



SPONSORSHIP OPPORTUNITIES 2010

North America's Largest Metal Forming, Fabricating, Welding and Finishing Event
November 2-4, 2010 | Georgia World Congress Center | Atlanta, GA USA

The following sponsorship opportunities have been developed to put your company name in front of thousands of serious buyers before, during and after the event and deliver a solid return on your investment. All sponsors will receive recognition benefits outlined below in addition to benefits unique to each sponsorship.

- Company logo with hyperlink on the event Web site for 3-month timeframe.
- Acknowledgement on sponsor "Thank You" signage on-site in prominent, high-traffic areas.
- Recognition in the Official Tradeshow Map and Pocket Guide mailed to pre-registered attendees.
- Recognition in the Official Show Directory and Show Daily distributed on-site.

Sponsorship Packages



LANYARDS* **Exclusive - \$7,000 (plus material costs)**

- Company name or logo, along with the show logo, exclusively on the event's official badge lanyards.
- Lanyards distributed at badge holder pickup counters, Information Booths and Registration.
- Option to distribute additional lanyards at your booth.
- Minimum quantity required: 15,000



SHOW BAGS* **Exclusive - \$10,000 (plus material costs)** **2 Available - \$5,500 (plus material costs)**

- Company name or logo, along with the show logo, can appear on the show bags.
- Bags will be distributed to attendees in the Registration Area and at Information Booths.
- Option to distribute additional bags at your booth.
- Minimum quantity required: 10,000

**Sponsor is solely responsible for all expenses associated with creating, producing and delivering these items to the show 48 hours prior to the event. Show Management can assist with vendor selection if needed and will handle distributing items on-site from prominent locations.*



BACK OF BADGES Exclusive - \$7,000

- Company logo/graphics and booth number on the back of every name badge.
- Badge is a 3"x4" card that bears the attendee name on the front and your company message on the back.
- Sponsor is responsible for supplying artwork. **Artwork Due:** July 9, 2010.



SOLUTIONS SHOWCASE THEATER Exclusive - \$5,000

- Company logo on signage in and around the Solutions Showcase Theater.
- Company logo on Welcome Screen and shown between presentations at the theater.
- Opportunity to distribute company literature and/or a premium item at the theater.
- Recognition as exclusive theater sponsor in event marketing materials promoting the theater.



CONFERENCE / NOTEPAD & PENS Exclusive - \$5,000

- Company name and logo on signage around the FABTECH & AWS conference sessions.
- Opportunity to distribute company literature to FABTECH & AWS conference attendees.
- Opportunity to distribute company literature in the conference headquarters rooms.
- Company logo on marketing materials promoting the conference.
- Company name and/or logo and booth number on notepads and pens distributed to conference attendees. Show management will produce 2,000 notepads (5.5" x 8.5") and pens with your company name and distribute at all conference sessions and in other high traffic locations throughout the show floor.



MONITOR & MARQUEE

Put your name in lights! Exhibitors have the opportunity to display their brand and message on two GWCC external marquees as well as the facility's internal monitors located throughout the building in high-traffic areas.

- Outside Marquee – *COP Drive* (approx. 60-100 impressions per hour) **\$3,300**
- Outside Marquee – *East Plaza facing the Omni* (approx. 60-100 impressions per hour) **\$3,300**
- Both Marquees (approx. 120-200 impressions per hour) **\$5,500**
- Monitors – *Five Locations* (approx. 120-200 imp. per hour/per location) **\$900**
- Monitors – *10 Locations* (approx. 120-200 imp. per hour/per location) **\$1,500**

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MOBILE MARQUEE

Put your brand or message in high-traffic areas at the Georgia World Congress Center utilizing one or two strategically placed mobile marquees. The mobile marquee will display your message, logo or video for all to see.

7' 12' Marquee	1 Day 1 Board/2 Boards	\$4,850/\$8,800
	2 Day 1 Board/2 Boards	\$6,600/\$12,650
	3 Day 1 Board/2 Boards	\$8,800/\$16,500
Two 4'x7' Side Panels	Show Length	\$8,800
One Top Panel 18"x12'	Show Length	\$6,600



STAIRWAY DECAL

Step up and be recognized! Put your brand and message in front of attendees with a stairway decal sponsorship. Show attendees will see the stairs as they depart the GWCC main entrance.

Staircase out of B Bldg (INSIDE)	One Set of Stairs	\$6,400
Both sides out of B Bldg (INSIDE)	Both Sets of Stairs	\$11,000



GLASS PANEL DECALS

Display your brand or products utilizing the 64 panel windows on the outside of the Georgia World Congress Center's Terraces Restaurant. This high-traffic area will provide the ultimate exposure for your company.

Terraces Restaurant glass panels	(64) 3ft. x 1.5 ft.	\$10,560
	glass panels \$165 each	
Left side of Terraces	(39) \$195	\$7,605
Right side of Terraces	(15) \$220	\$3,300
Far right overlooking B Lobby	(10) \$275	\$2,750

ACT NOW!
Return form on
the back of this
brochure.

Reserve Your Sponsorship Today!

Sponsorships are accepted on a first-come, first-served basis based on availability. Don't wait — these opportunities go fast! Please contact your sales representative or complete and return the Sponsorship Application Form. See form on the back of this brochure for terms and conditions.

**Want to customize a sponsorship item or package to fit your company needs?
Please contact your sales representative to discuss or call (800) 733-3976 ext. 3126.**



Sponsorship Application

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Exhibitor Information

Company Name _____

Contact Name _____ Title _____

Address 1 _____

Address 2 _____

City _____ State/Province _____ Postal Code _____

Country (if other than U.S.) _____

Telephone _____ Fax _____

Contact Email _____

Authorized Signature _____

SPONSORSHIP OPPORTUNITIES

I AGREE TO SPONSOR THE FOLLOWING: (Note: Sponsorships will be assigned on a first come, first served basis.)

- Badge Lanyards (Exclusive) . . . \$7,000 (plus material costs)
- Show Bags (Exclusive) \$10,000 (plus material costs)
 - (2 available) \$5,500 (plus material costs)
- Back of Badges (Exclusive) \$7,000
- Solutions Showcase Theater (Exclusive) \$5,000
- Conference/Note Pads & Pens (Exclusive) \$5,000
- Monitor & Marquee –
 - Outside Marquee COP Drive \$3,300
 - Outside Marquee East Plaza \$3,300
 - Both Marquees \$5,500
 - Monitors (5 locations) \$900
 - Monitors (10 locations) \$1,500
- Mobile Marquee - 7' 12' Marquee
 - 1 Day (1 board/2 boards) \$4,850/\$8,000
 - 2 Day (1 board/2 boards) \$6,600/\$12,650
 - 3 Day (1 board/2 boards) \$8,800/\$16,500
 - Two 4' x 7' Side Panels Show Length \$8,800
 - One Top Panel 18" x 12" Show Length \$6,600
- Stairway Decals –
 - One set of Stairs \$6,400
 - Both sets of Stairs \$11,000
- Glass Panel Decals –
 - Terraces Restaurant (64 @ \$165 ea.) \$10,560
 - Left side of Terraces (39 @ \$195 ea.) \$7,605
 - Right side or Terraces (15 @ \$220 ea.) \$3,300
 - Far right overlooking B Lobby (10 @ \$275 ea.) . . . \$2,750

PAYMENT INFORMATION American Express MasterCard Visa Discover

Card Number _____ Exp. Date _____

Authorization Code _____ Amount _____

Name of Cardholder (please print) _____

Authorized Signature _____ Date _____

QUESTIONS CONCERNING SPONSORSHIPS: CALL (800) 733-3976 EXT. 3126

TERMS & CONDITIONS

- Sponsorships will be assigned on a first come, first served basis.
- Payment for full amount will be billed upon acceptance of application.
- For your convenience, payment may be made by credit card.
- Only applications which are accepted will be charged.
- Sponsor is responsible for providing Show Management their company logo and/or artwork in the required format by the deadline.
- Show Management requires artwork proof prior to the production of materials produced by sponsoring company.

FAX COMPLETED FORM TO: (313) 425-3407

co-sponsors

