

# Advertising & Sponsorship Opportunities



## **EASTERN COATINGS SHOW 2017**

[www.easterncoatingsshow.com](http://www.easterncoatingsshow.com)

Harrah's Resort

Atlantic City, NJ

May 15-18, 2017



# Premium Packages

Packages provide A La Carte Savings and Exclusive Placement for Maximum Exposure

## EMERALD (4 available) - \$4,500 (savings of \$1200)



- 1 - Technical Paper Session
- 10 - Floor Stickers
- Logo on Top ECS Website Sponsorship Page
- 1 - Dedicated Email Blast (before or after ECS)
- Logo on ECS Registration Counter
- Logo upload on Exhibitor Online Profile.
- Conference Contributor Mention

## SAPPHIRE (3 available) - \$5,500 (savings of \$1,700)



- 1 - Technical Paper Session
- 10 - Floor Stickers
- 1 - Aisle Signage
- Logo on Top of ECS Website Sponsorship Page
- 1 - Dedicated Email Blast (before or after ECS. Sponsor provides e-mail template)
- Logo on ECS Registration Counter
- Logo upload on Exhibitor Online Profile.
- Conference Contributor Mention

## RUBY (2 available) - \$9,000 (savings of \$2,150)



- 1 - Single (10'x10') Booth Space
- 2 - Trade Show Attendees
- 1 - Full Conference Attendees
- 1 - Technical Paper Session
- 10 - Floor Stickers
- 1 - Aisle Signage
- Rotating Logo on ECS Website & Registration Counter
- Logo upload on Exhibitor Online Profile.
- 2 - Dedicated Email Blasts (1 each before/after ECS Sponsor provides e-mail template)
- Conference Contributor Mention

## DIAMOND (Exclusive) - \$15,000 (savings of \$4,000)



- 1 - Double (20'x10') Booth Space
- 3 - Trade Show Attendees
- 2 - Full Conference Attendees
- 1 - Technical Paper Session
- 10 - Floor Stickers
- 1 - Aisle Signage
- Logo upload on Exhibitor Online Profile.
- Company Logo on Conference Flash Drives (incl production)
- Fixed Logo on ECS Website Homepage & Registration Counter
- 2 - Dedicated Email Blasts (1 each before/after ECS. Sponsor provides e-mail template)
- Conference Contributor Mention

## CONFERENCE SPONSORSHIPS

### Conference Kick-off Reception

Exclusive

The evening prior to the Eastern Coatings Show all conference attendees, exhibitors and presenters will be invited to meet in a relaxed atmosphere. This sponsorship will include Cocktails and hors d'oeuvres as well as prominent signage strategically placed around the reception with company name and logo

\$8,000

### Conference Luncheons

Exclusive

Luncheons will be served to all conference attendees and exhibitors. This sponsorship includes both lunches on Tuesday & Wednesday as the exclusive sponsor. Signage will be prominently displayed in the lunch area in the exhibit hall with company name and logo.

\$5,500

### Conference Breakfast

Exclusive

Breakfasts will be held for all Conference attendees at the beginning of Wednesday. Signage mentioning the service noted as "provided by..." will be prominently displayed.

\$1,500

### Panel Discussion

There will be a topic oriented Panel Discussion the morning of the final day. Signage mentioning the service noted as "provided by..." will be prominently displayed.

\$1200

### Conference Coffee Breaks

Exclusive

Coffee Breaks with refreshments will be provided each day. Signage will be prominently displayed mentioning the service noted as "provided by..."

\$3,000

### Technical Sessions

Technical Presentations are broken out into sessions within two tracks each day. Signage mentioning the service noted as "provided by..." will be prominently displayed.

\$650/ per session

### Conference/Trade Show Contributor

Just looking to donate to make the ECS a better event? Make a minimal contribution and your company name will be given a thank you in Program Guide and ECS website.

\$250 minimum

## PRODUCTION ITEMS

### Lanyards

Exclusive

One of the most visible items that Every attendee uses and sees is the lanyard. These will be distributed to all exhibitors and attendees at registration. Show management will produce these with your provided Company name and logo.

\$5,000 production included

### Conference Notepads

Exclusive

ECS Conference Notepads with Your company's logo will be distributed to all Conference attendees. Show management will produce these with your provided Company name and logo.

\$2,500 production included

### Tote Bags

Exclusive

Showcase your brand on official Show bags that buyers can pick up at registration and carry throughout the Show to hold materials and giveaways they collect along the way. Show management will produce these with your provided Company name and logo.

\$5,000 production included

### Conference Pens

Exclusive

ECS Conference Pens with your Company's logo will be distributed to all Conference attendees. Show management will produce these with your provided Company name and logo.

\$3,000 production included

## ONLINE ADVERTISING

### Website Banners

Increase your company's visibility on the ECS website before, during, and after the show! Your ad appears to every visitor of the Eastern Coatings Show website.

\$1,800 – Main Page Scrolling Banner

\$300 – Sponsor's page on ECS Website (logo only).

### Email Campaigns

Reach attendees before or after the show by sending a targeted email to the attendee list. Send us your graphics and content, and we take care of the rest.

\$500 per email campaign

### Enhanced Listing

Upload your company logo to your exhibitor booth profile for a more enhanced look. When visitors to the website view the floor plan, this enhanced booth logo listing increases your visibility.

\$250 logo upload

### Floor Plan Banner Listing

Exclusive

Upload a company logo or web banner on the online floor plan for the entire duration of the show. The floor plan is one of the most viewed pages on the website. Sponsor produces and provides artwork.

\$1500

## ONLINE ADVERTISING

### Wifi Zone

Direct all attendees using wifi to your splash page and company website. Wifi will solely be available inside the wifi zone located in the center of the show floor where attendees will be having breakfast, lunch and coffee breaks. This sponsorship will cover Tuesday & Wednesday.

**\$10,000**

Exclusive

## SIGNAGE ITEMS

### Aisle Signs

Help guide attendees to your booth by featuring your company name and booth number on these signs to increase your visibility to attendees walking the floor.

**\$1,500 per sign, production included**

### Directional Floor Stickers

Drive attendees from the hotel walkways, through the trade show floor, directly to your booth. Floor stickers are one sq. ft. and will be produced and distributed by the general service contractor. Ten stickers per order.

**\$750 production included**

### Show Program

Take advantage of long-term Visibility in the official ECS Program/Directory, which is distributed at no charge to all attendees at the registration.

**\$1,500 – Outside Back Cover**

**\$1,500 – Inside Front Cover**

Exclusive

### Pocket Guide/Map

Put your company on the map by Sponsoring the Eastern Coatings Show Pocket Guide. This will feature a layout of the show floor with a list of exhibitors and their booth numbers. It is distributed for free at the Eastern Coatings Show registration counter to all attendees.

**\$5,000 production included**

Exclusive

***\*\*All sponsorship offerings, both package and a la carte items, are non-refundable. \*\****

#### Placing Your Order

For technical requirements or to place your order please refer to the sponsorship order form. If you have any questions or require more information, contact:

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