

# BUILD & REMODEL EXPO

## SPONSORSHIP OPPORTUNITIES

Presented by



January 27-28, 2024

Marriott Madison West | Middleton, WI

### Gold Event Sponsor

- Two booth spaces near main entry
- Inclusion in all paid TV, radio, print, social media and website ads (\$40,000 marketing budget)
- Logo on the front cover of the Build & Remodel Expo Program
- Color ad in the Build & Remodel Expo Program (ad location to be mutually determined based upon availability)
- Sponsor exclusive email to consumer and member lists (approx. 15,000 contacts)
- Insert in Expo bag
- First right of refusal for 2025 Build & Remodel Expo Gold Sponsorship

**\$10,000** (1)

### Silver Event Sponsor

- One booth space near main entry
- Mention in advertising onsite and on expo website (\$40,000 marketing budget)
- Mention as Silver Sponsor in all press releases
- Insert in Expo bag
- First right of refusal for 2025 Build & Remodel Expo Silver Sponsorship

**\$5,000** (2)

### Bronze Event Sponsor

- Booth space near main entry discounted \$500
- Listing as Bronze sponsor onsite and on expo website (\$40,000 marketing budget)
- Insert in Expo bag
- First right of refusal for 2025 Build & Remodel Expo Bronze Sponsorship

**\$2,500** (1)

Contact Lisa Kratz at (608) 288-1134 or [lkratz@maba.org](mailto:lkratz@maba.org) to lock in your 2024 sponsorship!

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### Welcome Reception Sponsor

- Exclusive sponsor rights to the Welcome Reception, co-branding is permissible
- Mic time
- 25 drink tickets
- Logo on all invites to exhibitors
- Insert in expo bag
- Marketing materials displayed at the party
- Attendee list from party

**\$5,000** (1)

### Seminar Room Sponsor

- Logo on seminar room signage
- Opportunity to introduce each speaker on your sponsored day
- Opportunity to include marketing materials for seminar attendees

**\$200 per room per day** (8)

### Expo Bag Sponsor

- Logo on expo bag
- Insert in expo bag

**\$3,000** (1)

or provide 1,500 bags

### Ticket Sponsor

- Logo on expo ticket (printed and virtual)

**\$1,500** (1)

### Welcome Area Sponsor

- Focal point of expo entrance in lobby
- Signage and marketing materials displayed
- Sponsor provides furniture and decor

**\$1,000** (1)

### Volunteer Shirt Sponsor

- Prominent logo placement on all volunteer shirts

**\$750** (1)

### Wireless Sponsor

- Logo on password card given to all exhibitors

**\$500** (1)

### Exhibitor Hospitality Space

- Signage in hospitality space
- Marketing materials displayed in the hospitality space

**\$500/day** (2)

### Bag Insert Sponsor

- 1,500 printed inserts or swag inserted into expo bag

**\$150 exhibitors,**  
**\$400 non-exhibitors** (20)

### Coffee Sponsor

- Signage on coffee cart

**\$50/hour**

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