

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 Peg Meskan at (608) 288-1136 or pmeskan@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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