

# 2018 BLADE SHOW WEST SPONSORSHIP OPPORTUNITIES



# BLADE SHOW WEST

**October 5-7, 2018**  
Oregon Convention Center  
Portland, OR

BLADEShowWest.com | Contact [bladewest@bladeshow.com](mailto:bladewest@bladeshow.com) for all sales inquiries.



# OVERALL SPONSOR (Limit 1)

# \$13,000

## The Overall Sponsor will receive the following:

### Pre-and-post event promotion

- Logo placement on ALL BLADE Show West promotional platforms, this includes print (news releases, newsletters, *BLADE* magazine), digital, radio, cable, websites, signage, et al.
- The sponsor will receive banner website ads located on both [Bladeshowwest.com](http://Bladeshowwest.com) and [Blademag.com](http://Blademag.com).
- The sponsoring company will receive two exclusive partner sends to our Blade and Knife forum list. The partner sends can be used at any time during 2018.
- Social Media boosted post on Facebook, Instagram, Twitter and YouTube promoting booth/table location and product promo.
- Promotional video running on the BLADE Show West website.
- 728x90 web ad and company link added to post-show survey e-mail to all 2018 West attendees.

### Onsite branding and signage

- Full page 4-color ad in the BLADE Show West program.
- Booth location highlighted on the floor plan map (3,000 produced) distributed onsite.
- Hanging of your corporate banner above your booth.
- Logo placement on BLADE Show West exhibitor badges.
- Two free-standing 38"x96" signs on the show floor with custom full-color artwork provided by sponsor.
- Four custom full-color 3'x4' floor clings placed strategically throughout the show. Artwork provided by sponsor.
- Logo will appear in black and white on one-side of all show bags distributed to Show attendees – quantity 3,000 bags.
- 3,000 catalog inserts (not to exceed 8.5x11 in size) included in all show bags – quantity 3,000.
- Live Videos of booth/table promoting location and products.

### Additional Event Upgrades

- 50 Customer Appreciation Passes.



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SHOW  
WEST**

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## FLOORPLAN SPONSOR (Limit 1)

\$3,500

The Overall Sponsor will receive the following:

**SOLD OUT**

### Pre-and-post event promotion

- Logo placement on designated BLADE Show West promotional platforms to include: print, digital, signage, et al.
- The sponsor will receive banner website ads located on both [Bladeshowwest.com](http://Bladeshowwest.com) and [Blademag.com](http://Blademag.com).
- The sponsoring company will receive one partner send to all 2018 BLADE Show West attendees after the show. The partner send can be used at any time during 2018.

### Onsite branding and signage

- Logo and company name on 3,000 printed floor maps to be distributed to all attendees.
- Logo and company name on two free-standing YOU ARE HERE 38"x96" signs on the show floor.
- Sponsor provided single sheet/flyer inserts (not to exceed 8.5x11 in size) included in all show bags – quantity 3,000.
- The sponsor will receive one ½ page 4-color ad in the official BLADE Show West program.
- Booth location highlighted on the BLADE Show West program floor plan along with your logo displayed on same page.

## COMMUNICATIONS (WI-FI) SPONSOR (Limit 1)

\$3,500

The Sponsor of the Communications (Wi-Fi) will receive the following: **SOLD OUT**

### Pre-and-post event promotion

- Logo placement on designated BLADE Show West promotional platforms to include: print, digital, signage, et al.
- The sponsor will receive banner website ads located on both [Bladeshowwest.com](http://Bladeshowwest.com) and [Blademag.com](http://Blademag.com).
- The sponsoring company will receive one partner send to all 2018 Blade Show West attendees after the show. The partner send can be used at any time during 2018.

### Onsite branding and signage

- Logo and company name on one (1) free-standing Wi-Fi promotional signs 38"x96" signs on the show floor.
- Sponsor provided single sheet/flyer inserts (not to exceed 8.5x11 in size) included in all show bags – quantity 3,000.
- The sponsor will have logo and designated "Official Wi-Fi sponsor" placed the floor plan map (3,000 produced) distributed onsite.
- The sponsor will receive one ½ page 4-color ad in the official BLADE Show West program.



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## OFFICIAL HOUSING SPONSOR (Limit 1)

\$2,500

**The Housing Sponsor will receive the following:**

**SOLD OUT**

### **Pre-and-post event promotion**

- Logo placement on our BLADE Show West official hotel/housing website and on the TRAVEL page, located on [Bladeshowwest.com](http://Bladeshowwest.com)
- Logo placement on designated BLADE Show West promotional platforms to include: print, digital, signage, et al.
- The sponsoring company will receive one partner send to all 2018 BLADE Show West attendees after the show. The partner send can be used at any time during 2018.

### **Onsite branding and signage**

- Your custom artwork will appear on 500 keycards to be distributed at the host hotel.
- Sponsor provided single sheet/flyer inserts (not to exceed 8.5x11 in size) included in all show bags – quantity 3,000.
- Booth location highlighted on the BLADE Show West program floor plan along with your logo displayed on same page.
- The sponsor will receive one ½ page 4-color ad in the official BLADE Show West program.

## DEMO & FREE ACTIVITY SPONSOR (Limit 1)

\$2,500

**The Demo Sponsorship will boost branding awareness both before and during BLADE Show West 2018.**

### **Pre-and-post event promotion**

- Logo placement on designated BLADE Show West promotional platforms to include: print, digital, signage, et al.
- The sponsor will receive banner website ads located on both [Bladeshowwest.com](http://Bladeshowwest.com) and [Blademag.com](http://Blademag.com).

### **Onsite branding and signage**

- The Demo Sponsor will receive one free-standing 38"x96" sign placed in front of the courtyard entrance/exit. Custom full-color artwork provided by sponsor.
- Your sponsor logo will be included (exclusively) on the 38"x96" Demo/Activity Schedule sign located in the lobby.
- The sponsor will receive one ½ page 4-color ad in the official BLADE Show West program. The ad will appear on the same page as the printed BLADE Show West Schedule.
- Booth location highlighted on the BLADE Show West program floor plan along with your logo displayed on same page.
- Sponsor provided single sheet/flyer inserts (not to exceed 8.5x11 in size) included in all show bags – quantity 3,000.



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## **WATER COOLER SPONSOR** (Limit 1)

**\$2,500**

**Boost awareness for your booth and your brand with this highly visible Water Cooler Sponsorship. You'll receive the following:**

### **Pre-and-post event promotion**

- Logo placement on designated BLADE Show West promotional platforms to include: print, digital, signage, et al.
- The sponsor will receive banner website ads located on both [Bladeshowwest.com](http://Bladeshowwest.com) and [Blademag.com](http://Blademag.com).

### **Onsite branding and signage**

- The sponsoring company will have their booth location highlighted on the map appearing in the BLADE Show West Program along with their logo displayed on same page.
- Branded water coolers strategically placed throughout the show floor and lobby.
- Sponsor provided single sheet/ flyer inserts (not to exceed 8.5x11 in size) included in all show bags — quantity 3,000.

## **SILVER SPONSOR**

**\$2,000**

**The Silver Sponsorship is designed to give the sponsor increased brand awareness to create additional traffic and sales at the show. Silver Sponsors will receive:**

### **Pre-and-post event promotion**

- Logo placement on designated BLADE Show West promotional platforms to include: print, digital, signage, et al.
- The sponsor will receive banner website ads located on both [Bladeshowwest.com](http://Bladeshowwest.com) and [Blademag.com](http://Blademag.com).

### **Onsite branding and signage**

- The sponsor will receive one free-standing 38"x96" sign on the show floor with custom full-color artwork provided by sponsor.
- The sponsoring company will have their booth location highlighted on the map appearing in the BLADE Show West Program along with their logo displayed on same page.
- Sponsor provided single sheet/flyer inserts (not to exceed 8.5x11 in size) included in all show bags — quantity 3,000.



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## CHARGING STATION SPONSOR

**\$2,000**

Boost your brand and message with messaging on our charging station/s, which will be conveniently located on the show floor and/or lobby.

**The Charging Station Sponsor will receive the following:**

### Pre-and-post event promotion

- Logo placement on designated BLADE Show West promotional platforms to include: print, digital, signage, et al.
- The sponsor will receive banner website ads located on both [Bladeshowwest.com](http://Bladeshowwest.com) and [Blademag.com](http://Blademag.com).

### Onsite branding and signage

- The sponsor will receive one free-standing 38"x96" sign near charging station with custom full-color artwork provided by sponsor.
- The sponsoring company will have their booth location highlighted on the map appearing in the BLADE Show West Program along with their logo displayed on same page.

## A LA CARTE MARKETING OPPORTUNITIES

**Create attention from the start.** Place your message and product information in the registration lobby where all attendees start the show.

1. **\$600** **Put Your Sales Material in Every Attendee Bag.** Make sure that attendees know about your products by adding a sales flyer to the show bags that are distributed to attendees. 3,000 bags will be distributed.
2. **\$425** We'll create and display **a huge custom 10' wide x 4' deep banner** that presents your message in full-color. All production costs are included. Artwork to be provided by sponsor per specs.
3. **\$250 ea.** **Set-up Your Pop-Up Sign in the Registration Lobby.** If you already have a vertical retractable banner, you can have it placed in the registration lobby.

**Or boost awareness on the expo show floor** and get your branding message across where attendees are buying and most engaged.

1. **\$475 ea.** **3' x 4' floor graphics.** Tell show attendees why they should visit your exhibit with these clever full color floor clings. Put them at the end of the aisle to direct attendees to your booth. Artwork is to be provided by sponsor as per specs.
2. **\$375** **Free-Standing Sign on the Expo Show Floor.** This free-standing, two-sided, full color attention grabber measures 38"x96". Artwork to be provided by the sponsor per specs. All production costs are included.
3. **\$200** **Onsite Social Media Coverage.** 3 (1 per day) live videos on Facebook, Instagram, Twitter and YouTube on the BLADE Show pages promoting products and your location on the Show Floor.