



Eastern Coatings Show 2021 Sponsorship **Brochure**

By sponsoring the Eastern Coatings Show you are directly support the regional coatings industry.

Profits are reinvested into our local coatings' communities. Since the first Eastern Coatings Show in 2013, scholarship awards have grown to include over 20 students annually. The Regional members of the Eastern Coatings Federation also fund educational seminars, new technology/product presentations, and other programs and events which benefit all colleagues in our industry.

Further information on our Mission and Value Proposition can be viewed on our website:

www.easterncoatingsshow.com



CONFERENCE EVENT SPONSORSHIPS

*Conference Kick-off Reception by Pool... Exclusive \$10,000



The evening prior to the Eastern Coatings Show all conference attendees, exhibitors and presenters will be invited to meet in a relaxed atmosphere to include Cocktails and hors d'oeuvres.

Benefits include:

- Prominent signage and TV monitors strategically placed around the reception with company name and logo.
- Exclusive options Includes above plus: customized napkins and custom beer cozies with company branding, venue staff wearing sponsor logo polo shirt and hat (shirts/hats provided by sponsor), branded beverage cups, reserved private cabana for meetings, Ability to hand out branded giveaways (pocket size items) to all registrants

*Reception may be subject to local city/venue COVID restrictions.

All Pictures shown are for illustration purpose only. Actual product may vary due to product enhancement.



BREAKFASTS-LUNCHESS-COFFEE BREAKS



Luncheon Sponsor, Thursday.....Exclusive \$5,000; Non – Exclusive \$2,000

Luncheons will be served to all conference attendees and exhibitors. Signage will be prominently displayed in the lunch area in the exhibit hall with company name and logo.

Luncheon Sponsor, Friday..... Exclusive \$5,000; Non – Exclusive \$2,000

Luncheons will be served to all conference attendees and exhibitors. Signage will be prominently displayed in the lunch area in the exhibit hall with company name and logo.

Breakfast SponsorExclusive \$1,500; Non – Exclusive \$500

Breakfast will be held for all Conference attendees at the beginning of Thursday. Signage mentioning the service noted as “provided by...” will be prominently displayed.

Coffee Break Sponsor Exclusive \$3,000; Non – Exclusive \$1,000

Coffee Break with refreshments will be provided on Thursday morning. Signage will be prominently displayed mentioning the service noted as “provided by...”.

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SESSION SPONSORSHIPS

Technical Session Sponsor Exclusive only for each session \$400

Technical Presentations are broken out into sessions within three tracks each day. Signage mentioning the service noted as “provided by...” will be prominently displayed. We suggest companies giving a technical presentation should sponsor their session for maximum visibility. Sponsorships will be offered after the Technical Program is complete and companies accepted for Technical Papers will be notified first. Exclusive sponsorship for each session is offered on a first come, first serve basis.



Keynote Sponsor Exclusive \$3,000; Non – Exclusive \$1,000

Keynote speaker will kick off the Technical Sessions and Trade Show on Thursday morning. We expect most Conference and Trade Show attendees to be present for this event. Coffee and pastries will be provided. Signage with sponsoring company name and logos will be prominently displayed as well as mentioning the service noted as “provided by...”.

Panel Discussion SponsorExclusive \$1,200; Non – Exclusive \$600

There will be a topic-oriented Panel Discussion the morning of the final day. Signage with sponsoring company name and logos will be prominently displayed.

Conference/Trade Show SponsorNon - Exclusive only \$200

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.

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ONLINE ADVERTISING SPONSORSHIPS

Website BannersExclusive - \$2,000

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

Email Campaign \$300/per e-blast

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.

Enhanced Profile Listing See Digital Sponsorship Brochure

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.

Floor Plan Web BannerSee Digital Sponsorship Brochure

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.



STANDARD SPONSORSHIPS

Badge Lanyards.....Exclusive only \$2,000; Sponsor Company produced \$1,000



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. Or, these can be supplied by the sponsoring company. If supplied by the sponsoring company, the Eastern Coatings Show Board must approve the proposed items. 1,400 minimums are required.

Conference Notepads Exclusive only \$2,000; Sponsor Company produced \$1,000



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. Or, these can be supplied by the sponsoring company. If supplied by the sponsoring company, the Eastern Coatings Show Board must approve the proposed items. 600 minimums are required.

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STANDARD SPONSORSHIPS

Conference BagsExclusive only \$3,000: Sponsor Company produced \$1,000



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. Or, these can be supplied by the sponsoring company. If supplied by the sponsoring company, the Eastern Coatings Show Board must approve the proposed items. 1,400 minimums are required.

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STANDARD SPONSORSHIPS

Conference Pens Exclusive only \$2,000; Sponsor Company produced \$1,000



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. Or, these can be supplied by the sponsoring company. If supplied by the sponsoring company, the Eastern Coatings Show Board must approve the proposed items 600 minimum are required.

Thumb Drive SponsorExclusive only \$2,000



Thumb drives with all applicable Technical Presentations will be given to all Conference attendees. Your company logo based on graphics provided will appear on one side of the thumb drive and the ECS logo will appear on the other side. 600 minimums are required.

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STANDARD SPONSORSHIPS

Floor Plan Panel Display Exclusive only \$1,500



The Floor Plan Panel Display will be located in the busy registration area. Prominent signage located on either side of the display indicating your company name and logo will be highly visible to all.

ADVERTISING SPONSORSHIPS

Show Program (Back Cover) Exclusive only \$1,500

Show Program (Inside Front Cover) Exclusive only \$1,500

Full page Ad \$1,000

Half Page Ad \$800

All Pictures shown are for illustration purpose only. Actual product may vary due to product enhancement.



Pocket Guide/MapExclusive only \$5,000




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. Your company name and logos will be prominently displayed on the pocket Guide as the Sponsor.

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Sponsorship Levels


Gold Sponsor (Extra Value of >\$4,000)

	<p>Spend \$10,000 or more on any combination of sponsorships and receive Gold Sponsor status. This includes the following benefits</p>	<ul style="list-style-type: none"> • Recognition in Show Program and website as Gold Sponsor • 10x20 Booth Space • 2 Full Conference registrations • 2 Email campaigns • Web Site Banner • Your logo on Aisle signs
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Silver Sponsor (Extra Value of >\$3,000)

	<p>Spend \$7,500 but less than \$10,000 on any combination of sponsorships and receive Silver Sponsor status. This includes the following benefits:</p>	<ul style="list-style-type: none"> • Recognition in Show Program and website as Silver Sponsor • 1 Full Conference Registration • 1 Email campaign • Website Banner • 10x10 Booth Space
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Bronze Sponsor (Extra Value of >\$1,000)

	<p>Spend \$5000 but less than \$7,500 on any combination of sponsorships and receive Bronze Sponsor status. This includes the following benefits:</p>	<ul style="list-style-type: none"> • Recognition in Show Program and website as Bronze Sponsor • 1 Full Conference Registration • Website Banner
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Order Form

Check off selections. Please e-mail form to info@easterncoatingsshow.com

Conference Event Sponsorships

- Conference Kick-off Reception by Pool (Exclusive) \$10,000

Breakfasts – Lunches – Coffee Breaks

- Luncheon Sponsor, Thursday (Exclusive) \$5,000
- Luncheon Sponsor, Thursday (Non-Exclusive) \$2,000
- Luncheon Sponsor, Friday (Exclusive) \$5,000
- Luncheon Sponsor, Friday (Non-Exclusive) \$2,000
- Breakfast Sponsor (Exclusive) \$1,500
- Breakfast Sponsor (Non-Exclusive) \$500
- Coffee Break Sponsor (Exclusive) \$3,000
- Coffee Break Sponsor (Non-Exclusive) \$1,000

Session Sponsorships

- Technical Session Sponsor (per session) \$400
- Keynote Sponsor (Exclusive) \$3,000
- Keynote Sponsor (Non-Exclusive) \$1,000
- Panel Discussion Sponsor (Exclusive) \$1,200
- Panel Discussion Sponsor (Non-Exclusive) \$600
- Conference/Trade Show Sponsor \$200

Online Advertising Sponsorships

- Website Banner (Non-Exclusive) \$300
- E-mail Campaign (per e-blast) \$300
- Enhanced Profile Listing See Digital Sponsorship Brochure
- Floor Plan Web Banner (Exclusive) See Digital Sponsorship Brochure

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Standard Sponsorships

- Conference/Show Badge Lanyards (Exclusive) \$2,000
- Conference/Show Badge Lanyards (Sponsor-produced)\$1,000
- Conference Notepads (Exclusive)\$2,000
- Conference Notepads (Sponsor-produced)\$1,000
- Conference/Show Tote Bags (Exclusive)\$3,000
- Conference/Show Tote Bags (Sponsor-produced)\$1,000
- Conference Pens (Exclusive)\$2,000
- Conference Pens (Sponsor-produced) \$1,000
- Thumb Drive Sponsor (Exclusive)\$2,000
- Floor Plan Panel Display (Exclusive)\$1,500

Advertising Sponsorships

- Show Program Back cover (Exclusive) \$1,500
- Show Program Inside Front cover (Exclusive) \$1,500
- Full Page Ad \$1,000
- Half Page Ad \$800
- Pocket Guide/Map (Exclusive) \$5,000

Total: \$ _____

Company Name: _____

Contact Name: _____

Contact E-mail: _____

Contact Phone: _____

All sponsorship forms will be processed and invoiced.

For more information contact ECS Show Management at info@easterncoatingsshow.com

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