

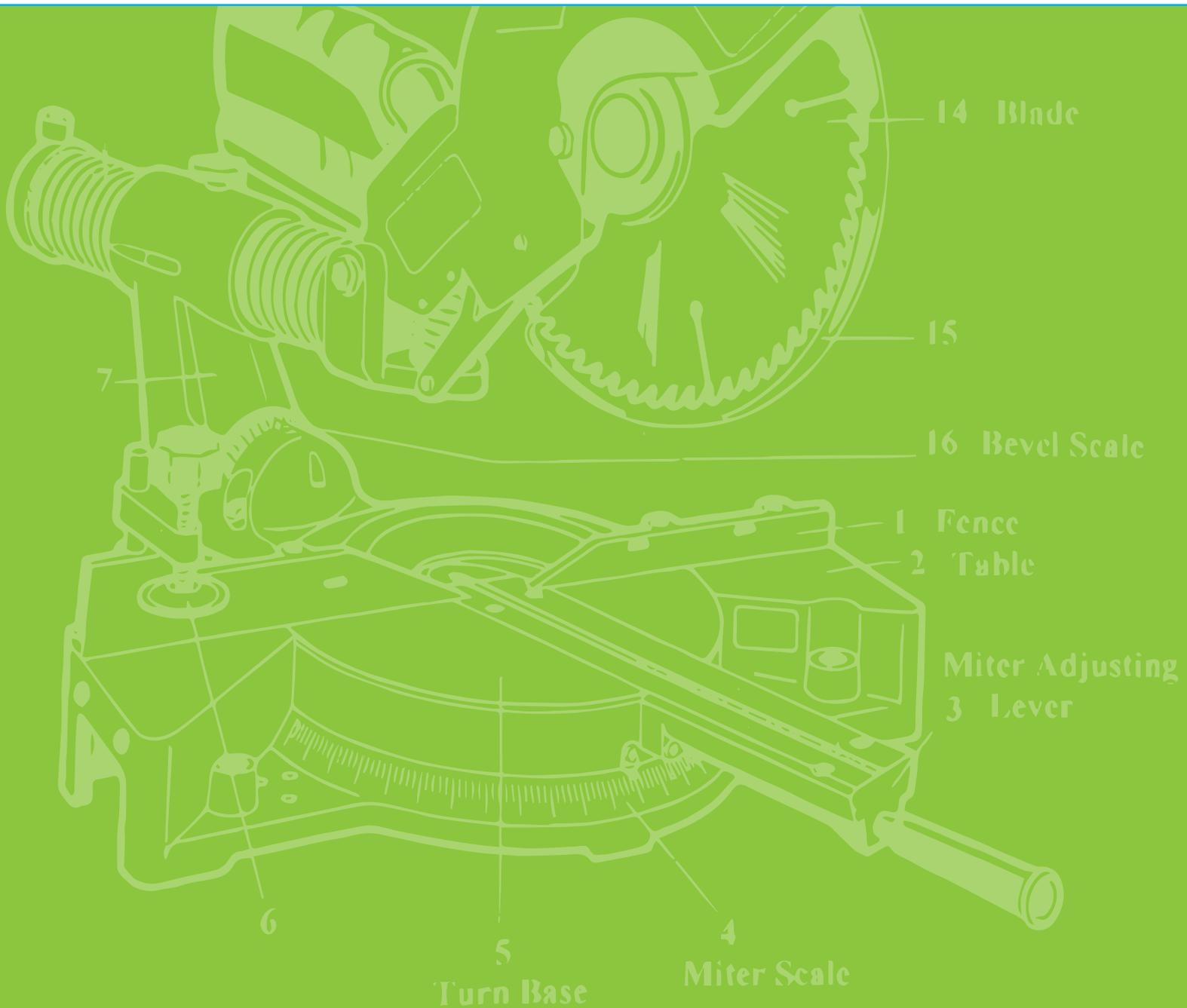
# JLCLIVE

RESIDENTIAL CONSTRUCTION SHOW

## NEW ENGLAND 2022

Exhibit Hall March 25-26 • Conference March 24-26  
Rhode Island Convention Center • Providence, RI

# SPONSORSHIP BROCHURE



**EXHIBIT HALL: MARCH 25-26, 2022**  
**CONFERENCE: MARCH 24-26, 2022**  
**RHODE ISLAND CONVENTION CENTER**  
**PROVIDENCE, RI**

[NE.JLCLIVE.COM](http://NE.JLCLIVE.COM)

# LIVE DEMONSTRATIONS



## BUILDING CLINIC LEAD SPONSOR

Your brand is the prime focus of the clinic, as we incorporate non-competing products into demonstrations to enhance the educational value for attendees. Content is written to achieve maximum exposure of your product. Your brand is showcased in ongoing demonstration, as the primary subject, throughout both days of the event.

**INVESTMENT: \$18,500**



## CLINIC SUPPORTING SPONSOR

As the supporting sponsor, your brand and product will be integrated into the demonstrations in a way that is designed specifically to maximize, highlight, and feature your building product in the presentation. Your brand will be seen in two demonstrations hosted by a leading industry personality during each day of the show.

**INVESTMENT: \$8,500**



## CLINIC CONTRIBUTING SPONSOR

As a contributing sponsor, your building product will be embedded into the content and used as visual support of the live action demonstration. Your brand will be seen in one demonstration hosted by a leading industry personality each day of the show.

**INVESTMENT: \$5,000**



## EXHIBITOR DEMONSTRATION

This program is designed to assist and promote companies that wish to lead their own live "infomercial" on our exhibit hall floor. Like a clinic, exhibitor demonstrations are conducted both days of the show, and demo times are at your discretion. Presentations are performed by your company.

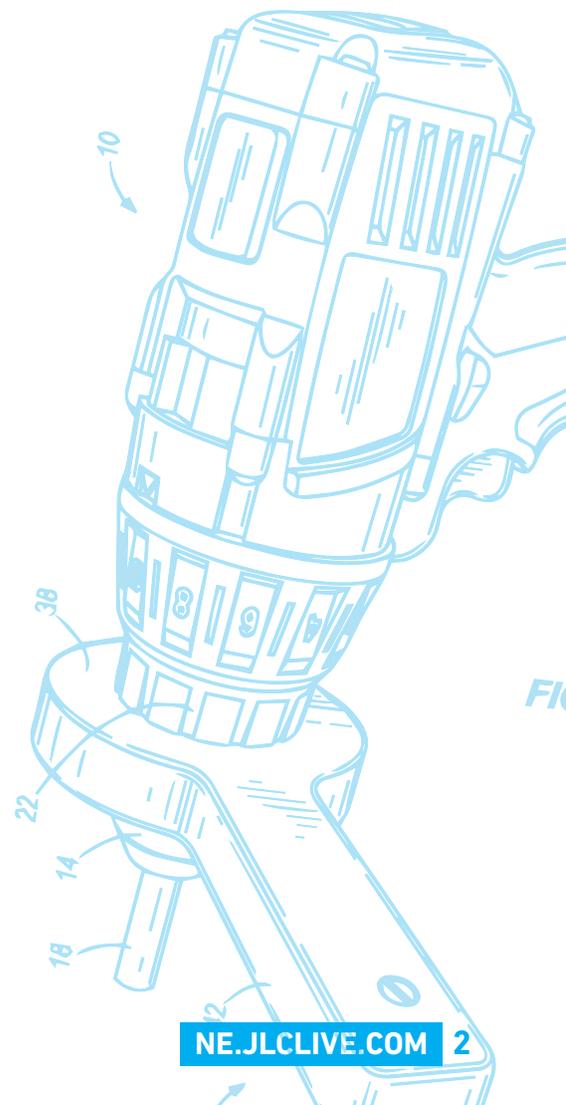
**INVESTMENT: \$22,500**



## MATERIAL SPONSOR

Your product or tool will be highlighted during one of our LIVE clinic presentations, used in the most effective and appropriate way by a leading industry personality during the demonstration. Call for details regarding clinic suitability.

**CALL FOR PRICING**



# PREMIER OPTIONS



## ESCALATOR CLING (Exclusive Sponsorship)

Place your brand on various escalators throughout the convention center for maximum visibility and attendee exposure.

**CALL FOR PRICING**



## WINDOW CLINGS (Exclusive Sponsorship)

Put your brand front-and-center with highly-visible window clings located on the floor to ceiling windows throughout Levels 3 & 5.

**CALL FOR PRICING**



## RESTROOM SIGNAGE

Purchase 2x2 signage placed in the restrooms (or bathroom mirrors in the women's rooms) on both Exhibit Hall levels, and your booth will be the attendee's next "pit stop".

**INVESTMENT: \$3,500**



## DIRECTIONAL SIGNS

Be above the crowd by sponsoring directional signage. The only place you need to tell attendees to go is straight to your booth! Take advantage of this opportunity by sponsoring anywhere from 1 to 10 signs in the Level 3 lobby.

**INVESTMENT:  
Starting at \$550**



## MEDIA WALL

Deliver your message on our CAN'T BE MISSED 40'x5' media wall that will be displayed in a prominent location. The media wall will be a major focal point at the event, hosting special event promotions, social posts and show images. It's impossible to talk to everyone but a media wall segment guarantees your message is seen.

**15 Seconds: \$1,250  
30 Seconds: \$2,000  
60 Seconds: \$3,000**

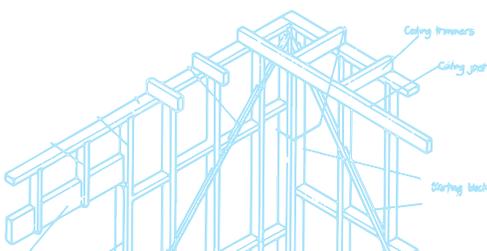
*Production services are included*



## SHOW BAG (Exclusive Sponsorship)

Place your company's brand on the official show bag that every attendee will receive. With attendees carrying your bag throughout the event and after, your brand is guaranteed constant exposure. You can provide the bags or we'll be happy to work with you to produce them for you at an additional cost.

**INVESTMENT: \$5,500  
SOLD**



# PREMIER OPTIONS



## FLOOR GRAPHIC

Want to really grab attention with your brand? Sponsor a 4' x 4' floor logo! What better way to lead attendees to your booth than with an attractive advertisement right at their feet?

### INVESTMENT:

Exhibit Hall Entrance | \$750  
In Exhibit Hall | \$500



## ONSITE BANNERS

Draw attendees to your booth with a hanging banner. Locations are limited, so contact your account executive today to review placement and specifications.

### CALL FOR PRICING

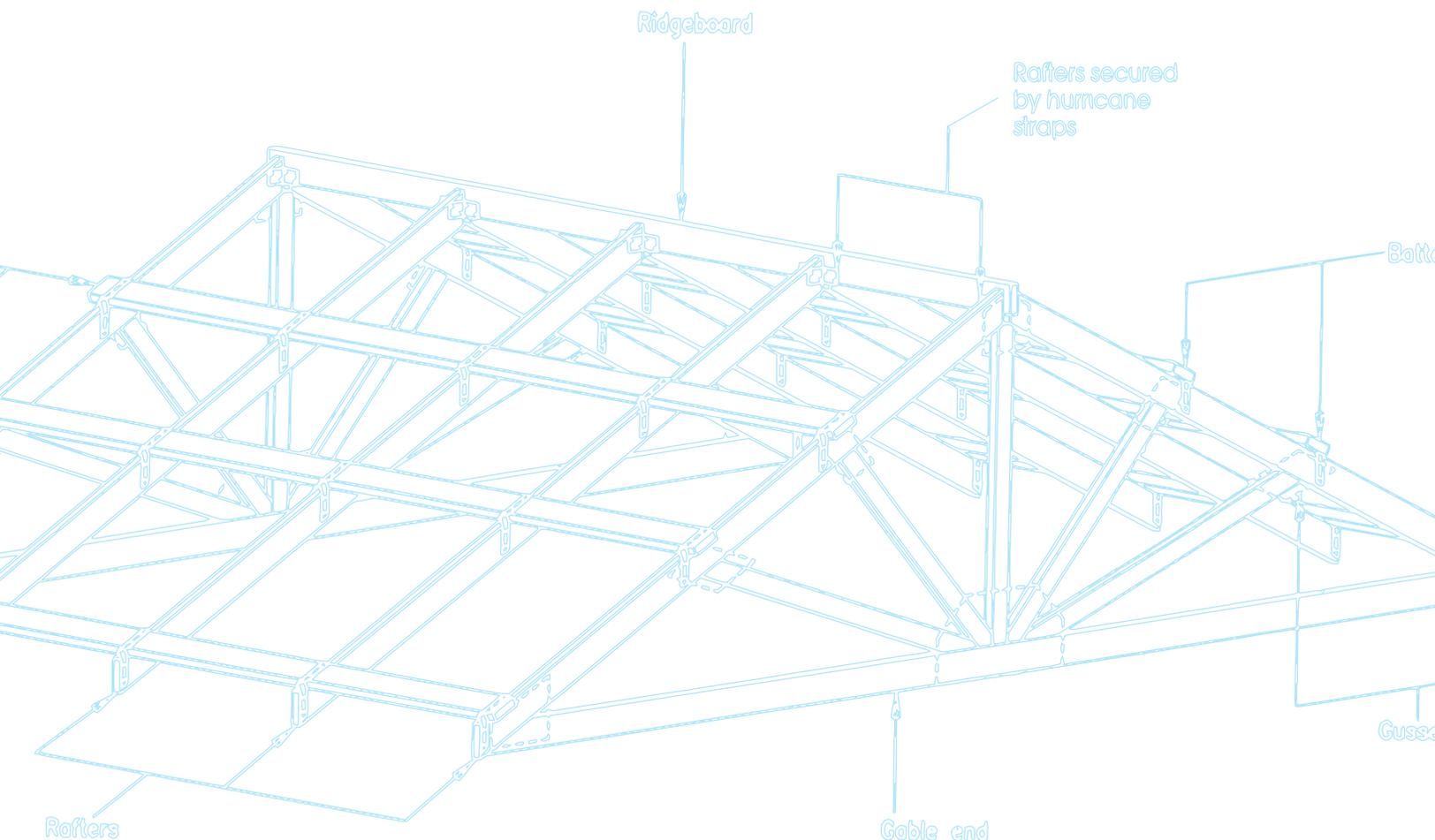


## BEVERAGE CART

Product discounts and giveaways drive traffic to your booth, but free coffee or free beer drives even more traffic! Sponsor a beverage cart in your booth and watch the attendees flock to your area for a free drink!

### INVESTMENT:

Starting at \$2,500



# DIGITAL OPTIONS

## TARGETED EBLASTS DURING SHOW CYCLE

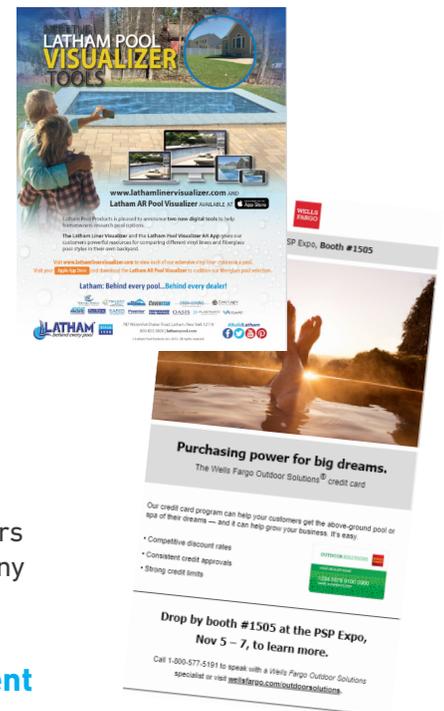
The JLC LIVE show cycle is the three weeks prior, and two weeks after the event. During this period, eblast inventory is limited and is at flat rate pricing. To insure high open rates, the message will be sent by JLC LIVE on behalf of a valued industry partner. Targeted distribution of 5,000 email addresses.

**INVESTMENT: \$2,750 per email**

## SHARED PRODUCT E-MAIL

Shared product e-mails are the budget-friendly way to reach registered attendee e-mail database. Ten spots are available on each shared prospect e-mail. Exhibitors are listed in alphabetical order unless premium placement is chosen. Your company logo, booth number, website, and customized announcement are included.

**INVESTMENT: \$800 Premium Placement / \$550 Standard Placement**



## TARGETED EBLASTS OUTSIDE OF SHOW CYCLE

Tap into the JLC LIVE database of 20,000 active industry professionals. Customers can provide their HTML email message, along with a subject line message for distribution. Minimum quantity of 5,000 email addresses. To ensure high open rates, the message will be sent by the JLC LIVE on behalf of a valued industry partner. Marketers will be provided with full metrics reporting for their eblast(s).

- 10,000 email addresses and under: \$300 CPM
- Over 10,000 email addresses: \$250 CPM

## ONLINE REGISTRATION & DIGITAL BADGE SPONSOR

(Exclusive Sponsorship)

Place your brand prominently on everything that our attendees interact with including the online registration system, registration confirmation and digital badge.

**INVESTMENT: \$5,500**



## ONLINE REGISTRATION QUESTION

(Exclusive Sponsorship)

Include 1-2 questions within the online registration process that all attendees are required to complete. Post-show reports will be provided. Deadlines apply.

**INVESTMENT: \$2,500**



# DIGITAL OPTIONS

## MOBILE APP SPONSORSHIPS

Reach our audience with advertising units throughout the official show mobile application. This opportunity includes a fullscreen landing page, a rotating banner ad on the app's primary dashboard, an upgraded exhibitor listing within the app and our event website. You'll also get a watermarked logo on the schedule section of the app, company branding on all app promotion.

**INVESTMENT: \$3,000** (Exclusive Sponsorship)

**CUSTOM PUSH NOTIFICATION: \$500 per alert**

Feature your banner ad 640x110 at the top of the screen. The banner opens to your booth profile within in the app. Limited packages available.

**ROTATING BANNER: \$1,000**



## FOCUS GROUP OPPORTUNITY

During JLC LIVE, we have **two opportunities** for focus groups with industry professionals. These focus groups are offered on a turnkey basis including venue, recruitment of 8 to 10 participants, development of discussion guide, moderator, F&B, and participant honorarium. Focus Group will be audio recorded for the sponsor.

**Virtual focus group opportunities also available...**  
For more details, contact your sales rep below.

**INVESTMENT: \$10,000**



## CUSTOM RESEARCH

Looking for industry insights to support your sales and marketing goals? JLC LIVE is pleased to offer customized research surveys of our industry database. Using our email survey platform, we can field your survey questionnaire to industry professionals and provide you with a completed report.

Custom Survey pricing varies on length and complexity of survey. A typical 10-12 question survey with 100 completed responses will be priced at \$9,500—far below market pricing.

**INVESTMENT: Starting at \$9,500**

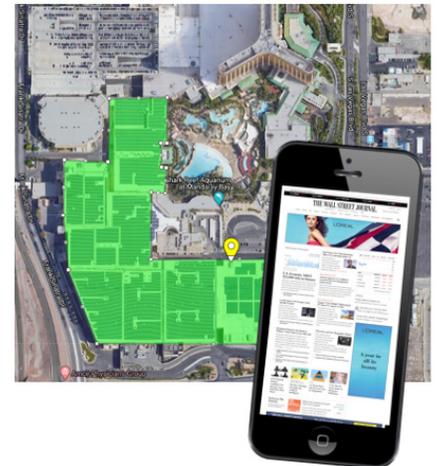
# DIGITAL OPTIONS

## ON-SITE MOBILE GEO-FENCING

JLC LIVE can deliver your message to show attendees while they are in the exhibit hall. This message will be delivered via a mobile ad unit to attendees accessing a browser on their smart phones during the days of the show using geo-fencing technology. Use this opportunity to drive attendees to your booth and enhance the ROI from your show investment.

This exclusive sponsorship will deliver 120,000 mobile ad units during the days of the show to attendees who are on the show floor or in conference sessions.

**INVESTMENT: \$2,400** (Exclusive Sponsorship) **SOLD**



## POST-SHOW GEO-FENCING

At each year's JLC LIVE, we collect the mobile ID's of all attendees on the exhibit floor and in conference sessions. We provide the opportunity for marketers to target these attendees after they returned home to their businesses via post show targeting programs.

**One (1) Month Program, 125,000 impressions: \$2,500**

**Three (3) Month Program, 200,000 impressions: \$4,000**

## INFORMA'S AUDIENCE EXTENSION PACKAGES (DNA PRODUCT)

JLC LIVE has partnered with a leading programmatic technology partner, and we can deliver your message to industry professionals wherever they go on the Internet. Are they sports enthusiasts on ESPN.com, checking the stock market performance on WSJ.com, or catching up with the latest news? We are of course careful to exclude any questionable sites!

Through these audience extension programs we can deliver significant online impressions to industry pros who have interacted with the JLC LIVE website. We have program packages available delivering 160,000 or 320,000 impressions during specific time periods. Programs must be executed in 2021.

*Sample Audience Extension Programs:*

- 160,000 impressions delivered over 3-month period: \$3,500
- 320,000 impressions delivered over 6-month period: \$6,400

## WEBSITE ADVERTISING

Have your web banner display when attendees land on the JLC LIVE home page.

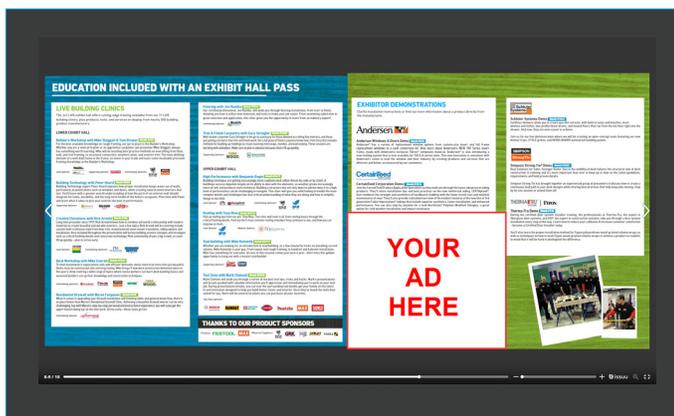
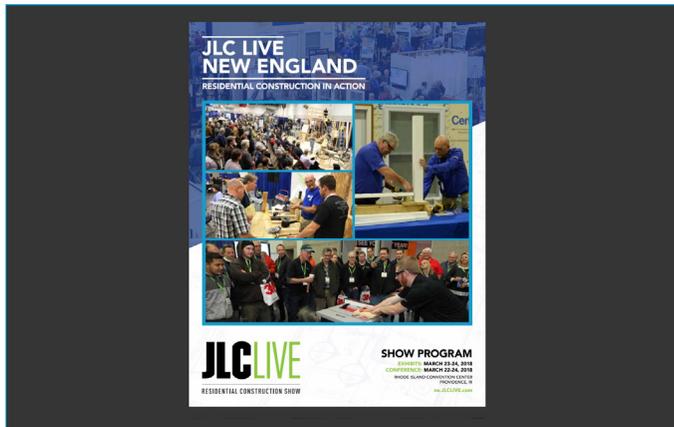
**INVESTMENT: \$1,500**



**Build Your Knowledge. Perfect Your Skills.**

The Residential Construction Show in Your Backyard  
JLC LIVE has regional events: thousands of builders, remodelers and crews from across New England who are looking to perfect their skills and build their businesses by networking with exhibiting companies, attending up-to-date practical information in conference sessions and attending live building clinics.

# EVENT GUIDE



## NEW! DIGITAL PLANNER

The NEW Digital Planner is a resource for industry professionals attending or considering attending. The digital planner will be published two times, one time prior to the show, and a final version for show site.

Purchasing a digital show planner ad includes up to 2 ad insertions. Both versions of the digital show planner will be emailed to attendees and prospects, posted to the JLC LIVE website, and promoted on social media. The final version will be available in the JLC LIVE mobile app.

**Premium Full-Page Ad — \$2,500**

**Full-Page Ad — \$1,750**

**Half-Page Ad — \$950 | Quarter-Page Ad — \$750**

**Reservation Deadline 1:** January 21 **Ad Due:** January 28

**Reservation Deadline 2:** March 4 **Ad Due:** March 11

**SPECS :: HIGH RESOLUTION PDF, RGB. INTERACTIVE PDF.**

Full-Page	Trim 8 x 10.5	W/Bleed 8.25 x 10.75
Half-Page	Trim 8 x 5.25	W/Bleed 8.25 x 5.5
Quarter-Page	Trim 4 x 5.25	W/Bleed 4.25 x 5.5

# PRINT OPTIONS

## POSTCARD ADVERTISING (Exclusive Sponsorship)

Drive traffic to your booth with an ad on the Last Chance Postcard. Attendees anticipate the arrival of this piece due to the urgency and discount provided—they bring it to the show to receive their discount. Get your brand in front of up to 30,000 New England residential construction professionals by being the exclusive sponsor on the Attendee Postcard.

Distribution Quantity: Up to 30,000  
Reservation Deadline: June 11, 2022  
Ad Materials Deadline: June 18, 2022

**INVESTMENT: \$5,000** **SOLD**

## ATTENDEE MAILING LIST RENTAL

Interested in promoting your presence at the show to our past attendees or pre-registered attendees, or maybe you have a special giveaway or show-only deal you would like to promote to our database of attendees? Rent either the past attendee list or the pre-registered 2022 attendee mailing list to send out your own print piece to potential clients you may not otherwise have access to with this one-time direct mailing.

- List is provided directly to third party mail house.
- List DOES NOT include e-mail addresses.
- List includes up to 5,000 US-addresses.
- List is good for one mailing, but you may rent the list as many times as you like.

**INVESTMENT: \$1,500**

# CONTACT THE SALES TEAM

The sponsorship options provided in this brochure are standard, a-la-carte offerings, but we can work with you to develop a sponsorship package that will help you meet your trade show goals, increase your leads, and ensure that your brand is the first one that comes to industry professionals' minds.

Contact our Sales Team to secure a sponsorship, or to find more information on sponsorship availability.



**MELISSA MARSDEN**

**JLC LIVE ACCOUNT EXECUTIVE**  
melissa.marsden@informa.com  
212-600-3846



**SUE PINO**

**JLC LIVE SALES MANAGER**  
sue.pino@informa.com  
212-600-3546



**TAMI SVARFVAR**

**BUSINESS DEVELOPMENT MANAGER**  
tami.svarfvar@informa.com  
802-476-8584

## Exhibiting at multiple Informa-owned events?

Packages can even be created across events that will maximize your efforts in the most costeffective way. Contact our Business Development Manager, Tami Svarfvar, to begin creating your perfect branding package today.

# CONFERENCE OPTIONS



## CONFERENCE GIVEAWAYS

Provide JLC LIVE conference attendees with supporting materials. Your logo will be on pens and notepads given to all conference attendees. You may provide materials, or we are more than happy to work with you to produce them. Production costs additional.

**INVESTMENT: \$700**



## TABLE TENTS

(Exclusive Sponsorship)

As the supporting sponsor, your brand and product will be integrated into the demonstrations in a way that is designed specifically to maximize, highlight, and feature your building product in the presentation. Your brand will be seen in two, one-hour demonstrations hosted by a leading industry personality during each day of the show.

**INVESTMENT: \$8,500**

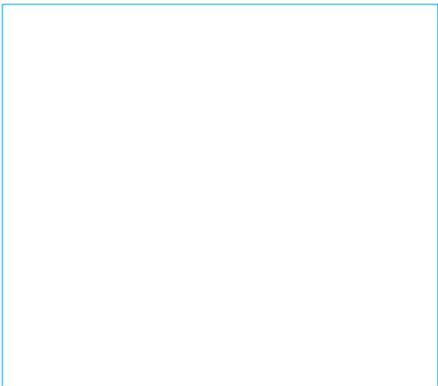


## CONFERENCE SPONSOR

(Exclusive Sponsorship)

JLC LIVE conference attendees represent the cream-of-the-crop in residential construction professionals, and here's your chance to provide them with a comprehensive experience. As the conference sponsor, you'll be the only brand featured in the conference area, which includes all the items listed above in the "Conference Option" section (does not include the padfolio). Your company or brand will be placed on all conference marketing materials (conference mailer, e-mails, show program) and on-site conference signage.

**INVESTMENT: \$10,500**

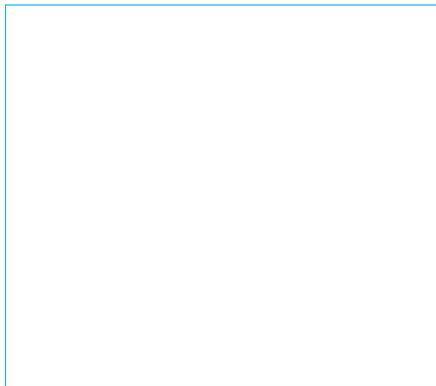


## PADFOLIO SPONSOR

(Exclusive Sponsorship)

Provide conference attendees with something useful they'll keep for years to come — a quality, branded padfolio for their educational materials.

**INVESTMENT: \$2,000**



## CONFERENCE COFFEE BAR

(Exclusive Sponsorship)

The JLC LIVE Coffee Bar will be set in the conference session area, and is only available to conference attendees. By sponsoring coffee, your brand will be in front of a select group of attendees as they break for refreshments.

**CALL FOR PRICING**

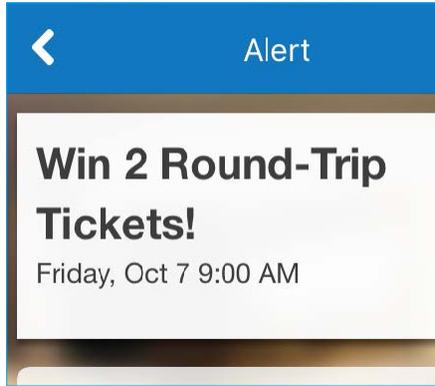
# DIGITAL OPTIONS



## MOBILE APP SPONSOR (Exclusive Sponsorship)

Reach our audience with advertising throughout the official JLC LIVE mobile application. This opportunity includes a full-screen landing page, opening splash screens, a rotating banner ad on the app's primary dashboard, and an upgraded exhibitor listing within the app and our event website. You'll also get a watermarked logo on the schedule section of the app, and branding on app promotion. You'll also be the sponsor of our online floor plan.

**INVESTMENT: \$5,000**



## MOBILE APP CUSTOM PUSH ALERT (Limited Availability)

Drive on-site booth traffic and let attendees know about promotions being offered at your booth by sending them a custom message through the show app. Only a few push alerts are available, so grab yours today!

**INVESTMENT: \$500**



## MULTIMEDIA PACKAGE

This mobile app sponsorship includes: rotating banner ad, full screen landing page, option to include a video within the exhibitor mobile profile, and upgraded exhibitor listing in the mobile app and online.

**INVESTMENT: \$1,500**

# DIGITAL OPTIONS

**JCLIVE** NEW ENGLAND 2021  
RESIDENTIAL CONSTRUCTION SHOW Registration

**Tell Us About You**

How did you hear about JCLIVE?

Attended Every Year  Website

Invited by an Exhibiting Company  Ad in Magazine

Word of Mouth  Material Dealer

Association Chapter  Other

Social Media

Is this your first time attending JCLIVE?

No  Yes

Are you...?

Male  Female

prefer not to say

What is your age range?

18 to 29 years old  30 to 39 years old

40 to 49 years old  50 to 59 years old

60 + years old

## ONLINE REGISTRATION QUESTION (Exclusive Sponsorship)

Include 1-2 questions within the online registration process that all attendees are required to complete. Post-show reports will be provided. Deadlines apply.

**INVESTMENT: \$2,500**

**JCLIVE** NEW ENGLAND 2021  
RESIDENTIAL CONSTRUCTION SHOW Registration

Questions? Contact Customer Service at 800-261-3768 or [email](#)

**New Registration**

Fields with an **\*** are required and must be completed to process your registration.

First Name

Last Name

Company

Zip Code

E-mail Address

If you were provided with a Promo Code, please enter it here:

Promo Code

**START NEW REGISTRATION**

**Already Registered?**

Log in to view/edit your event registration, re-send your confirmation email, or invite a colleague to the show.

E-mail

Password

**LOG IN**

Registration Powered By:  
**YOUR LOGO HERE**

About  Packages & Pricing  Follow Us

Contribute to JCLIVE New England 2021

## ONLINE REGISTRATION & DIGITAL BADGE SPONSOR (Exclusive Sponsorship)

Place your brand prominently on everything that our attendees interact with including the online registration system, registration confirmation and digital badge.

**INVESTMENT: \$5,500**