



June 14 - 16, 2017 • Georgia World Congress Center • Atlanta

FOREST PRODUCTS MACHINERY & EQUIPMENT EXPOSITION

BLUEPRINT FOR SUCCESS

Sponsorships & Promotions

Pre-Show E-Mail Blast

\$99

Exhibitors can reach all pre-registered attendees of EXPO 2017 and SFPA members with a one-time electronic message promoting their products and services. Your customized message (250-300 words maximum) includes your logo, booth number and a photo (optional).

Deadline for Participation: April 14, 2017

Welcome Reception on the Show Floor

\$5,000

An exclusive networking opportunity: Wednesday, June 14, as the first day of Expo 2017 winds down, greet attendees at this reception (beer, wine and soft drinks are served at a cash bar) to be held on the show floor from 3:30pm to 5:00pm. Sponsor(s) hosts their compact tabletop display and receives 75 complimentary drink tickets to distribute prior to the event. Sponsor is recognized in promotional materials and the Show Program (if reserved by 4/14/17).

SHOW PROGRAM ADVERTISING

The **Official Show Program** is a year-round reference guide for all buyers – and the **only** publication that covers ALL exhibiting companies at the 2017 Forest Products Machinery & Equipment Exposition. Advertise here to create a powerful impression that will last throughout the show and deliver value 365 days a year. A 25% discount is available to SFPA members.

Production Deadline: April 14, 2017

On-Site Presentation

\$500

Invite your customers and top prospects to learn more about your company's products or services. On Wednesday and Thursday, (June 14-15) host your own 45-minute presentation in a nearby meeting room, preset with classroom seating and standard A/V equipment. **Reserve by April 14, 2017** and your presentation will be listed in the Official Show Program and be eligible for continuing education credits. Limited number of presentation times available.

Hospitality Suite

\$1,250 (show hours ONLY; per room/per day)

Provide your invited guests with opportunities to personally experience your new product or service. Your own corporate hospitality suite is an oasis where you can discuss business in an atmosphere that fits your needs. Catering is additional.

Badge Lanyards

\$2,000

Promote your company name/logo at the EXPO 2017 Registration Area. Every time an attendee reaches for their badge, your company's name will be there. Production costs of lanyards not included.

Aisle Banner Signs

Your company name, logo and booth number appears on overhead banners marking the eight aisles of EXPO 2017.

Per Aisle \$1,500

All 8 aisles \$10,000

Production Deadline: May 1, 2017

LED Message Board

\$350

Steer EXPO 2017 visitors to your display! During show hours, your company logo, booth number and a brief message – even a video clip (up to 15 seconds, no audio) – rotate on a large LED screen centrally located at the junction of the show floor's main aisles.

Production Deadline: May 19, 2017

Post-Show Attendee List

\$99

After the show, receive an Excel file containing all registered attendees. Free to SFPA members.

New Exhibitor Pavilion

\$26.50 per square foot

New to Expo? Then, take advantage of the New Exhibitor Pavilion located in a **prominent area** on the show floor, highlighted by special banners and focused marketing. Direct attendees to your exhibit space with this inclusive high-visibility sponsorship package.

What are the benefits of being in the New Exhibitor Pavilion?

- Pavilion is located in a prominent area on the show floor – guaranteeing strong booth traffic.
- Pavilion will be highly visible on the show floor as it will be highlighted by special advertising.
- Exhibitors featured in the Pavilion will be showcased on special focused marketing campaigns.
- Exhibitors featured in the Pavilion will be highlighted in the Show Directory as a "New Exhibitor."

- Also includes:
 - Pre-show email blast
 - Quarter page ad in the show program for each 100 sq. ft.
 - Upgraded show program listing
 - Digital message on LED Message Board

Individually priced, this sponsorship package is valued at over \$1,000.

Click [HERE](#) for Ad Rates, Specifications & Deadlines, plus details about ONLINE ADS.

To arrange all sponsorships, complete sections on the EXHIBIT SPACE APPLICATION.
For questions, contact Eric Gee, egee@sfpa.org, 504/443-4464 option 3