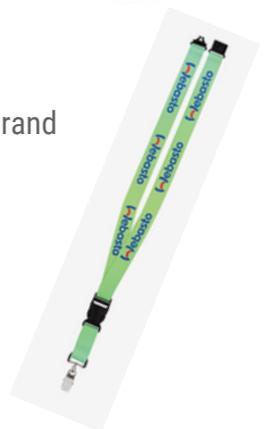
REGISTRATION STAFF JACKETS - \$2000

Let your brand be the first point of contact with buyers as they enter the market. Every buyer is guaranteed to see your company logo when they are greeted by one of the registration team or information booth staff. Sponsorship includes fleece jacket with company logo on left chest.



LANYARDS - \$3000

Let buyers help you promote your brand by sponsoring the market lanyards.



Interested in multiple markets?

Lanyard sponsors for

two markets: \$5000

three markets: \$8000

MARKET T-SHIRT - \$4000

T-shirts will be given to 500 buyers each day during market. Your company logo will be placed on right sleeve of the official market t-shirt.



SPECIAL EVENTS

BAR SPONSOR - \$1000

Wrap the bar with your logo. Party on! Sponsorship includes 50 drink tickets.

HAPPY HOUR BEER SPONSOR - \$1400 DOMESTIC BEER/ \$1600 IMPORTED

Entertain customers in your booth by sponsoring happy hour. Fee covers 1 keg of beer and bartender.

HAPPY HOUR FOOD SPONSOR - \$5000

Each food station will be placed in the exhibitor space and will include 600 pieces total:

Bacon wrapped Scallops
Bourbon glazed lamb chops
Mini pulled pork bub/spiked pickle
Homemade pigs "in" blanket
Mini cheeseburger sliders

Mini beef Philly sliders
Thai Peanut Beef Satay
Mac and Cheese bites
Pecan Chicken Tenders
Mini Turnip Green pot pies

SPECIAL EVENTS

OPENING DAY BREAKFAST

\$5000 (2 SPONSORS)

\$10000 FOR EXCLUSIVE SPONSOR

Treat your customers to breakfast on opening day! Continental breakfast provided for 500 people.

Two sponsorship opportunities are available for \$5000 each or you can be the exclusive sponsor for \$10000.



DAY TWO - MORNING COFFEE - \$2500

Welcome buyers to a morning cup of joe! Two sponsorship opportunities available for \$5000 each



DAY TWO - BREAKFAST ON EXHIBIT FLOOR - \$2500

Greet buyers on day two to a continental breakfast.

GENERAL SPONSORSHIPS

WATER COOLERS - \$2000

Your logo will be wrapped around the water cooler throughout market. Four sponsorship opportunities available for \$2000 each.



ATTENDEE PRIZES: \$500 VALUE

Unlimited opportunities for exhibitors to giveaway a prize (at least \$500 retail value) that will be promoted through all media channels and publish in market directory

ATTENDEE GRAND PRIZE: TRIP FOR TWO! - \$4500

Winner of the grand prize will win \$4000 voucher to be used for the vacation of their choice through Odenza Travel.



ADVERTISING

MARKET DIRECTORY SPONSOR

Advertise in the official market guide for the SE Flooring Market. Only five ads will be accepted so your ad is guaranteed to get noticed!

1/3 page (3 offered)	\$1500
1/2 page (2 offered)	\$2000
Full Page (back cover)	\$4000

REGISTRATION CONFIRMATION EMAIL AD

Secure this coveted spot as the only advertiser to appear on the confirmation email attendees receive after pre-registering for the SE Flooring Market. Registration opens July 1 2019.

July 1 -August 31	\$1800
September 1-November 15	\$3000
November 16-January10	\$4000

Exclusive Package:

July 1 - January 10	\$6000
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DEDICATED EMAIL BLAST - \$2000

Exhibitor messaging will be sent to all past, prospective & pre-registered attendees. Limit 1 per company, 3 available

WEBSITE ADS - \$250 PER MONTH

Your banner ad will appear on the home page of the SE Flooring Market website and will be rotated with no more than 8 other ads. Must reserve a minimum of four months.

Do you have a sponsorship idea? Let us know - we'll design a package that fits your needs.

To reserve your sponsorship contact:

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