

EXHIBITOR*LIVE*

SPONSORSHIP  
**GUIDE**

**SAN ANTONIO, → TX**  
**MARCH 16 – 20, 2025**

EXHIBITORLIVE.COM



# NETWORKING & SPECIAL EVENTS



## PRESENTING TITLE SPONSORSHIP



**COST: \$100,000**

Discover boundless opportunities at EXHIBITORLIVE, the premier event for trade show and corporate event marketing professionals. Elevate your brand as the presenting sponsor and benefit from extensive exposure across integrated marketing platforms. Enjoy top-tier recognition in pre-event promotions, prominent logo visibility during EXHIBITORLIVE, and showcase your industry expertise. Customize your title sponsorship package today and maximize your impact.



## AWARDS LUNCHEON CLOSING SPONSORSHIP

**COST: \$50,000**

Make a lasting impression by featuring your brand at the prestigious EXHIBITORLIVE Best of Show Awards and Closing Lunch. As a sponsor, you'll showcase your brand with a captivating sizzle reel and brief remarks, ensuring prime visibility. Enjoy VIP reserved seating, tabletop signage, promotional takeaways, and more, maximizing your exposure to a captive audience. Join us in celebrating excellence and position your brand prominently at this high light event.



## CTSM PROGRAM ACTIVITIES

**COST: \$50,000**

Partner with us to advance trade show marketing education. Become the exclusive sponsor of Certified Trade Show Marketer (CTSM) Program activities at EXHIBITORLIVE and gain unrivaled stature. Your brand will be prominently featured on all CTSM signage, presentations, and speaking engagements, ensuring recognition among industry leaders and professionals. Seize this opportunity to highlight your commitment to excellence and innovation in trade show marketing.



## WELCOME RECEPTION SPONSOR

**COST: \$50,000**

Energize your brand with the anchor networking event at EXHIBITORLIVE, offering unparalleled exposure to an influential audience. Impress attendees with your hospitality as they enjoy an evening of networking, music, cocktails, and food. Make your mark in the welcoming ceremony, along with the naming rights to a signature cocktail, branded napkins, tabletop promotions, and more. Don't miss this singular opportunity to advance your brand amidst industry leaders.

SPONSORSHIP BENEFITS	Exclusive	On-Site Sponsor Recognition Board	Alcove Designation	Recognition in Pre-Conference Communications	Recognition in "Thank You" Emails & Advertisement	Logo Recognition on EXHIBITORLIVE website	Logo Recognition on EXHIBITORLIVE app	Push Notification	Ad in the Show Issue of EXHIBITOR magazine	Flash Session	Bag Amenity Inclusion	Innovation Tour	Pre-Show Eblast	Banner Ad on ExhibitorOnline.com	Gamification	Scavenger Hunt	Session Sponsor	Digital Media Screen Exposure
Presenting Title Sponsorship	●	●	●	●	●	●	●	●	Full Page	●	●	●	●	●	●	●	●	●
Awards Luncheon Closing Sponsorship	●	●	●	●	●	●	●	●	Half Page	●	●	●	●	●	●	●	●	●
CTSM Program Activities	●	●	●	●	●	●	●	●	Full Page	●	●	●	●	●	●	●	●	●
Awards Luncheon Closing Sponsorship	●	●	●	●	●	●	●	●	Half Page	●	●	●	●	●	●	●	●	●

# NETWORKING & SPECIAL EVENTS



## THE SQUARE FURNITURE SPONSORSHIP

**COST: \$50,000**

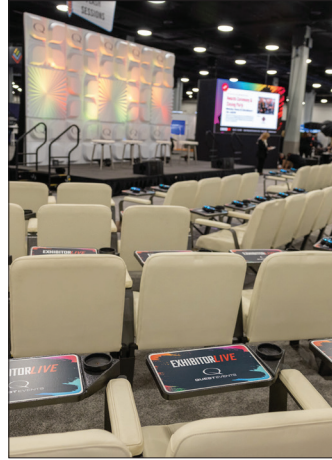
The Square is the heartbeat of EXHIBITORLIVE's trade show floor. Centrally located, this dual-purpose space anchors both formal and informal interactions, and bustles with presentations and discussions. It's also a prime spot for attendees to network and rejuvenate amid the event's buzz, making it an ideal opportunity to demonstrate your rental inventory's comfort, style, and functionality, that will have attendees not just sitting on your products but also relying on them in the future.



## MONDAY PEER2PEER ROUNDTABLE LUNCH

**COST: \$30,000**

Forge meaningful connections at EXHIBITORLIVE through our exclusive one-hour discussion session. As a sponsor, you'll gain the unique opportunity to speak and influence session topics, with your staff serving as discussion leaders. Spearhead topic-specific tables in collaboration with the conference team, positioning your brand at the forefront of industry dialogue. Engage directly with key industry players, ensuring your insights become their vision.



## THE SQUARE STAGE SPONSOR



**COST: \$20,000**

Position your brand at the epicenter of EXHIBITORLIVE's vibrant show floor in The Square! Sponsorship ensures prime visibility with exclusive signage around the stage, digital branding on stage screens, and more. Be prominently featured during all programming, maximizing exposure to a captive audience of industry professionals. Don't miss this opportunity to elevate your brand's presence and influence at the heart of the event.



## FIRST-TIMERS NETWORKING

**COST: \$15,000**

Increase your company's impact at EXHIBITORLIVE with our exclusive sponsorship of a welcoming event tailored for first-time attendees. Take part in meaningful networking opportunities where your staff can personally connect with industry newcomers. Accentuate your commitment to supporting and embracing new professionals while positioning your brand prominently in a lively and warm atmosphere. Don't miss out on this unique chance to establish invaluable — and career-long — connections.

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The Square Furniture Sponsorship	●	●	●	●	●	●	●	●	Full Page	●	●	●	●	●	●	●	●
Monday Peer2Peer Roundtable Lunch	●	●	●	●	●	●	●	●	Half Page	●	●	●	●	●	●	●	●
The Square Stage Sponsor	●	●	●	●	●	●	●	●	Half Page	●	●	●	●	●	●	●	●
First-Timers Networking	●	●	●	●	●	●	●	●	1/3 Page	●	●	●	●	●	●	●	●

# NETWORKING & SPECIAL EVENTS



## THE SQUARE COFFEE SPONSORSHIP

**COST: \$15,000**

Sponsor a unique opportunity to connect attendees' love/need for coffee with your products/services in The Square's prominent, high-traffic area. Increase your visibility with a custom coffee-foam stencil featuring your logo that will let you caffeinate attendees and your brand at EXHIBITORLIVE.



## THOUGHT LEADER WORKSHOP SPONSOR NEW

**COST: \$10,000**

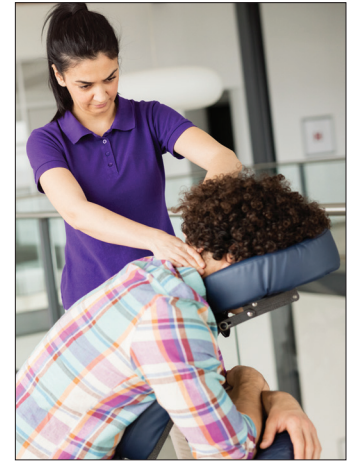
Drive your brand's imprint sky-high with a sponsored 45-minute Thought Leadership Session. Intrigue attendees with Interactive learning and practical insights tailored to their needs. Customize content to highlight your organization's strengths and contribute to discussions on industry trends. This strategic opportunity allows you to connect deeply with a targeted audience, demonstrating your expertise and fostering relationships that last long after EXHIBITORLIVE is over.



## DAILY BREAKFAST OR BREAKS (FOR CONFERENCE ATTENDEES)

**COST: STARTING AT \$10,000**

Sponsor the breakfasts and breaks in a cozy, secluded environment for all attendees taking classes. Seize this opportunity to build relationships in an intimate setting, while maximizing brand prominence and connecting directly with potential buyers.



## MESSAGE LOUNGE SPONSORSHIP NEW

**COST: \$5,000**

Sponsoring this oasis that promotes relaxation and comfort for attendees offers outstanding branding opportunities. Connect with attendees over two days with a memorable experience, while you enjoy a high profile with branding around the massage area, branded T-shirts for therapists, and naming rights for the lounge.

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The Square Coffee Sponsorship	●	●	●	●	●	●	●	1/3 Page	●				●						
Thought Leader Workshop Sponsor		●		●	●	●		1/3 Page	●				●						
Daily Breakfast or Breaks		●		●	●	●			●				●						
Massage Lounge Sponsorship	●	●				●	●			●									

# NETWORKING & SPECIAL EVENTS



## SESSION SPONSOR

**NEW**

**COST: \$7,500**

Don't miss this chance to strengthen your brand at EXHIBITORLIVE by sponsoring sessions featuring cutting-edge industry speakers. Gain credibility with opportunities for a welcome introduction, logo recognition, and distribution of collateral and swag. Aligning with influential speakers allows sponsors to enhance their reputation and highlight their expertise to a targeted audience.



## HAPPY HOUR SPONSOR

**NEW**

**COST: STARTING AT \$5,000**

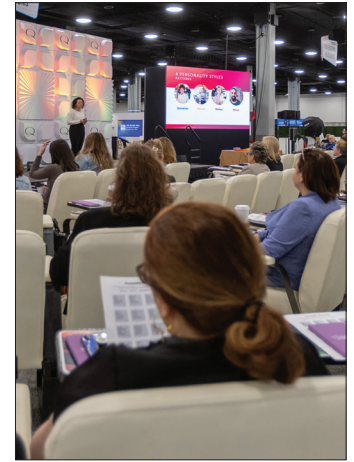
Host a curated Happy Hour at EXHIBITORLIVE to immerse attendees in the setting of your choice, whether on the trade show floor or at iconic spots like the Grotto by the River Walk. As a sponsor, you'll provide food and beverage to create a relaxed environment where guests can mingle and network. This casual setting fosters connections and offers a memorable platform for sponsors to sync their brand with attendee interests.



## INNOVATION TOUR

**COST: \$3,000**

Joining this guided tour at EXHIBITORLIVE gives exhibitors a strategic edge by attracting serious buyers. These tours deliver small, highly motivated groups to your booth, offering a focused opportunity to spotlight your company's innovative products to buyers seeking solutions ASAP.



## FLASH SESSION

**COST: \$1,500**

Secure center stage at EXHIBITORLIVE by showcasing your product or service with a dynamic on-floor presentation. Equipped with staging, AV support, and an audience of receptive buyers, you can make a lasting impact. Deliver compelling pitches directly to attendees, inviting them to your booth for further discussions and demonstrations. This setup lifts your brand's profile and fosters meaningful interactions, paving the way for valuable business opportunities.

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Session Sponsor	●		●	●	●	●				●							
Happy Hour Sponsor	●					●	●			●							
Innovative Product Tour	●					●	●		●								
Flash Session	●					●	●										

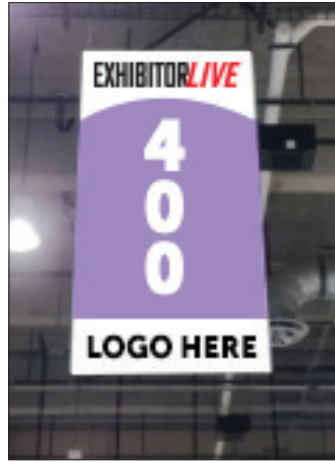
# BRAND VISIBILITY



## WI-FI SPONSOR

**COST: \$30,000**

Elevate your presence by becoming the essential lifeline of EXHIBITORLIVE. As the exclusive Wi-Fi sponsor, you'll set the tone for the show with the password of your choice. Your company name will be the first thing attendees see when they log in throughout the event. Gain premium exposure in high-traffic areas, ensuring your brand is at the forefront of attendee interactions.



## AISLE SIGN SPONSOR



**COST: \$20,000**

Maximize your brand at EXHIBITORLIVE with exclusive aisle-marker sponsorship. These prominent signs guide attendees across the show floor, featuring your arresting tagline and call to action to direct buyers straight to your booth. Enjoy the highest banner placement, guaranteeing your brand will be noticed by all attendees.



## OFFICIAL LANYARD SPONSOR

**COST: \$15,000**

Don't miss out on the opportunity to showcase your brand with the official Lanyard sponsorship at EXHIBITORLIVE. Worn by every attendee, your logo will be prominently displayed, ensuring maximum visibility throughout the conference and exhibition. Be front and center, seen by everyone, every day.



## OFFICIAL WATER BOTTLE SPONSOR

**COST: \$15,000**

Own the EXHIBITORLIVE water-bottle sponsorship to boost your brand's visibility across the show floor while reflecting attendee values of sustainability. This strategic investment not only enhances brand circulation but also promotes eco-conscious initiatives, building a robust connection with your target audience.

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Wi-fi Sponsor	●	●	●	●	●	●	●	1/2 Page	●				●	●				●
Aisle Sign Sponsor	●	●	●	●	●	●	●	1/3 Page	●				●					
Official Lanyard sponsor	●	●	●	●	●	●	●	1/3 Page	●				●					
Official Water Bottle sponsor	●	●	●	●	●	●	●	1/3 Page	●				●					

# BRAND VISIBILITY



## OFFICIAL CONFERENCE SHOW BAG SPONSOR

**COST: \$15,000**

Imagine your brand as the first thing attendees see and hold at EXHIBITORLIVE. As the Show Bag Sponsor, your company becomes integral to every attendee's event experience. They'll carry a tangible reminder of your brand throughout and beyond the event, extending your visibility and recall. This sponsorship isn't just about a bag—it's a mobile advertisement, a conversation starter, and a lasting impression.



## SUSTAINABILITY PARTNER

**NEW**

**COST: \$15,000**

Partner exclusively with EXHIBITORLIVE to champion sustainability and demonstrate your commitment to reducing waste and environmental impact. Educate attendees on practical steps to minimize waste in their event strategies. Collaborate with Exhibitor Group's editorial team to showcase your company's dedication to sustainability and amplify your message. Together, we can lead by example and inspire others to embrace greener practices for a sustainable future.



## HOTEL ROOM KEY SPONSOR

**COST: \$12,000**

Did you know attendees look at their hotel key card 8 to 12 times daily? Customize the official EXHIBITORLIVE hotel room key card with your logo, website, QR code, and more, a unique opportunity that ensures your brand is seen by thousands of attendees and exhibitors throughout the event week.



## EXHIBIT HALL GRAND OPENING SPONSOR

**NEW**

**COST: \$10,000**

Kickstart EXHIBITORLIVE with the exclusive sponsorship of the Exhibit Hall Grand Opening, marking the official beginning with celebration and networking opportunities. Gain prominent recognition including the entrance unit to the exhibit hall, positioning your company as a pivotal supporter. This comprehensive sponsorship package ensures widespread exposure and reinforces your presence as a key player at EXHIBITORLIVE.

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Official Conference Show Bag Sponsor	●	●	●	●	●	●	●	1/3 Page	●				●				
Sustainability Partner	●	●	●	●	●	●	●	1/3 Page	●				●				
Hotel Room Key Sponsor	●	●	●	●	●	●	●	1/3 Page	●				●				
Exhibit Hall Grand Opening Sponsor	●	●	●	●	●	●	●	1/3 Page	●				●				

# BRAND VISIBILITY



## PROFESSIONAL HEADSHOT ACTIVATION SPONSOR

**COST: \$12,000**

Boost attendees' professional confidence by sponsoring the Headshot Station at EXHIBITORLIVE's central Square. This exclusive sponsorship opportunity allows attendees to update their headshots during exhibit hall hours on March 18-19, showcasing your organization's support for their career aspirations. Be prominently featured as the sponsor of this essential service, ensuring your brand reaches job seekers and professionals looking to make a lasting impression.



## COMMUNITY GIVE BACK PARTNER

**COST: \$8,500**

Are you a rebel with a cause? Research shows 77% of consumers prefer companies with CSR initiatives. Stand out and partner with EXHIBITOR on an activation supporting a local charity, showcasing your company's values on a platform as grand as Texas itself. Make a meaningful impact while aligning with attendee values.

## DIGITAL MEDIA SCREEN EXPOSURE



**COST: \$5,000**

Illuminate your brand — literally — at EXHIBITORLIVE on high-definition dynamic displays that guarantee widespread reach across the entire convention center. Benefit from strategic placement in high-traffic areas, where compelling visual content and targeted messaging captivate attendees continuously. Take full advantage with this powerful tool to make a lasting impression in the convention atmosphere

## HOTEL ROOM DROP

**COST: STARTING AT \$5,000**

Make a powerful statement at EXHIBITORLIVE by delivering a memorable surprise directly to attendees' rooms. This room-drop initiative is a dynamic strategy to differentiate your brand, generate excitement, and drive traffic to your booth. You'll leave a lasting positive impression and stand out conspicuously among competitors at the event.

## BAG AMENITIES

**COST: \$1,000**

Amplify your brand at EXHIBITORLIVE by adding your unique element or printed promotion in the official show bag. Useful items like tissues, Post-Its, lip balm, highlighters, and breath mints create strong impressions. Alternatively, offer discounts, coupons, or chances to win a prize to grab attendees' attention effectively.

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Professional Headshot Activation sponsor	●	●	●	●	●	●				●			●				
Community Give Back Partner	●	●	●	●	●	●	●			●			●				
Digital Media Screen Exposure																	
Hotel Room Drop																	
Bag Amenities																	



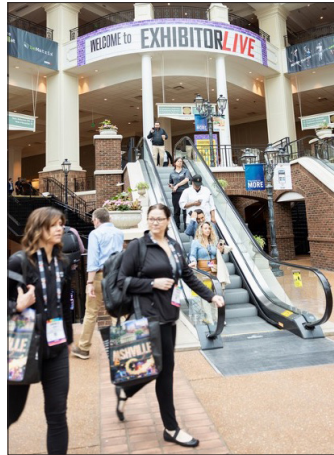
# ADVERTISING



## PROGRAM AT A GLANCE SPONSOR

**COST: \$5,000**

The Program at a Glance is essential for conference attendees, serving as their go-to guide for navigating the event. By prominently displaying your brand's logo in it, you can create visual impact, drive traffic to your booth, and maximize exposure at EXHIBITORLIVE. This ensures your brand stays top of mind throughout the event, aiding in session planning and navigating the show floor effectively.



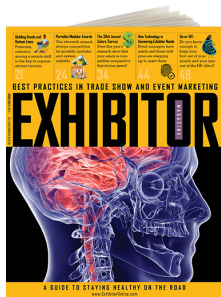
## HOTEL & FACILITY SIGNAGE SPONSOR

**COST: STARTING AT \$4,000**

Put your brand front and center with exclusive naming rights to any part of the facility that you choose: column wraps, door decals, mirror clings, aisle decals, hotel banners, escalators, elevators, balcony banners and much more. By leveraging exclusive naming rights across various parts of both the venue and hotel, you can successfully increase brand visibility, drive booth traffic, and establish a robust presence that resonates with attendees long after they return home.

## FULL PAGE AD IN EXHIBITOR MAGAZINE'S SHOW ISSUE

**COST: \$3,500**



EXHIBITOR magazine doesn't just lead the face-to-face marketing industry.

EXHIBITOR magazine shapes it.

Reach even more of these powerful exhibit and event buyers - 20,000+ EXHIBITOR readers.

**Bonus distribution onsite at EXHIBITORLIVE.**

# VIRTUAL

## EXHIBITORLIVE.COM WEBSITE BANNER AD

**COST: \$5,000**

Reinforce your marketing message on the EXHIBITORLIVE website! With traffic of 200,000+ page views, your rotating leaderboard ad will reach a highly targeted audience of buyers as they register and plan their itinerary for EXHIBITORLIVE.

## KNOW BEFORE YOU GO WEBINAR - CONFERENCE ATTENDEES

**COST: \$2,000**

Get your brand noticed early with our pre-EXHIBITORLIVE webinar. Share essential event details, help attendees prepare effectively, and build excitement. Set the stage for a successful experience and ensure your brand stands out from the competition right from the start. **Limit 3.**

## KNOW BEFORE YOU GO WEBINAR - EXHIBITORS

**COST: \$2,000**

How would you like your brand prominently featured and recognized before EXHIBITORLIVE even begins? Build anticipation and ensure exhibitors are familiar with your brand before the show through an EXHIBITOR-hosted webinar that sets the stage for a standout presence and unbeatable competitive edge at EXHIBITORLIVE. **Limit 3.**

## PRE SHOW EBLAST (LIMITED AVAILABILITY)

**COST: \$2,000**

Connecting with buyers before the exhibit hall opens is a strategic way to drive traffic to your booth and heighten your presence at the event. You provide the content and EXHIBITOR will send it out on your behalf to ensure your message reaches the right audience. By reaching out to pre-registered attendees beforehand, you enhance your networking opportunities, and ultimately drive more business outcomes from your participation at EXHIBITORLIVE.

## GAMIFICATION - SCAVENGER HUNT STOP PARTICIPANT

**COST: \$1,500**

By making your booth a stop on the scavenger hunt, you will attract attendees who are eager to engage in a fun and interactive gaming experience to earn top prizes. This not only increases booth traffic but also promotes networking opportunities with attendees. It's a great way to showcase what you have to offer while making a memorable impression on attendees. Prepare something exciting and engaging to ensure you stand out and maximize your impact!

# EXHIBITOR GROUP

ExhibitorOnline.com



Industry's Only  
University-Affiliated  
Professional  
Certification Program

## EXHIBITOR EDUCATION WEEK

FONTAINEBLEAU HOTEL LAS VEGAS, NV  
JULY 15 – 19, 2024

ExhibitorEducationWeek.com



EXHIBITOR GROUP PRESENTS

## EXHIBITORLIVE

THE CONFERENCE FOR TRADE SHOW  
AND CORPORATE EVENT MARKETING

CONFERENCE: MARCH 16 – 20, 2025  
EXHIBIT HALL: MARCH 18 – 19, 2025

ExhibitorLive.com



EXHIBITOR MAGAZINE'S  
**FindIt » Marketplace**  
The Buyer's Guide to Trade Show Exhibiting



University-Affiliated eLearning for Trade Show and Corporate Event Professionals

SERIES PRESENTED BY EXHIBITOR GROUP



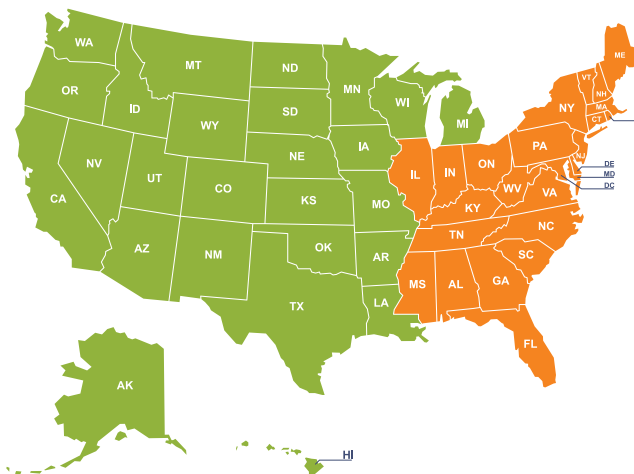
CHATS | PANELS | SESSIONS | REPORTS | INNOVATIONS



### Christy Jacobs, MBA

Account Executive  
Exhibitor Group  
Direct: 214-796-7755  
[cjacobs@exhibitorgroup.com](mailto:cjacobs@exhibitorgroup.com)

Please contact your representative based  
on the state your company is located



### Dana Baldwin

Account Executive  
Exhibitor Group  
Direct: 502-550-5034  
[dbaldwin@exhibitorgroup.com](mailto:dbaldwin@exhibitorgroup.com)

## Questions? Contact Us

Sponsorships & Exhibits – [adinfo@exhibitorgroup.com](mailto:adinfo@exhibitorgroup.com)

CTSM – [ctsm@exhibitorgroup.com](mailto:ctsm@exhibitorgroup.com)

General Inquiries – [exhibitorlive@exhibitorgroup.com](mailto:exhibitorlive@exhibitorgroup.com)