

HPBExpo27 SPONSORSHIP OPPORTUNITIES

HPBA members receive 10% off package prices.								
Sponsorship Packages	Titanium	Diamond	Platinum	Gold	Premier	Silver	Bronze	Supporting
Package Price	\$90,000	\$60,000	\$35,000	\$20,000	\$10,000	\$8,500	\$5,000	\$3,500
# of Sponsorships Currently Available	2	2	6	8	10	15	20	30
INDUSTRY PARTY SPONSOR LEVELS								
Opening Session	Titanium							
Co-Sponsor of the HPBExpo27 Opening Session	•							
Opening Session Sponsorship Recognition	•							
Dedicated Email to HPBExpo Attendee Prospect Database Highlighting Opening Session with Sponsor Recognition	•							
Social Media Post Highlighting Opening Session with Sponsorship Recognition	•							
Onsite Opening Session Signage with Sponsorship Recognition	•							
Attendee Registration	Titanium	Diamond						
Sponsor of Online Attendee Registration (Top Banner Ad on Attendee Registration Welcome Page)	•							
Sponsor of Online Attendee Registration (Side Ad on Attendee Registration Welcome Page)		•						
Co-Sponsor of Attendee Registration Confirmation Emails	•	•						
Social Media Post Highlighting Attendee Registration with Sponsorship Recognition	•	•						
Show Floor Visibility	Titanium	Diamond	Platinum					
Hanging Show Floor Aisle Sign with Sponsor Logo & Booth # Recognition	3	2	1					
Show Floor Directional Decal with Sponsor Logo & Booth # Recognition	•	•	•					
Onsite Charging Lounge Signage with Sponsorship Recognition	•	•	•					
Sponsor Logo & Booth # Recognition on Printed Floor Plan Distributed at HPBA Membership Booth	•	•	•					
Sponsor Logo & Booth # Recognition on Floor Plan QR Code Signage at HPBA Membership Booth	•	•	•					
Retailer Roundtables	Titanium	Diamond	Platinum	Gold				
Co-Sponsor of HPBA Member Retailer Roundtables	•	•	•	•				
Dedicated Email to HPBExpo Attendee Prospect Database, Highlighting Roundtable Sessions with Sponsorship Recognition	•	•	•	•				
Social Media Post Highlighting Roundtable Sessions with Sponsorship Recognition	•	•	•	•				
Onsite Roundtable Signage with Sponsorship Recognition	•	•	•	•				
Industry Party (Thursday)	Titanium	Diamond	Platinum	Gold	Premier			
Co-Sponsor of Industry Party	•	•	•	•	•			
Dedicated Email to HPBExpo Attendee Prospect Database, Highlighting Industry Party with Sponsorship Recognition	•	•	•	•	•			
Onsite Party Signage with Sponsorship Recognition	•	•	•	•	•			
Onsite Rotating Kiosk Advertisement for Industry Party with Sponsorship Recognition	•	•	•	•	•			
Priority Access to Purchase Industry Party Visibility Boosters	•	•	•	•	•			
Mobile App	Titanium	Diamond	Platinum	Gold	Premier	Silver	Bronze	Supporting
Designated as Featured Exhibitor on HPBExpo Mobile App	•	•	•	•	•	•		
Logo Recognition on HPBExpo Mobile App	•	•	•	•	•	•	•	
Designated as Sponsor on HPBExpo Mobile App	•	•	•	•	•	•	•	•
Designated as a Booth Stop for the Attendee Gamification	•	•	•	•	•	•	•	•
Exhibit Hall	Titanium							
Complimentary Exhibit Space (space only; utilities, furnishings, labor, etc. not included; exhibit name must match that of sponsoring company)	1000 sq. ft.	-	-	-	-	-	-	-
Marketing & Supercharged Visibility	Titanium	Diamond	Platinum	Gold	Premier	Silver	Bronze	Supporting
Digital Sponsorship Level Badge for Use in Sponsor Social Posts and Sponsor Websites	•	•	•	•	•	•	•	•
30-Second Sponsor Video sent via Email to HPBExpo Attendee Prospect Database	•	•	•					
30-Second Sponsor Video posted on HPBExpo Social Media Channels	•	•	•					
Logo on Official HPBExpo Attendee Tote Bag	•	•	•					
Sponsor Promotion in HPBExpo Press Releases and Media Coverage	•	•	•					
Opportunity to Distribute Flyers or other Promotional Material in Registration Area	•	•						
Complimentary HPBExpo Badge Registrations (Includes Show Floor Access)	25	20	15	10	5	3	2	1
Logo Upgrade to Benefits Below	•	•	•	•	•	•	•	
Supporting Sponsors Recognized by Company Name Only								
Sponsorship Recognition in HPBA Hot News	•	•	•	•	•	•	•	•
Sponsorship Recognition on HPBExpo Website	•	•	•	•	•	•	•	•
Thank You post on HPBExpo Social Media	•	•	•	•	•	•	•	•
Sponsorship Recognition in HPBExpo Registration Brochure	•	•	•	•	•	•	•	•
Sponsorship Recognition on HPBExpo Onsite Signage, Including Expo Lobby	•	•	•	•	•	•	•	•
Sponsorship Recognition Throughout HPBExpo Presentations	•	•	•	•	•	•	•	•
Additional Priority Points for HPBExpo28 Booth Selection	30	25	20	15	10	5	2	1
Eligible to Purchase Standard Visibility Boosters*	•	•	•	•	•			
HPBExpo27 General Education Program - Classroom Add-On	Titanium							
Available to Titanium & Diamond Sponsors for an additional \$50,000		Diamond						
Sponsorship of One HPBExpo27 Education Show Floor Classroom	\$50,000	\$50,000						
Sponsorship Signage Inside and Outside the Sponsored Classroom	•	•						
Sponsorship Signage at the HPBA Membership Booth	•	•						
Sponsorship Recognition on Official HPBExpo Website	•	•						
Opportunity to Host Up to Three Approved-Topic Classes (One Per Show Day)	•	•						
Opportunity to Present One Manufacturer Training Session at HPBExpo27	•	•						

HPBA may make reasonable substitutions to benefits due to print deadlines, logistical considerations, or other circumstances.
*Visibility Boosters are available for an additional fee; select boosters available only to specific levels.

