

# Trade Show Executive GOLD 100 AWARDS & SUMMIT

## 2019 SPONSORSHIP PACKAGES

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# WHY SPONSOR?

*Trade Show Executive* is the premiere publication in the trade show industry, highly respected for its news reporting and industry influence. The Gold 100 Awards & Summit celebrates the gold standard of excellence in the \$97 billion exposition industry in the United States. Our flagship event, *Trade Show Executive's* Gold 100A Awards and Summit takes place against the backdrop of 5-star resorts befitting of our c-suite attendees. Coupled with cutting-edge content curated by our award-winning editorial team and our exceptional sponsors, we provide honorees a platform for peer-to-peer learning opportunities, outstanding networking, and our renowned black-tie gala making the Gold 100 Awards & Summit the industry event of the year.

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# ABOUT TRADE SHOW EXECUTIVE'S GOLD 100



## AS A FUTURE TRADE SHOW EXECUTIVE SPONSOR, YOU WILL:

- Have high-level exposure and direct access to senior-level show organizers with buying power.
- Make a strategic move by gaining exclusive access to this influential group and celebrating their achievements.
- Align your brand with the industry's top awards gala recognizing the largest trade shows in the country.
- Attend this event -- Since the Awards and Summit is a non-selling environment, sponsoring is the only avenue to reach this elusive group at this event.
- Enjoy being a part of our award-winning magazine's high-profile coverage and exclusive advertising opportunities for our event sponsors.

### **Trade Show Executive's Gold 100 Honoree Snapshot:**

In 2017, Gold 100 shows ranged in size from the 2,665,713 CONEXPO-CON/AGG managed by the Association of Equipment Manufacturers mega show down to 176,000 nsf to the ASH Annual Meeting & Exposition (American Society of Hematology) managed by the American Society of Hematology.

Together, the Gold 100 shows totaled 47,470,524 nsf of exhibit space. The shows drew a combined 122,517 exhibiting companies and more than 3,828,858 million attendees.

- On a per-show average, the typical Gold 100 show covered roughly 474,705 nsf with 1,225 exhibiting companies and crowds exceeding 38,289 attendees.
- Estimated Economic Impact: The approximate economic impact of contracting just one average-sized show is \$54.4 million.
- Estimated Value of Exhibit Space: \$1.5 BIL (\$1,477,440,941.96) – based on \$31.12 sf Average Space Rate

### **Consider this:**

Our Gold 100 honoree organizes anywhere from 5 to hundreds of other events. This includes trade shows as well as board meetings, conferences, exhibitor meetings, and other specialized events. This means that each delegate is a decision maker for numerous other business-support opportunities.

### **For profit organizations represented at the Gold 100 include:**

AVIXA, Inc.; Diversified Communications; Dolaher Events; Exhibit Management Associates, Inc.; William T. Glasgow, Inc.; Informa; International Exposition Company; MHI; North American Beauty Events LLC; Premiere Show Group; Reed Exhibitions; Sellers Expositions; Sitework Associates, Inc.; Solar Energy Trade Shows, LLC (SETS); and Taffy Event Strategies.

### **Associations represented at the Gold 100 include:**

Association of Equipment Manufacturers; American Sportfishing Association; AMT - The Association for Manufacturing Technology; Consumer Technology Association; Florida RV Trade Association; International Housewares Association; NAMM – The National Association of Music Merchants; National Association of Broadcasters; National Association of Home Builders; National Business Aviation Association; SME; Society of Petroleum Engineers; Specialty Equipment Market Association (SEMA); Specialty Food Association; and World Pet Association.

# GOLD SPONSORSHIP

\$50,000

As a Gold Sponsor for Trade Show Executive's Gold 100 Awards Gala and Summit, your company will receive the following sponsorship benefits:

- Four (4) full registrations for executives of your company
- Complimentary registration for four (4) qualified show organizers invited by your company
- Two (2) Executives invited to "Open the Envelope" and present one of the Grand Awards
- High visibility placement of your company's promotional materials on the Sponsors Table in the registration area
- Two-page spread in *Trade Show Executive's* Gold 100 Directory
- Logo placement on TSE's Gold 100 website and mobile app with a link to your company's website
- Logo recognition in all pre-event promotional ads and at-event signage
- Pre-event email to all attendees acknowledging your company's sponsorship of TSE's Gold 100 Awards & Summit
- Logo recognition in event wrap-up article in *Trade Show Executive* magazine
- Fifty percent discount on the purchase of an ad in the Gold 100 Issue and/or the issue featuring the wrap up article on the Gold 100 Awards & Summit. Your company will have high priority ad placement in these issues.



# SILVER SPONSORSHIP

\$27,500

As a Silver Sponsor for Trade Show Executive's Gold 100 Awards Gala and Summit, your company will receive the following sponsorship benefits:

- Two (2) full registrations for executives of your company
- Complimentary registration for two (2) qualified show organizers invited by your company
- Two (2) Executives invited to "Open the Envelope" and present one of the Grand Awards
- One (1) full-page spread in *Trade Show Executive's* Gold 100 Directory
- Two hundred (200) word company description in the TSE's Gold 100 Gala onsite collateral material
- Placement of your company's promotional materials on the Sponsors Table in the registration area
- Logo placement on TSE's Gold 100 website and mobile app with a link to your company's website
- Logo recognition in all pre-event promotional ads and at-event signage
- Option for follow-up mailing to all participants
- Forty percent discount on the purchase of an ad (or ads) in the Gold 100 (September) Issue and/or November Issue featuring the wrap up article on the Gold 100 Awards & Summit. Your company will have high priority ad placement in these issues.



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# BRONZE SPONSORSHIP

\$16,500

As a Bronze Sponsor for Trade Show Executive's Gold 100 Awards Gala and Summit, your company will receive the following sponsorship benefits:

- One (1) full registration for an executive of your company
- Half-page ad in *Trade Show Executive's* Gold 100 Directory
- Two hundred (200) word company description in the TSE's Gold 100 mobile app
- Placement of your company's promotional materials on the Sponsors' Table in the registration area
- Logo placement on TSE's Gold 100 website and mobile app with a link to your company's website
- Logo recognition in all pre-event promotional ads and at-event signage
- Twenty-five percent discount on the purchase of an ad in the Gold 100 Issue and/or Issue featuring the wrap up article on the Gold 100 Awards & Summit. Your company will have high priority ad placement in these issues.



# IN KIND SPONSORSHIP



We welcome in-kind partnerships, especially if you are able to offset a budget line item to help us reduce our expenses. The assets and benefits offered with in-kind sponsorships may be limited in comparison to those afforded to cash sponsors.

If your company offers any of the following, we welcome a conversation with you about a potential in-kind or partial in-kind sponsorship. This can be a great way to showcase your product or service and put your brand in front of our community of high-level show organizers of the top trade shows in the country.

- Design and decor of function spaces
- Furniture for function spaces
- Entertainment
- Audio Visual
- Photography
- Signage
- Chairman's Reception
- After-Party
- Thursday Farewell Breakfast

**Have an idea? We would love to hear it. Let's talk.**

PLEASE MAKE CHECKS PAYABLE TO:  
**TRADE SHOW EXECUTIVE**

**Mail Checks to:**

*Trade Show Executive*  
1550 S Indiana Avenue, Suite 300  
Chicago, IL 60605

**For Bank Transfers:**

Bank Name: MB Financial Bank  
800 W Madison St.  
Chicago, IL 60607 USA

Acct Name: *Trade Show Executive*  
Acct Address: 1550 S Indiana Avenue  
Suite 300  
Chicago, IL 60605

ABA#: 071001737  
ACCT#: 1910000574  
SWIFT#: MBFIUS44

## CONTRACTUAL TERMS AND REGULATIONS

1. LIMITS OF LIABILITY. In no event shall *Trade Show Executive* Media Group be liable to \_\_\_\_\_ under any provision of this agreement for damages in excess of the sponsorship fees paid to *Trade Show Executive* Media Group for any direct or indirect, consequential, incidental or special damages, weather in contract or tort, and including, but not limited to loss of use, loss of data or information, however caused, lost profits or other economic loss, business interruption, cost of cover, or failure of the event to perform in any way.

2. AMENDMENT TO RULES. Any and all matters or questions not specifically covered by the preceding agreements shall be subject solely to the decision of *Trade Show Executive* Media Group, and all amendments so made shall be binding on \_\_\_\_\_ equally with the forgoing Terms & Conditions. Contract may be amended by written addendum signed by all parties.

3. GOVERNING LAW & SEVERABILITY. This agreement is governed by the laws of the State of Illinois, and any legal action will be brought forward in the courts located in Chicago, IL. If any part of this agreement is deemed unenforceable by the appropriate court, all the remaining terms remain in force.

4. FORCE MAJEURE. *Trade Show Executive* Media Group shall not be liable for any delays resulting from circumstances or causes beyond their reasonable control, including, without limitation, fire or other casualty, act of God, strike or labor dispute, war or other violence, or any law, order, requirement of any governmental agency or authority, or the venue management.

5. INDEMNIFICATION. \_\_\_\_\_ agrees to indemnify, defend and hold harmless *Trade Show Executive* Media Group from any claims, expenses, damages, obligations, or losses (including attorney fees), including but not limited to bodily injury to or death of any person or damage to or destruction of any property that is caused by any act or omission of the *Trade Show Executive* Media Group contracted employees or subcontracted contractors and sponsors through *Trade Show Executive* Media Group.

6. PAYMENT TERMS: \_\_\_\_\_ Package - Payment must be made as follows in two (2) installments. A twenty-five percent deposit in the amount of \_\_\_\_\_ due by \_\_\_\_\_ and \_\_\_\_\_ paid as the final installment by \_\_\_\_\_. Contracts signed after \_\_\_\_\_ are payable in full upon signing. These payments are non-refundable and failure to make payments does not release the contractual or financial obligation on the part of \_\_\_\_\_. \_\_\_\_\_ will be liable for any collection expense, including reasonable Attorney's fees. Please make checks payable to *Trade Show Executive* and return original signed contract with first payment. \*Please note that a countersigned copy of this contract will be returned to you upon acceptance

ASSIGNMENT: Neither party may, nor shall have the power to, assign or transfer this agreement or its rights or obligations hereunder, without the prior written consent of the other party, except that *Trade Show Executive* may, without consent, assign or transfer this agreement or its rights or obligations hereunder to a successor to its business to which the agreement relates.

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 SIGNATURE

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 TITLE

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 COMPANY

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 DATE

By signature above, the individual signing this agreement represents and warrants that he/she is duly authorized to execute this binding agreement on behalf of \_\_\_\_\_.

The undersigned, by the duty authorized officer, agent, or employee (hereinafter called "Sponsor") hereby enters into contract with *Trade Show Executive* for \_\_\_\_\_. This contract is subject only to the acceptance by counter signature of *Trade Show Executive* and such additional terms and conditions, which constitute part of, or are included in this contract.

Reservation of Participant by *Trade Show Executive* on behalf of the Participant is conclusively presumed to be adequate consideration to bind the Participant. No alleged representations, understandings, agreements, modifications, alterations, or additions not contained within the body of this written contract shall inure to the benefit of the Participant or be binding upon *Trade Show Executive*.

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 SIGNATURE OF TRADE SHOW EXECUTIVE REPRESENTATIVE

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 DATE