

## HPBExpo26 SPONSORSHIP OPPORTUNITIES

HPBA members receive 10% discount off package price

Sponsorship Packages Overview	Titanium	Platinum	Gold	Silver	Bronze	Supporting
# of Sponsorships Available	2	2	10	15	Unlimited	Unlimited
Package Price	\$85,000	\$60,000	\$30,000	\$15,000	\$5,500	\$3,000
INDUSTRY STREET PARTY SPONSOR LEVELS						
Benefits and Opportunities	Titanium	Platinum	Gold	Silver	Bronze	Supporting
<b>Opening Session/Keynote</b>						
Premier Co-Sponsor of HPBExpo26 Opening Session	•					
Opening Session Sponsor Mentions	•					
Dedicated E-Blast to HPBExpo Attendee Prospect Database, Highlighting Opening Session with Sponsor Logo & Sponsor Level Recognition	•					
Social Media Post Highlighting Opening Session with Sponsorship Recognition	•					
Onsite Opening Session Signage with Sponsor Logo & Level Recognition	•					
<b>Registration and Promotion</b>						
Sponsor of Online Registration Program (Top Banner Ad on Attendee Welcome Page)	•					
Sponsor of Online Registration Program (Right-Side Ad on Attendee Welcome Page)		•				
Sponsor of Attendee Registration Confirmation Email	•	•				
Social Media Post Highlighting Attendee Registration with Sponsorship Recognition	•	•				
<b>Attendee Roundtables*</b>						
Co-Sponsor of Attendee Member Roundtables	•	•	•			
Dedicated E-Blast to HPBExpo Attendee Prospect Database, Highlighting Roundtable Sessions with Sponsor Logo	•	•	•			
Social Media Post Highlighting Roundtable Sessions with Sponsorship Recognition	•	•	•			
Onsite Roundtable Signage with Sponsor Logo	•	•	•			
<b>Industry Street Party (Thursday)</b>						
Premier Sponsor of Industry Street Party	•					
Co-Sponsor of Industry Street Party		•	•	•		
Dedicated E-Blast to HPBExpo Attendee Prospect Database, Highlighting Industry Street Party with Sponsor Logo & Level Recognition	•	•	•	•		
Onsite Rotating Kiosk Advertisement for Industry Street Party with Sponsor Logo & Level Recognition	•	•	•	•		
Priority Access to Purchase Industry Street Party Add-Ons	•	•	•	•		
<b>Mobile App</b>						
Designated as Featured Exhibitor on HPBExpo Show Mobile App	•	•	•	•		
Logo Listing in the Exhibitor List on the HPBExpo Show Mobile App	•	•	•	•	•	
Designated as Sponsor on HPBExpo Show Mobile App	•	•	•	•	•	•
Designated as a Booth Stop for the Attendee Gamification	•	•	•	•	•	•
<b>Exhibit Hall</b>						
Complimentary Exhibit Space (exhibit name must match that of sponsoring company)	800 Sq. Ft.					
<b>Marketing &amp; Supercharged Visibility</b>						
Digital Sponsorship Level Badge for Use in Sponsor Social Posts and Sponsor Websites	•	•	•	•	•	•
Sponsor Video: 30 sec Advertisement sent via E-Blast to HPBExpo Attendee Prospect Database	•	•	•			
Sponsor Video: 30 sec Advertisement posted on all HPBExpo Social Media Channels	•	•	•			
Logo on Official Show Bag for Attendees	•	•	•			
Sponsor Promotion in HPBExpo Press Releases and Media Coverage	•	•	•			
Opportunity to Provide Promotional Flyer in Registration Area	•	•				
Hanging Show Floor Aisle Sign with Sponsor Logo & Booth Number	6	4	2			
Complimentary HPBExpo Registration Badge	16	8	6	4	2	1
Logo Upgrade to Listing benefits below	•	•	•	•	•	
Listed as Sponsor in HPBA Hot News	•	•	•	•	•	•
Listed as Sponsor on HPBExpo Website	•	•	•	•	•	•
Thank You post on HPBExpo Social Media	•	•	•	•	•	•
Listed as Sponsor in HPBExpo Registration Brochure	•	•	•	•	•	•
Listed as Sponsor in HPBExpo Onsite Signage, including Expo Lobby Area	•	•	•	•	•	•
Listed as Sponsor Throughout HPBExpo Presentations	•	•	•	•	•	•
Additional Priority Points for HPBExpo26 Booth Selection	20	15	10	5	2	1
Eligible for Additional Sponsor Premium Options**	•	•	•	•	•	
<b>HPBExpo26 General Education Program - Classroom Add-On</b>						
Sponsor of ONE HPBExpo26 Education Show Floor Classroom	\$50,000	\$50,000				
Education Sponsor Signage in Interior and Exterior of Sponsored Classroom	•	•				
Education Sponsor Signage at the HPBA & HPBEF/NFI Booths	•	•				
Listed as Education Sponsor on Official HPBExpo Website	•	•				
Option to Host Up to Three Classes (One Per Show Day)	•	•				
One Manufacturers' Training Session at Expo	•	•				

On occasion reasonable substitutions for benefits are made due to print deadlines or other logistical issues.

\*Marketing language for this program is subject to change \*\*Advertising premium options will be available in the fall for additional fees