

# BIZBASH EXPO & AWARDS

New York City / The Javits Center / October 27, 2010

## 2010 Sponsorship Opportunities

**We are pleased to offer these ideas for sponsor consideration.  
Ask us to create a fresh, new idea to meet your special brand needs.**

### Summary of Options

**Name Sponsorship • P. 2**  
\$20,000 • One Position Available

**Gold Sponsorship • P. 2**  
\$16,000 • One Position Available

**Silver Sponsorship • P. 3**  
\$15,000 • One Position Available

**Bronze Sponsorship • P. 3**  
\$12,000 • One Position Available

**Official Expo Rental Sponsorship • P. 3**  
\$12,000 • One Position Available

**Cocktail Reception Sponsorship • P. 4**  
\$12,000 • One Position Available

**Exhibitor Pre-Event Reception Sponsorship • P. 4**  
\$10,000 • One Position Available

**Spirit Sponsorship • P. 4**  
\$10,000 • One Position Available

**Video Sponsorship • P. 5**  
\$5,000 • One Position Available

**Decor Sponsorships • P. 5**  
\$10,000 • Two Positions Available

**General Session Sponsorship • P. 5**  
\$10,000 • One Position Available

**Hotel Sponsorship • P. 6**  
\$3,000 • One Position Available

**Photography Sponsorship • P. 6**  
\$5,000 • One Position Available

**Entertainment Sponsorships • P. 6**  
\$4,000 • Multiple Positions Available

**Invitation Sponsorship • P. 6**  
\$3,500 • One Position Available

**Branded Item Bag Insert Sponsorships • P. 7**  
\$2,000 • Six Positions Available

**Attendee Bag Sponsorship • P. 7**  
\$3,500 • One Position Available

**Strolling Entertainment Sponsorships • P. 7**  
\$2,000 • Multiple Positions Available

**Keynote Seat Drop Sponsorships • P. 8**  
\$3,000 • Two Positions Available

**Lanyard Sponsorship • P. 8**  
\$3,000 • One Position Available

**Conference Education Break  
Entertainment Sponsorships • P. 8**  
\$3,000 • Two Positions Available

**Bus Shuttle/Limo Sponsorships • P. 9**  
\$5,000 • Two Positions Available

**Ground Transportation Sponsorship • P. 9**  
\$2,500 • One Position Available

**Airline Sponsorship • P. 9**  
\$5,000 in trade • One Position Available

**BIZBASH**

**NOW SERVING** Boston / Chicago / Las Vegas / Los Angeles / Miami/South Florida / New York / Orlando / Toronto / Washington D.C.  
21 West 38th Street, 13th Floor, New York, NY, 10018 / 646.638.3600 / bizbash.com/newyork



# 2010 Sponsorship Opportunities

## BizBash N.Y. Expo & Awards, October 27, 2010

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### NAME SPONSORSHIP

#### **\$20,000 One Position Available**

The venue sponsorship is a highly visible position at the show and promotes your brand to thousands of planners. An area of the trade show will be named after your company, and we will ensure that your logo and signage are placed within the room that you sponsor.

#### **Sponsor Receives**

- Advance of Show
  - o Naming of room
  - o Premium sponsorship recognition
  - o Company name in all promotional materials, including Web site
- Day of Show
  - o 2 booths
  - o Company logo and banners throughout special area
  - o Area referred to as "Your Company Name"
  - o Company logo on show signage
  - o Show guide presence: Back cover and acknowledgement in thank you page
  - o Logo on education sessions signage
  - o 40 show floor passes
  - o 8 education passes
- Post Show
  - o 1 full page ad in January/February 2011 BizBash New York/Los Angeles magazine
  - o Listed in BizBash online and print coverage
  - o Scrubbed list of attendees for follow-up

### GOLD SPONSORSHIP

#### **\$16,000 One Position Available**

Prominent position at the show with your company name or logo published in all pre-show marketing materials, press releases and signage day of the show.

#### **Sponsor Receives**

Premium sponsorship recognition

- Advance of Show
  - o Company name in all promotional materials, including Web site
- Day of Show
  - o 1 premium position booth
  - o Company name on show signage
  - o Show guide presence: 1 full page ad and acknowledgement in thank you page
  - o 20 show floor passes
  - o 6 education passes
- Post Show
  - o 1 full page ad in January/February 2011 BizBash New York/Los Angeles magazine
  - o Listed in BizBash online and print coverage
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# 2010 Sponsorship Opportunities

## BizBash N.Y. Expo & Awards, October 27, 2010

### SILVER SPONSORSHIP

#### **\$15,000 One Position Available**

Prominent position at the show with your company name or logo published in all pre-show marketing materials, press releases and signage day of the show.

#### **Sponsor Receives**

Premium sponsorship recognition

- Advance of Show
  - o Company name in all promotional materials, including Web site
- Day of Show
  - o 1 premium position booth
  - o Company name on show signage
  - o Show guide presence: 1 full page ad and acknowledgement in thank you page
  - o 25 show floor passes
  - o 2 education passes
- Post Show
  - o 1 half page ad in January/February 2011 BizBash New York/Los Angeles magazine
  - o Listed in BizBash online and print coverage
  - o Scrubbed list of attendees for follow-up

### BRONZE SPONSORSHIP

#### **\$12,000 One Position Available**

Promote your brand—place your company's name or logo on all of our pre-show marketing materials, press releases and literature at the show.

#### **Sponsor Receives**

Premium sponsorship recognition

- Advance of Show
  - o Company name in all promotional materials, including Web site
- Day of Show
  - o 1 premium position booth
  - o Show guide presence: 1 half page ad and acknowledgement in thank you page
  - o 20 show floor passes
- Post Show
  - o 1 half page ad in January/February 2011 BizBash New York/Los Angeles magazine
  - o Listed in BizBash online and print coverage
  - o Scrubbed list of attendees for follow-up

### OFFICIAL EXPO RENTAL SPONSORSHIP

#### **\$12,000 One Position Available**

Be the official rental sponsor. Showcase your latest rental equipment to the most influential people in the meeting and event industry.

#### **Sponsor Receives**

- Advance of Show
  - o Company name in all promotional materials, including Web site
- Day of Show
  - o 1 booth
  - o Rights to showcase rentals in event space (at general sessions and luncheons), in the education area, the speaker-ready room, the press room and the show office
  - o Show guide presence: 1 half page ad and acknowledgement in show guide thank you page
  - o 25 show floor passes
  - o 2 education passes
- Post Show
  - o Listed in BizBash online and print coverage
  - o Scrubbed list of attendees for follow-up

# 2010 Sponsorship Opportunities

## BizBash N.Y. Expo & Awards, October 27, 2010

### EXHIBITOR PRE-EVENT RECEPTION SPONSORSHIP

#### **\$10,000 One Position Available**

Showcase your cuisine and food service talents at the Exhibitor Networking Reception.

#### **Sponsor Receives**

- Advance of Show
  - o Company name in all promotional materials, including Web site
  - o Company name in cocktail party invite
- Day of Show
  - o 1 booth
  - o Show guide presence: 1 half page ad and acknowledgement in thank you page
  - o 25 show floor passes
  - o 15 Hall of Fame cocktail party and ceremony passes
  - o 2 education passes
- Post Show
  - o 1 half page ad in January/February 2011 BizBash New York/Los Angeles magazine
  - o Listed in BizBash online and print coverage
  - o Scrubbed list of attendees for follow-up

### COCKTAIL RECEPTION SPONSORSHIP

#### **\$12,000 One Position Available**

Showcase your cuisine and food service talents at the BizBash cocktail party for 400 guests after the expo.

#### **Sponsor Receives**

- Advance of Show
  - o Company name in all promotional materials, including Web site
  - o Company name in cocktail party invite
- Day of Show
  - o 1 booth
  - o Show guide presence: 1 half page ad and acknowledgement in thank you page
  - o 25 show floor passes
  - o 2 Education passes
- Post Show
  - o 1 half page ad in January/February 2011 BizBash New York/Los Angeles magazine
  - o Listed in BizBash online and print coverage
  - o Scrubbed list of attendees for follow-up

### SPRIT SPONSORSHIP

#### **\$10,000 One Position Available**

One Position Available. Brand your company at the BizBash Expo cocktail party for 400 guests. Your spirit will be the exclusive brand served, and we'll put your company logo on cocktail reception signage.

#### **Sponsor Receives**

- Advance of Show
  - o Company name in all promotional materials, including Web site
- Day of Show
  - o Exclusive spirit and pouring rights at BizBash Expo first night special event
  - o Rights to develop an exclusive signature drink
  - o Signage in area of sponsorship
  - o Show guide presence: 1 half page ad and acknowledgement in thank you page
  - o 10 event passes
  - o 10 show floor passes
  - o 2 education passes
- Post Show
  - o 1 half page ad in January/February 2011 BizBash New York/Los Angeles magazine
  - o Listed in BizBash online and print coverage
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# 2010 Sponsorship Opportunities

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### VIDEO SPONSORSHIP

#### **\$5,000 One Position Available**

Capture Event on Video

##### **Sponsor Receives**

- Advance of Show
  - o Company name in all promotional materials, including Web site
- Day of Show
  - o 1 booth
  - o Show guide presence: 1 quarter page ad and acknowledgement in thank you page
  - o 25 show floor passes
  - o 2 education passes
- Post Show
  - o 1 half page ad in January/February 2011 BizBash New York/Los Angeles magazine
  - o Listed in BizBash online and print coverage
  - o Scrubbed list of attendees for follow-up

### DECOR SPONSORSHIPS

#### **\$10,000 Two Positions Available**

Associate your company's name and logo at the BizBash cocktail party and ceremony. Solidify your brand to over 400 guests.

##### **Sponsor Receives**

- Advance of Show
  - o Company name in all promotional materials, including Web site
  - o Company name in cocktail party invite
- Day of Show
  - o 1 booth
  - o Show guide presence: 1 half page ad and acknowledgement in thank you page
  - o 25 show floor passes
  - o 2 Education passes
- Post Show
  - o 1 half page ad in January/February 2011 BizBash New York/Los Angeles magazine
  - o Listed in BizBash online and print coverage
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### GENERAL SESSION SPONSORSHIP

#### **\$10,000 One Position Available**

Position your company as an industry leader and gain unparalleled visibility – your executive introduces the keynote speaker, makes welcoming comments and your company logo hangs in the venue—a great opportunity for media coverage.

##### **Sponsor Receives**

- Advance of Show
  - o Company name in all promotional materials, including Web site
- Day of Show
  - o Company logo at general session
  - o 1-2 min introduction of your company before the general session
  - o Photo op on stage
  - o Show guide presence: 1 quarter page ad in show guide and acknowledgement in thank you page
  - o 25 show floor passes
  - o 2 education passes
- Post Show
  - o Listed in BizBash online and print coverage

# 2010 Sponsorship Opportunities

## BizBash N.Y. Expo & Awards, October 27, 2010

### HOTEL SPONSORSHIP

#### **\$3,000 One Position Available**

Be the exclusive hotel sponsor for the Expo

#### **Sponsor Receives**

- Advance of Show
  - o Company name in all promotional materials, including Web site
- Day of Show
  - o Company logo on signage at the show
  - o Show guide presence: 1 quarter page ad in show guide and acknowledgement in thank you page
  - o 25 show floor passes
  - o 2 education passes
- Post Show
  - o Listed in BizBash online and print coverage

### PHOTOGRAPHY SPONSORSHIP

#### **\$5,000 One Position Available**

Be the exclusive photographer of the 2010 Expo and get your services in front of thousands of qualified attendees.

#### **Sponsor Receives**

- Advance of Show
  - o Company logo on the Web site
- Day of Show
  - o Show guide presence: 1 quarter page ad in show guide and acknowledgement in thank you page
  - o 25 show floor passes
  - o 2 education passes
- Post Show
  - o Listed in BizBash online and print coverage
  - o Scrubbed list of attendees for follow-up

### ENTERTAINMENT SPONSORSHIPS

#### **\$4,000 Multiple Positions Available**

Showcase your company's best talent acts during the Expo. Booth purchase required. (AM general session, PM general session, BizBash Luncheon, or mini-stage)

#### **Sponsor Receives**

- Advance of Show
  - o Company name in all promotional materials, including Web site
- Day of Show
  - o A 15-minute spot on the stage for your performance
  - o Show guide presence: 1 quarter page ad in show guide and acknowledgement in thank you page
  - o 25 show floor passes
  - o 2 education passes
- Post Show
  - o Listed in BizBash online and print coverage

### INVITATION SPONSORSHIP

#### **\$3,500 One Position Available**

One invitation company will have the opportunity to showcase their work to some of the most influential event and meeting planners in the Northeast. Booth purchase required.

#### **Sponsor Receives**

- Advance of Show
  - o Rights to showcase invitation design and printing
  - o Name in back of invitation
  - o Special event invitation recognition
  - o Company name in all promotional materials, including Web site
- Day of Show
  - o 1 half page ad in show guide
  - o Thank you in show guide
  - o 25 show floor passes
  - o 2 education passes
- Post Show
  - o Listed in BizBash online and print coverage
  - o Scrubbed list of attendees for follow-up



# 2010 Sponsorship Opportunities

## BizBash N.Y. Expo & Awards, October 27, 2010

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### BRANDED ITEM BAG INSERT SPONSORSHIPS

#### **\$2,000 Six Positions Available**

Our registration staff will put your promotional items or literature in all of our attendee bags. Get your product in front of event and meeting planners who need what you have to offer!

Popular items include pens, pencils, logo-adorned notepads, hats and t-shirts. Be creative and you won't be forgotten. Other promotional items are available. Call for more ideas.

#### **Sponsor Receives**

- Advance of Show
  - o Company logo on the Web site
- Day of Show
  - o Materials in bag
  - o Show guide presence: acknowledgement in thank you page
  - o 25 show floor passes
  - o 2 Education passes
- Post Show
  - o Listed in BizBash online and print coverage
  - o Scrubbed list of attendees for follow-up
  - o Listed in BizBash online and print coverage

### STROLLING ENTERTAINMENT SPONSORSHIPS

#### **\$2,000 Multiple Positions Available**

Showcase your company's best talent right on the show floor. Booth purchase required.

#### **Sponsor Receives**

- Advance of Show
  - o Company logo on the Web site
- Day of Show
  - o An official showcase on the floor of show and in the lobby for your performers to stroll floor to create atmosphere and promote your company.
  - o Show guide presence: mention in show guide and acknowledgement in thank you page and from the stage
  - o 25 show floor passes

### ATTENDEE BAG SPONSORSHIP

#### **\$3,500 One Position Available**

Be the one who provides bags to all attendees and education students. Advertise your company to event and meeting planners who need what you have to offer!

#### **Sponsor Receives**

- Day of Show
  - o Show guide presence: 1 quarter page ad and acknowledgement in thank you page
  - o Your logo on all attendee bags
  - o 25 show floor passes
  - o 2 Education passes
- Post Show
  - o Listed in BizBash online and print coverage

# 2010 Sponsorship Opportunities

## BizBash N.Y. Expo & Awards, October 27, 2010

### KEYNOTE SEAT DROP SPONSORSHIPS

#### **\$3,000 Two Positions Available**

(One in the morning, One in the afternoon)

Get your marketing collateral directly in front of buyers and decision makers – while the conference attendees wait on the keynote, your collateral will be there for them to read, eat or watch. Materials are dropped into their seat prior to the session.

#### **Sponsor Receives**

- Advance of Show
  - o Company logo on the Web site
- Day of Show
  - o Company logo at general session
  - o Photo op with speaker
  - o Show guide presence: 1 quarter page ad in show guide and acknowledgement in thank you page
  - o 25 show floor passes
  - o 2 education passes
- Post Show
  - o Listed in BizBash online and print coverage

### LANYARD SPONSORSHIP

#### **\$3,000 One Position Available**

Be the one to provide the lanyard with your company name imprinted on the backside of every attendee lanyard.

#### **Sponsor Receives**

- Advance of Show
  - o Company name in all promotional materials, including Web site
- Day of Show
  - o Company name on all badges
  - o Show guide presence: 1 quarter page ad and acknowledgement in thank you page
  - o 25 show floor passes
- Post Show
  - o 1 third page ad in January/February 2011 BizBash New York/Los Angeles magazine
  - o Listed in BizBash online and print coverage
  - o Scrubbed list of attendees for follow-up

### CONFERENCE EDUCATION BREAK ENTERTAINMENT SPONSORSHIPS

#### **\$3,000 Two Positions Available**

Surprise attendees exiting a 1-hour session with a performance or stunt. Each session will have a separate entertainment company with exclusive rights to the break entertainment. Must buy a booth to qualify.

#### **Sponsor Receives**

- Advance of Show
  - o Company logo on the Web site
- Day of Show
  - o Performance opportunity at education session
  - o Company logo at education presentation
  - o Show guide presence: acknowledgement in thank you page
  - o 25 show floor passes
  - o 2 education passes
- Post Show
  - o Listed in BizBash online and print coverage



# 2010 Sponsorship Opportunities

## BizBash N.Y. Expo & Awards, October 27, 2010

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### BUS SHUTTLE/LIMO SPONSORSHIPS

#### **\$5,000 Two Positions Available**

Operate the shuttle service from two locations to the Javits Center during hours of the trade show.

#### **Sponsor Receives**

- Advance of Show
  - o Company name in all promotional materials, including Web site
- Day of Show
  - o Operate the shuttle service with your logo prominent on the bus
  - o Show guide presence: 1 quarter page ad and acknowledgement in thank you page
  - o 25 show floor passes
- Post Show
  - o Listed in BizBash online and print coverage

### GROUND TRANSPORTATION SPONSORSHIP

#### **\$2,500 One Position Available**

Be the exclusive car service for the Expo.

#### **Sponsor Receives**

- Day of Show
  - o Follow through with pick-ups with your logo prominently positioned in the cars
  - o Show guide presence: 1 quarter page page ad and acknowledgement in thank you page
  - o 25 show floor passes
  - o 2 education passes
- Post Show
  - o Listed in BizBash online and print coverage

### AIRLINE SPONSORSHIP

#### **\$5,000 in trade One Position Available**

Be the exclusive airline carrier for the Expo.

#### **Sponsor Receives**

- Advance of Show
  - o Company name in all promotional materials, including Web site
- Day of Show
  - o Company logo on signage at the show
  - o Show guide presence: 1 quarter page ad and acknowledgement in thank you page
  - o 25 show floor passes
  - o 2 education passes
- Post Show
  - o Listed in BizBash online and print coverage

**For sponsorship information, please contact Robert Fitzgerald,  
646.839.6840 Or [rfitzgerald@bizbash.com](mailto:rfitzgerald@bizbash.com)**