

SPONSORSHIP OPPORTUNITIES

NEW ENGLAND
2018



JULCLIVE

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 six to eight, one-hour demonstrations as the main subject of the clinic.

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, one-hour 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, one-hour demonstration** hosted by a leading industry personality each day of the show.

INVESTMENT
\$5,000



SPECIALTY WORKSHOPS

Your product will be highlighted during one of our building workshops and will be used in the most effective and appropriate way by a leading industry personality during the demonstration. *Includes Deck, Drywall, Roof & Stairbuilding.*

INVESTMENT
\$3,000



EXHIBITOR DEMONSTRATION

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

CALL FOR PRICING



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

OPENING DAY DONUT BREAKFAST



With a show bursting at the seams, registration lines are long on opening day. Be the first to engage with this voracious audience by providing them with Providence's favorite breakfast treat!

Coffee can also be provided at an additional cost.

Includes recognition in pre-show attendee mailer and on the JLC LIVE website, one ad in the Show Program, one mobile app alert promoting the breakfast, a 22"x 28" sign with your company logo and booth number in front of the serving table, and the ability to bring literature for your distribution and a representative to engage with attendees.

Exclusive **INVESTMENT: \$3,000**

ON-SITE BANNERS

Draw attendees to your booth with a hanging banner. Hanging banner locations are limited, so contact your sales representative today to review placement and banner specifications.



CALL FOR PRICING

ESCALATOR CLING

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



Exclusive **CALL FOR PRICING**



WINDOW CLINGS

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

Exclusive **CALL FOR PRICING**

CAFE TABLETOPS

Sponsor table-top signage in the Metro Café. Promote your company while attendees enjoy lunch or a snack and prepare to have an increase of traffic to your booth.

INVESTMENT: \$2,000 *Limited Availability*



CAFE WINDOW CLINGS

Be in one of the most highly trafficked spots by sponsoring signage clings at the Metro Café in the convention center. This area is not only a place for attendees to relax and eat, but is also visible to everyone that is parking in the garage or staying at the Omni (attached hotel). Be the first and last impression that most attendees will see when attending JLC LIVE.



Exclusive **CALL FOR PRICING**



WELCOME PARTY

This is THE event of the week for our attendees. As the sponsor, you will gain recognition via pre-show marketing efforts, on-site marketing, and you can also work with show management to personalize the event.

Exclusive **CALL FOR PRICING**

REGISTRATION TICKET GIVEAWAY

Planning on holding a raffle or giveaway at your booth? If so, you can sponsor a registration ticket, which is pre-populated with contact information and included with attendee badges. This ticket will lead attendees to your booth and offer them an easy way to enter your drawing, or receive your message, and you collect the leads from the tickets. Contact information is limited to: name and title, company, address, phone and fax numbers, and e-mail.

INVESTMENT: \$5,000 *Non-Exclusive*



BADGE SPONSOR

Keep your brand front-of-mind by placing it on both the front and back of the attendee badge that attendees wear each day of the show in order to gain access to conference classes, the exhibit hall floor, and networking events.



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

LANYARD SPONSOR



Maximize your exposure by putting your brand around every attendee's neck. You can provide lanyards, or we'll be happy to work with you to produce them for you.
Production costs are additional.

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

SHOW BAG

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.
Production costs are additional.

INVESTMENT: \$5,500 Exclusive



SHOW T-SHIRT

Attendees love free stuff, so make sure your brand goes home with our attendees in the form of a T-shirt! As the exclusive T-shirt sponsor, you can provide the shirts, or we can produce them for you. You can distribute in your booth along with distributing them at various other key locations on-site.
Production costs are additional.

Exclusive **INVESTMENT: \$3,000**



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 *Non-Exclusive*



BEVERAGE CART

Product discounts and giveaways drive traffic to your booth, but free coffee or free beer drive 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 \$1,900

FLOOR GRAPHIC

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

CALL FOR PRICING *Non-Exclusive*



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! Sponsor anywhere between 1-10 signs on Level 3 lobby.

INVESTMENT: Starting at \$550



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.

Exclusive
INVESTMENT
\$700



TABLE TENTS

Increase your exposure and drive booth traffic by placing your brand on tables that hundreds of people will see.

Exclusive
INVESTMENT
\$1,000



PADFOLIO SPONSOR

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

Exclusive
INVESTMENT
\$2,000



VIP ATTENDEE COFFEE LOUNGE

The JLC LIVE VIP Lounge is only available to conference attendees. By sponsoring coffee and cups, your brand will be in front of a select group of attendees as they break for refreshments.

Exclusive
INVESTMENT
\$3,000



CONFERENCE SPONSOR

JLC LIVE conference attendees represent the cream-of-the-crop in residential construction professionals. As an exclusive sponsor, your company or brand is placed on all conference marketing materials (conference mailer, e-mails, show program) and on-site conference signage.

Exclusive
INVESTMENT
\$5,000



PLATINUM CONFERENCE SPONSOR

Provide JLC LIVE conference attendees with a comprehensive experience. As the Platinum Conference Sponsor, you'll be the only brand featured, as your package includes all listed conference options to the left.

Exclusive
INVESTMENT
\$10,500

DIGITAL OPTIONS

TARGETED E-MAIL BLAST

Reach highly-targeted, registered attendees before, during, and after the show with a targeted e-mail. Exhibitors can provide HTML, or choose one of our two pre-designed templates. Custom performance metrics provided.



Limited Availability **INVESTMENT: \$2,750**

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



PREMIER WEB SPONSOR

Receive prime recognition on every page of the show website. Your ad graphic will be placed in the top corner of the show website, and will also be linked to your online exhibitor profile.



Limited Availability **INVESTMENT: \$1,800**



MOBILE APP 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.

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

MULTIMEDIA PACKAGE

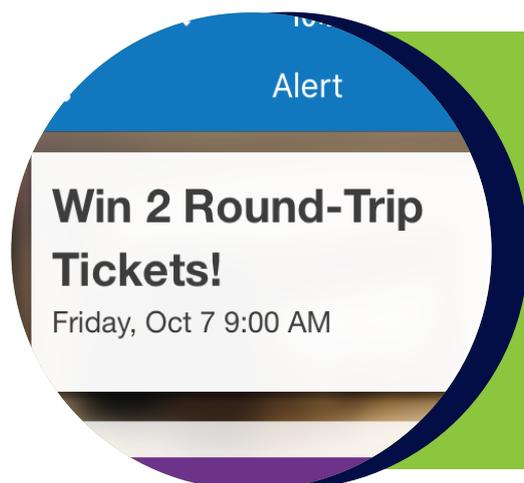
This mobile app sponsorship includes: rotating banner ad, fullscreen landing page, option to include a video within the exhibitor mobile profile, and upgraded exhibitor listing in the mobile app and online.

INVESTMENT: \$1,500 *Non-Exclusive*



MOBILE APP CUSTOM PUSH ALERT

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!



Limited Availability **INVESTMENT: \$500**

ONLINE REGISTRATION QUESTION

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

INVESTMENT: \$2,500 *Exclusive Availability*

- B. 6-10
- C. 11-25
- D. More than 25
- E. Not Applicable

What products/services do you plan see at these events? *(Check all that apply)*

- A. Exterior Building Products
- B. Kitchen and Bath Products
- C. Outdoor Living Products
- D. Business Services/Products
- E. ADA Compliance Products
- F. Interior Building Products
- G. Home Automation Products
- H. Safety Equipment
- I. Vehicles and Accessories
- J. Tools



PREMIUM WEB AD

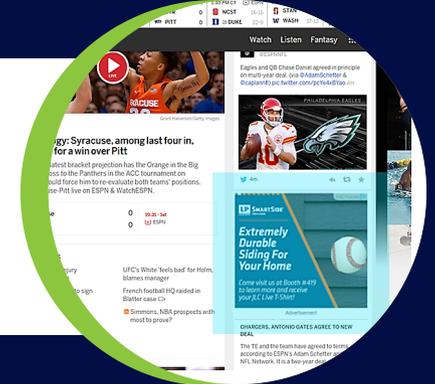
Place your linking web ad on the most prominent page of the show website where attendees will be sure to see it. Performance metrics will be provided upon campaign completion. Multiple sizes available, call for availability.

Limited Availability **CALL FOR PRICING**

ONLINE AD RETARGETING

Remind prospective attendees about your company and products even when they aren't on the show website with retargeting ads. These ads will display on other sites our attendees visit like CNN, Wall Street Journal, and others.

INVESTMENT: \$3,000 *100,000 impressions*



UPGRADED ONLINE PROFILE

Upgraded online profiles include: company logo; online floor plan logo; highlighted exhibitor listing within the mobile app; and the ability to add product videos, product previews, press releases, and show specials.

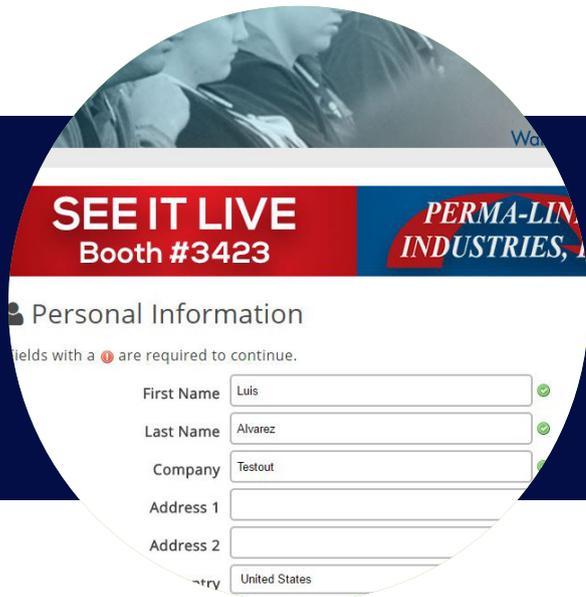
Non-Exclusive **INVESTMENT: \$500**



ONLINE REGISTRATION

Place your brand prominently on everything that our attendees interact with including the online registration system and registration confirmations. Your company's brand will be included on everything attendees are required to bring to the show in order to pick up their badge.

Exclusive **INVESTMENT: \$4,000**



SEE IT LIVE
Booth #3423

PERMA-LIN INDUSTRIES

Personal Information

Fields with a * are required to continue.

First Name

Last Name

Company

Address 1

Address 2

Country

PROFESSIONAL QUALITY PRODUCT VIDEO

Showcase your product in a fully produced and edited one to two-minute professional video, delivered to you electronically. You will be given full rights to use and promote the video on your website, in presentations, and on social media. Complete benefits include:

- Professionally shot and edited video (1-2 minutes), filmed at booth during a pre-determined time
- Product interview or script approval
- Incorporation of logos and/or graphics provided by sponsor, and on-screen graphics and/or text
- One (1) review/edit of video (additional charges for additional edits)
- Distribution through show mobile app, website, one-year presence on show YouTube channel, two post-show e-mails to show attendees and prospects driving traffic to video, and one post-show e-mail to audience segment of sponsor's choice promoting video

INVESTMENT: \$3,200 *Non-Exclusive*

PRINT OPTIONS

PROGRAM & EVENT GUIDE ADVERTISING

Drive traffic to your booth with an ad in the on-site Program & Event Guide. Attendees refer to the Program & Event Guide throughout the show for full event schedules, detailed descriptions, exhibiting companies, and special events taking place at the show. This piece is distributed on-site in registration and in the exhibit hall.

On-site Distribution: Up to 10,000
Reservation Deadline: February 15, 2018
Ad Materials Deadline: February 22, 2018

Front Cover Call-Out Square	Investment: \$4,750 Exclusive
Full-Page Advertisement — Inside Front Cover	Investment: \$4,500 Exclusive
Full-Page Advertisement — Back Cover	Investment: \$4,500 Exclusive
Bookmark/Insert	Investment: \$3,000 Exclusive
Full-Page Advertisement — Inside Back Cover	Investment: \$3,750 Exclusive
Full-Page Advertisement	Investment: \$2,750 Non-Exclusive
Half-Page Advertisement	Investment: \$1,500 Non-Exclusive
Quarter-Page Advertisement	Investment: \$995 Non-Exclusive
Floor Plan Logo	Investment: \$800 Non-Exclusive
Belly Band	Investment: Call for Pricing



CONFERENCE ATTENDEE MAILER

Drive traffic to your booth with an ad in the Conference Brochure. Attendees refer to the Conference Brochure for the conference schedule, detailed descriptions, speaker information, and special conference events taking place at the show.

Distribution Quantity: Up to 30,000
Reservation Deadline: December 14, 2017
Ad Materials Deadline: December 21, 2017

Premier Brochure Sponsor—Includes Call-Out Square ad on back cover and full-panel ad with prime placement within the piece

Investment: \$2,000 | Exclusive

Full-Panel Advertisement

Investment: \$1,250 | Limit two ads available

Panel Banner Advertisement

Investment: \$750 | Limit four ads available

EXHIBIT HALL ATTENDEE MAILER

Drive traffic to your booth with an ad in the Exhibit Hall Brochure. Attendees refer to the Exhibit Hall Brochure for the show schedules, detailed descriptions, exhibiting companies, and special conference events taking place at the show.

Distribution Quantity: Up to 50,000
Reservation Deadline: January 11, 2018
Ad Materials Deadline: January 18, 2018

Premier Brochure Sponsor—Includes Call-Out Square ad on back cover and full-panel ad with prime placement within the piece

Investment: \$2,000 | Exclusive

Full-Panel Advertisement

Investment: \$1,250 | Limit two ads available

Panel Banner Advertisement

Investment: \$750 | Limit four ads available

LAST CHANCE POSTCARD ADVERTISING

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 Last Chance Postcard.

Distribution Quantity: Up to 30,000
Reservation Deadline: February 16, 2018
Ad Materials Deadline: February 21, 2018

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

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 2018 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 bonded 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 *Non-Exclusive*

ADDITIONAL INFORMATION



TAMI SVARFVAR
BUSINESS DEVELOPMENT
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 cost-effective way. Contact our Business Development Manager, Tami Svarfvar, to begin creating your perfect branding package today.

CUSTOM PACKAGES

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.

BEAU WAGENER
SENIOR ACCOUNT EXECUTIVE
beau.wagener@informa.com
972-536-6406

