



## Sponsorship Opportunities

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| <b>Opening Keynote</b>  | <b>\$7,500</b>                             |
| <ul style="list-style-type: none"><li>• Sponsor may introduce speaker.</li><li>• Sponsor may provide literature for each table in the session.</li></ul>  |  |
| <b>Day Two Keynote</b>  | <b>\$5,000</b>                             |
| <ul style="list-style-type: none"><li>• Sponsor may introduce speaker.</li><li>• Sponsor may provide literature for each table in the session.</li></ul>  |  |
| <b>Closing Session</b>  | <b>\$5,000</b>                             |
| <ul style="list-style-type: none"><li>• Sponsor may introduce speaker.</li><li>• Sponsor may provide a seat drop during the session.</li></ul>  |  |
| <b>Networking Luncheon</b>  | <b>\$5,000</b>                             |
| <ul style="list-style-type: none"><li>• Sponsor may welcome attendees in a 2-minute intro.</li><li>• Sponsor may provide literature for each table in the session.</li></ul>  |  |
| <b>Conferee Luncheon (Wednesday)</b>  | <b>\$2,500</b>                             |
| <ul style="list-style-type: none"><li>• Opportunity to provide literature and promotional materials to the conferees at lunch.</li><li>• 22x28 sign with logo outside lunch area.</li></ul>   |  |
| <b>Conference Attendee Breakfast</b>  | <b>\$3,000</b>                             |
| <ul style="list-style-type: none"><li>• Logo on special events page of website.</li><li>• Logo on 22x28 sign in breakfast area.</li><li>• Opportunity to provide promotional materials.</li></ul>   |  |
| <b>Exhibit Hall Coffee Break for Conferees (Wednesday)</b>  | <b>\$2,500</b>                             |
| <ul style="list-style-type: none"><li>• Logo on 22x28 sign next to coffee area.</li><li>• Opportunity to provide branded napkins or other promotional items (to be approved by show management).</li></ul>  |  |
| <b>Facility Tour Bus &amp; Lunch</b>  | <b>\$2,500 per tour or \$5,000 for all</b> |
| <ul style="list-style-type: none"><li>• Logo on website where tour information appears.</li><li>• Logo in event guide where tour information appears.</li><li>• Logo on 22x28 tour directional signage.</li><li>• Opportunity to provide promotional materials for tour participants.</li></ul> |  |
| <b>Conference Room Sponsor:</b>   | <b>\$5,000</b>                             |
| <ul style="list-style-type: none"><li>• One 3'x6' sign with company logo in sponsored session room throughout the event.</li><li>• Literature distribution to one session in sponsored session room. Session is subject to approval by show management.</li></ul>                               |  |
| <b>Notebooks</b>  | <b>\$2,500</b>                             |
| <ul style="list-style-type: none"><li>• Notebooks given out to attendees in conference area.</li><li>• Sponsor responsible for all costs associated with producing and shipping notebooks.</li></ul>  |  |
| <b>Pen Sponsor:</b>   | <b>\$2,500</b>                             |
| <ul style="list-style-type: none"><li>• Pens distributed in conference area to conference attendees.</li><li>• Sponsor responsible for all cost associated with producing and shipping the pens.</li></ul>  |  |
| <b>Water Bottles</b>  | <b>\$2,500</b>                             |
| <ul style="list-style-type: none"><li>• Water bottles are given out to attendees in conference area.</li><li>• Sponsor responsible for all costs associated with producing and shipping water bottles as well as corkage fees.</li></ul>  |  |
| <b>Attendee Distribution Item:</b>  | <b>\$2,500</b>                             |
| <ul style="list-style-type: none"><li>• Promotional item, provided by sponsor, distributed to attendees.</li><li>• Promotional item must be approved by show management.</li><li>• Method of distribution to be determined by show management</li></ul>   |  |

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| <b>Presentation Website</b>   | <b>\$2,500</b>                       |
| <ul style="list-style-type: none"> <li>• Logo on presentation login page of website. The presentation website is where conference attendees go after the event to access presentations.</li> </ul>  |                                      |
| <b>Press/Speaker Room Sponsorship:</b>  | <b>\$5,000</b>                       |
| <ul style="list-style-type: none"> <li>• 3x6 sign with logo in Press/Speaker Room</li> <li>• Logo on 22x28 sign outside Press/Speaker Room</li> <li>• Opportunity to provide promotional materials in Press/Speaker Room</li> </ul>   |                                      |
| <b>Cyber Lounge Sponsorship:</b>  | <b>\$5,000</b>                       |
| <ul style="list-style-type: none"> <li>• 3x6 sign with logo in Cyber Lounge</li> <li>• Company website will be the home page for the browser</li> <li>• Opportunity to provide promotional materials such as mouse pads in the Cyber Lounge</li> <li>• Mention in HFSE show announcement email with logo</li> </ul> |                                      |
| <b>Symposium Party</b>  | <b>\$2500 or \$5,000 (exclusive)</b> |
| <ul style="list-style-type: none"> <li>• Logo on special events page of website and event guide.</li> <li>• Logo on (1) 3x6 sign.</li> <li>• Logo on 22x28 invite signage.</li> <li>• Opportunity to provide promotional materials and branded napkins during party.</li> </ul>                                     |                                      |
| <b>Networking Reception in Exhibit Hall</b>   | <b>\$2,500</b>                       |
| <ul style="list-style-type: none"> <li>• Logo on special events page of website</li> <li>• Logo on special events page of event guide.</li> <li>• Logo on 22x28 invite signage.</li> </ul>  |                                      |
| <b>Registration</b>   | <b>\$5,000</b>                       |
| <ul style="list-style-type: none"> <li>• A 25-word description with a link in all attendee registration confirmation emails.</li> <li>• Company logo prominently displayed throughout the registration area.</li> </ul>   |                                      |
| <b>Badges</b>   | <b>\$5,000</b>                       |
| <ul style="list-style-type: none"> <li>• Company logo (2 color) printed on every badge</li> </ul>   |                                      |
| <b>Lanyards</b>   | <b>\$5,000</b>                       |
| <ul style="list-style-type: none"> <li>• Lanyards given out to attendees at registration.</li> <li>• Sponsor responsible for all costs associated with printing and shipping lanyards.</li> </ul>   |                                      |
| <b>Event Guide Floorplan</b>  | <b>\$2,500</b>                       |
| <ul style="list-style-type: none"> <li>• Booth highlighted with company name and logo on the event guide floor plan.</li> </ul>   |                                      |
| <b>Aisle Signs</b>  | <b>\$5,000</b>                       |
| <ul style="list-style-type: none"> <li>• Company logo appears on aisle signs (both sides) in all aisles of the exhibit hall.</li> </ul>   |                                      |
| <b>You Are Here Sign Sponsor:</b>   | <b>\$5,000</b>                       |
| <ul style="list-style-type: none"> <li>• Logo on You Are Here Sign – located in exhibit hall.</li> <li>• Booth highlighted on floorplan on You Are Here Sign.</li> <li>• Company name highlighted on exhibitor list on You Are Here Sign.</li> </ul>  |                                      |
| <b>Passport Program:</b>  | <b>\$1,500</b>                       |
| <ul style="list-style-type: none"> <li>• Company name and booth number on every passport distributed</li> <li>• Company name and booth number on Passport Program signage</li> </ul>  |                                      |
| <b>Banner in Prime Location:</b>  | <b>\$1,500</b>                       |
| <ul style="list-style-type: none"> <li>• Company logo on 4x8 banner to be placed in a prominent location at Navy Pier</li> <li>• Banner produced by HFSE</li> </ul>   |                                      |
| <b>Column Wrap:</b>   | <b>\$2,500</b>                       |
| <ul style="list-style-type: none"> <li>• Column Wrap in prominent location at Navy Pier</li> <li>• Produced by HFSE</li> </ul>  |                                      |
| <b>GoBo Lighting:</b>   | <b>\$3,000</b>                       |
| <ul style="list-style-type: none"> <li>• Company logo will be projected onto the walls &amp; expo floor – visible to all attendee traffic. This is an eye catching unique way to make an impression throughout the duration of the event.</li> </ul>  |                                      |

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| <b>Wayfinding Sponsor:</b>   | <b>\$5,000</b> |
| <ul style="list-style-type: none"> <li>• Sponsor provides up to 3 way finding units to serve as an interactive show guide.</li> <li>• Location of units TBD by show management.</li> <li>• Wayfinding units will contain information to be used in the exhibit hall (exhibitor list, floorplan, etc). Final content to be approved by show management.</li> <li>• Sponsor is responsible for all costs associated with shipping, setup and operation.</li> </ul>   |                |
| <b>Private Business Suite:</b>   | <b>\$3,500</b> |
| <ul style="list-style-type: none"> <li>• (1) private business suite at HFSE</li> <li>• All electrical, food and beverage, furnishings, etc. are responsibility of sponsor.</li> </ul>  |                |
| <b>Shuttle Bus Sponsorship:</b>  | <b>\$5,000</b> |
| <ul style="list-style-type: none"> <li>• Mention in Welcome Letter to attendees staying at the host hotel as Shuttle Bus sponsor.</li> <li>• Logo on shuttle bus schedule and directional signage at Navy Pier and host hotel.</li> <li>• Opportunity to provide promotional materials/handouts for distribution on buses.</li> </ul>  |                |
| <b>Hotel Room Drop:</b>  | <b>\$4,000</b> |
| <ul style="list-style-type: none"> <li>• Literature will be delivered to the HFSE attendees' rooms on Tuesday night</li> <li>• Sponsor provides item. Must be approved by show management.</li> </ul>  |                |
| <b>Hotel Key Cards:</b>  | <b>\$4,000</b> |
| <ul style="list-style-type: none"> <li>• Sponsors artwork printed on hotel key cards given out to HFSE attendees' staying at host hotel</li> <li>• Sponsor provides artwork according to manufacturer's specs.</li> <li>• HFSE produces and ships keycards.</li> <li>• HFSE coordinates distribution.</li> </ul>   |                |
| <b>Exhibitor Bulletin Sponsor:</b>   | <b>\$2,500</b> |
| <ul style="list-style-type: none"> <li>• Exclusive sponsor of Exhibitor Bulletins emailed to all exhibitors.</li> <li>• 50 word promotional marketing message will be included in exhibitor bulletins.</li> </ul>  |                |
| <b>Branding Sponsorship:</b>   | <b>\$2,000</b> |
| <p>Achieve maximum exposure at a fraction of the cost! Increase and strengthen brand awareness with HFSE attendees.</p> <ul style="list-style-type: none"> <li>• Logo in Attendee Brochure</li> <li>• Logo on Event Guide Sponsors Page</li> <li>• Logo with Company Description in Event Guide &amp; Website Exhibitor List</li> <li>• Logo/Link on Website Sponsors Page</li> <li>• Logo on Onsite Sponsor Banners</li> <li>• Pre-Show Attendee Mailing List</li> <li>• Post-Show Attendee Mailing List</li> </ul> |                |
| <b>Advertising in Event Guide:</b>   |                |
| <p>One of the most cost effective ways to promote your brand and messaging. Attendees utilize the Event Guide during the show and year round.</p> <ul style="list-style-type: none"> <li>• Logo in program guide/Website - <b>\$500</b></li> <li>• Additional listing in Event Guide/Website - <b>\$500</b></li> <li>• Full Page Ad in Show Guide - <b>\$1,595</b></li> <li>• Inside Front Cover - <b>\$2,000</b></li> <li>• Inside Back Cover - <b>\$2,000</b></li> <li>• Back Cover - <b>\$2,500</b></li> </ul>    |                |

**Platinum, Gold and Silver Sponsorships available.**

## **Don't see what you are looking for?**

Contact Ann Belz or to design your custom sponsorship.

**For More Information Contact:** Contact Ann Belz / 603-471-0877 / [ann@jdevents.com](mailto:ann@jdevents.com)