

# the power of **sponsorship**

Trade Show sponsorships are the only marketing medium where people actually come to see you! Be face to face, build relationships and interact with prospects at a level impossible to achieve with just print and electronic mediums. The Green Home Expo's Power of Sponsorship will provide a face with a name and tighten the sales loop when it comes time to make purchases.

## **ENERGY {Premier Sponsor} \$15,000 (limit 4)**

Energy sponsors receive very high visibility and a comprehensive package of sponsor benefits. In addition to the opportunity to exhibit product and interact with attendees, Energy Sponsorship offers excellent visibility in promotional literature, press materials and on-site. Energy Sponsor benefits include:

- First right of refusal to secure same level of sponsorship and rate for next three (3) years
- Premium exhibit space and preferred location (10'x20')
- Recognition in all event marketing and public relations efforts, includes magazine, television, newspaper, website and radio
- Logo recognition on sponsor appreciation page in event program
- One page ad in event program
- Logo and hyperlink with 100 word description on website
- Logo recognition at Registration and event floor video screen
- Headliner on Welcome Banner
- 20 education seminar passes
- Article in magazine & website

## **EFFICIENCY {Partner Sponsor} \$10,000 (limit 6)**

This level of commitment offers high visibility on-site, enhanced opportunities to interact with expo attendees, and display product. Efficiency Sponsor benefits include:

- First right of refusal to secure same level of sponsorship and rate for next three (3) years
- Exhibit space (10'x10')
- Recognition in most event marketing and public relations efforts, includes magazine, television, newspaper and website
- Logo recognition on sponsor appreciation page in event program
- Half-page ad in event program
- Logo and hyperlink with 75 word description on website
- 15 education seminar passes

## **EARTH {Coffee Cafe Sponsor} \$10,000 (limit 2)**

Achieve high visibility as the Earth Sponsor, by providing a great service. The BIA Coffee Café will be a heavy traffic area. Earth Sponsor benefits include:

- First right of refusal to secure same level of sponsorship and rate for next three (3) years
- Sponsor logos on all table signage
- Free coffee to attendees
- Company logo on sponsor appreciation page in event program

## **SUNLIGHT {Keynote Sponsor} \$7,500 (limit 1)**

Sunlight sponsorship provides exposure to attendees on the trade room floor, as well as those in the seminar. A great opportunity to connect your name as a supporter of the Expo theme.

- First right of refusal to secure same level of sponsorship and rate for next three (3) years
- Introduces keynote speaker
- Logo display on event floor screen during introduction & throughout presentation
- Company name on sponsor appreciation page in event program

## **WAVE {Bag Sponsor} \$5,000 (limit 1)**

The Wave Sponsor will receive high visibility on-site at the Expo and thereafter.

- First right of refusal to secure same level of sponsorship and rate for next two (2) years
- Wave Sponsor supplies bags made of recycled material with own logo and the Expo logo that will be given to attendees at check-in.
- Company name on sponsor appreciation page in event program

## **CLIMATE \$5,000**

This level of commitment offers visibility on-site and enhanced opportunities of exposure. Climate Sponsor benefits include:

- First right of refusal to secure same level of sponsorship and rate for next two (2) years
- Company name on sponsor appreciation page in event program
- Quarter-page ad in event program
- Company logo and hyperlink with 50 word description on website

## **SOLAR {Seminar Sponsor} \$2,000**

Solar sponsorship provides excellent exposure in connecting your name with an educational and informational seminar and throughout the Expo.

- Introduce speaker(s)
- Logo recognition in seminar room
- Company name on sponsor appreciation page in event program
- 5 education seminar passes

## **WIND \$1,000**

Wind sponsorship provides an opportunity to show support of the Expo and Association.

- Company name on sponsor appreciation page in event program
- Company name and hyperlink on website
- Company name on Welcome Banner

## **GEOTHERMAL \$500**

Geothermal sponsorship provides an opportunity to show support of the Expo and Association.

- Company name on sponsor appreciation page in event program
- Company name and hyperlink on website



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Take advantage of this cost-effective opportunity to showcase your products and services! Sponsorships are limited, so get your request in right away. First come, first served. You will be notified if a requested selection is unavailable.

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail (required): \_\_\_\_\_

#### COMPANY REPRESENTATIVES ATTENDING:

1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_ 4. \_\_\_\_\_

5. \_\_\_\_\_ 6. \_\_\_\_\_

Please list additional attendees on a separate sheet of paper.

#### I (We) would like to sponsor:

Energy {Premier Sponsor} **\$15,000**

Climate **\$5000**

Efficiency {Partner Sponsor} **\$10,000**

Solar {Seminar Sponsor} **\$2000**

Earth {Coffee Cafe Sponsor} **\$10,000**

Wind **\$1000**

Sunlight {Keynote Sponsor} **\$7500**

Geothermal **\$500**

Wave {Bag Sponsor} **\$5000**

#### METHOD OF PAYMENT

Check enclosed payable to: North State BIA

Bill me (NSBIA member Only)  Visa  MasterCard  AMEX

Name: \_\_\_\_\_

Card #: \_\_\_\_\_

CRV Code (Required): \_\_\_\_\_  
(3 digit code from back of card)

Exp. Date: \_\_\_\_\_

**Sponsorship  
Amount \$** \_\_\_\_\_

**Total Due \$** \_\_\_\_\_

**Return to:** North State BIA, 1536 Eureka Road, Roseville, CA 95661

For more information or questions: Contact Megan Hemming at North State BIA at (916) 677-5717, fax (916) 677-5734, or e-mail [megan@northstatebia.org](mailto:megan@northstatebia.org). You can register online at [www.northstatebia.org](http://www.northstatebia.org), Member Profile Login.

