

SPONSORSHIP PACKAGE OPPORTUNITIES

PLATINUM LEVEL SPONSORSHIP: \$10,000

INCLUDES:

- Your company listed as a sponsor on pre-event marketing and event website
- Listing as a sponsor in NORTHEAST Conference Journal
- Listing as a sponsor at AASP/NJ exhibitor booth
- 4 high-visibility meter board ad panels on NORTHEAST show floor
- Company logo displayed on entrance banners (Indoor, Outdoor)
- 4 custom "gobos" (light projection signs) - LARGE size
- Company logo displayed on NORTHEAST social media outlets (Facebook, Twitter, YouTube, etc.)
- Two custom pre-event email blasts to NORTHEAST contacts (February 2017 & March 2017)

SOLD!!! TO
BASF

We create chemistry



GOLD LEVEL SPONSORSHIP: \$7,500

INCLUDES:

- Your company listed as a sponsor on pre-event marketing and event website
- Listing as a sponsor in NORTHEAST Conference Journal
- Listing as a sponsor at AASP/NJ exhibitor booth
- 4 high-visibility meter board ad panels on NORTHEAST show floor
- 4 custom "gobos" (light projection signs) - MEDIUM size
- Company logo displayed on NORTHEAST social media outlets (Facebook, Twitter, YouTube, etc.)
- One custom pre-event email blast to NORTHEAST contacts (March 2017)

**COMMITTED
FOR 2017:**



SILVER LEVEL SPONSORSHIP: \$5,000

INCLUDES:

- Your company listed as a sponsor on pre-event marketing and event website
- Listing as a sponsor in NORTHEAST Conference Journal
- Listing as a sponsor at AASP/NJ exhibitor booth
- 2 high-visibility meter board ad panels on NORTHEAST show floor
- 4 custom "gobos" (light projection signs) - STANDARD size
- Company logo displayed on NORTHEAST social media outlets (Facebook, Twitter, YouTube, etc.)

**COMMITTED
FOR 2017:**



Make **YOUR** Mark at
NORTHEAST!

For additional information or to purchase,
please contact Exhibitor Sales Director Alicia Figurelli:
973-667-6922 | ALICIA@GRECOPUBLISHING.COM

SPONSORSHIP/PROMOTIONAL OPPORTUNITIES



FLOOR PLAN SPONSOR: \$2,500

- Be seen on the most visited page of the NORTHEAST show website: Our floor plan page!
- Includes production and placement/removal of web banner ad, as well as listing as a sponsor in the NORTHEAST Conference Journal as an official sponsor.

DOOR PRIZE SPONSOR: \$2,500

- Your company's message will be displayed prominently in the AASP/NJ Door Prize area, as well as on the prizes given away throughout the show at NORTHEAST. After the event, door prize winners are featured in the post-show special New Jersey Automotive magazine.
- Sponsorship includes production of signage for this area, production of special stickers to be affixed to NORTHEAST door prizes and listing in the NORTHEAST Conference Journal as an official sponsor.



SEMINAR SPONSOR: \$950

- Includes placement of prominent signage featuring your company's logo, booth number and message for all seminars held in one room of your choosing during NORTHEAST show, as well as listing in the NORTHEAST Conference Journal as an official sponsor.
- Additional seminar materials and sponsorships for additional seminar rooms can be included in this sponsorship at a discounted rate; please call for pricing and information.

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SPONSORSHIP/PROMOTIONAL OPPORTUNITIES

BADGE LANYARDS: CALL FOR INFO

- Your company's message will hang around with EVERY attendee!
- Badge lanyards will be distributed to all attendees and must be worn the entire weekend of NORTHEAST.
- Includes production and distribution of lanyards, as well as listing as a sponsor in the NORTHEAST Conference Journal.
- Lanyards may be supplied by sponsor or created by event management.



ATTENDEE BAGS: \$7,500

- Have your company's message placed directly into the hands of EVERY attendee of NORTHEAST!
- Sponsorship includes design, production and distribution of 12" x 15" clear die-cut, screen-printed plastic bags
- Bags will include a copy of the NORTHEAST Conference Journal plus potential additional promotional item attendee giveaways
- Bags will be distributed to each attendee at badge pickup, prior to entering the show floor
- Client-supplied logo/graphics or custom design available
- Sponsorship includes production, design and distribution of bags to all NORTHEAST attendees, as well as sponsor listing in the NORTHEAST Conference Journal.

HANGING INDOOR BANNERS: \$25/sq. ft.

- Make your company stand out with this high-visibility sponsorship opportunity!
- Your company's logo, booth number and message will be displayed on a heavy-duty vinyl hanging banner.
- Specific indoor locations may be requested.
- Sponsorship includes production, installation and removal of banner, as well as sponsor listing in the NORTHEAST Conference Journal.

MOBILE CHARGING STATION: \$3,000

- Deliver an effective message about your company to NORTHEAST attendees while providing a valuable service!
- With 7-12 minutes the average time at a charging station, you can deliver your company's message to a captive audience while increasing your sales connections. Display screens above the charging stations provide additional exposure.
- Sponsorship includes rental of mobile charge kiosk and rental of power source for the weekend of NORTHEAST, as well as sponsor listing in the NORTHEAST Conference Journal.



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SPONSORSHIP/PROMOTIONAL OPPORTUNITIES

REGISTRATION/SEMINAR AREA PENS: \$2,500

- Your company's booth number and message will be in the hands of all registering NORTHEAST attendees and seminar participants on pens that will be used well after NORTHEAST has concluded!
- Sponsorship includes production, distribution and replenishing of pens throughout the weekend of NORTHEAST, as well as listing as a sponsor in the NORTHEAST Conference Journal.

AISLE SIGNS: \$1,000 per aisle

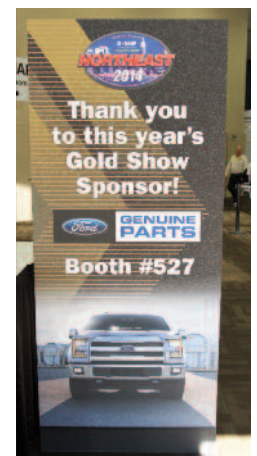
- Your company's name and logo will appear on double-sided aisle signs that help NORTHEAST attendees navigate the show.
- Specific aisles may be requested.
- Sponsorship includes company name, logo and booth number on selected sign(s), as well as listing as a sponsor in the NORTHEAST Conference Journal.

SEMINAR NOTEPADS: \$1,000

- Your company's message will be visible to all NORTHEAST seminar participants the weekend of the show.
- Sponsorship includes production, distribution and replenishment of notepads throughout the weekend of NORTHEAST, as well as listing as a sponsor in the NORTHEAST Conference Journal.

AD PANELS: \$950 ea.

- These one-meter panels will be displayed strategically throughout the Meadowlands Exposition Center for the duration of NORTHEAST.
- Specific locations may be requested, and panels may be moved during the course of the show (by sponsor or show management only, and at the discretion of show management)
- Sponsorship includes production, delivery and installation of one double-sided, four-color, meter board ad panel, as well as listing as a sponsor in the NORTHEAST Conference Journal.



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REGISTRATION BOOTH SIGNS: \$950 per booth

- Be the first things NORTHEAST attendees see when retrieving their show badges!
- Signage featuring your company's logo, booth number and message will be displayed on one or more registration booths, where attendees will pick up their badges and complete on-site registration for the show.
- Includes production, installation and removal of signage as well as listing as a sponsor in the NORTHEAST Conference Journal.

CARPET/FLOOR ADS: \$950 ea.

- Be seen by everyone walking the floor of the Meadowlands Exposition Center with these 4' x 4' signs, placed in key locations throughout the NORTHEAST show.
- Specific locations may be requested.
- Sponsorship includes placement of your company's logo, booth number and message on one 4' x 4' floor ad, as well as listing as a sponsor in the NORTHEAST Conference Journal.

OUTDOOR MINI BANNERS \$500 ea.

- Be one of the first things NORTHEAST attendees see as they pull into the Meadowlands Exposition Center!
- Your company's name and logo will appear on both sides of up to 10 double-sided banners that hang outside the facility.
- Multiple banners may be requested (first come, first serve)
- Sponsorship includes company name, logo and booth number on selected banner(s), as well as listing as a sponsor in the NORTHEAST Conference Journal.



CUSTOMIZED EMAIL BLASTS: \$500 ea.

- Reach thousands of AASP/NJ's exclusive NORTHEAST contacts with a custom-designed email marketing campaign!
- Using your graphics, logo and message, AASP/NJ's marketing team will create an email blast designed specifically for your brand, products and company. Don't have any ready-made content? No problem! Our staff can work with you to create a dynamic message that will reach attendees and drive them to your booth.
- Email blast will be sent out on the date and time you specify, to 5,000+ contacts representing NORTHEAST attendees and industry members from across the country.

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