

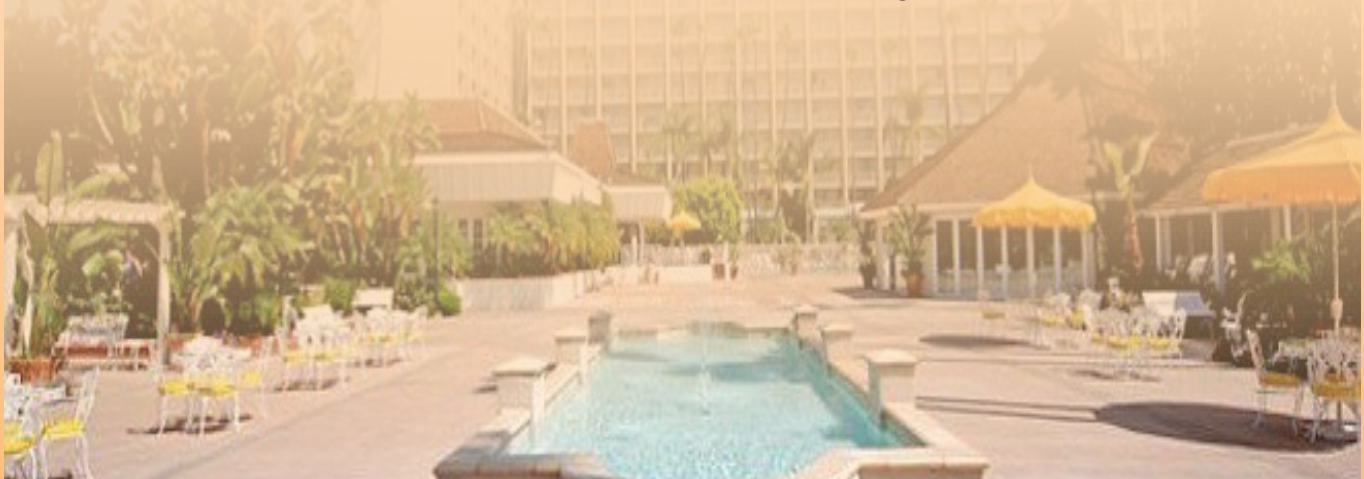


# SPONSORSHIPS & PROMOTIONS

## GOMACTech 2020 SAN DIEGO, CA

**Add Power to Your GOMACTech Exhibit with a Brand Opportunity**

GOMACTech: March 16-19, 2020 • San Diego, California



*As an exhibitor at GOMACTech, you recognize the importance of face-to-face marketing. Now discover the power of a sponsorship to maximize your company's brand recognition on and off the tradeshow floor.*

*The Center for Exhibition Industry Research (CEIR) reports that trade show booth efficiency increases by 104% when sponsorship is included in the exhibit plan.*

*Sponsorship opportunities exist for exhibitors of all sizes and budgets. Whether*

*you are looking to increase brand recognition, reinforce your reputation as an industry leader, or establish a new business, a GOMACTech sponsorship will help you achieve your goals.*

*Looking for something different? Contact us for a customized program that fits your needs and budget.*

**Sales:**

Joe Nemchek  
jnemchek@pcm411.com, 203-502-8338





# Specialty Promotions at GOMACTech 2020



## Specialty Promotions



### SPECIALTY PROMOTIONS INDEX

<u>Specialty Promotion Name and Cost in Descending Order</u>	<u>Page</u>
Web Banner Ads - \$1,500 (exhibitors)	5
Double-sided Meter Panels - \$1,000 (exhibitors), \$1,250 (non-exhibitors)	5
Print & Web Advertisements - \$500 - \$1,600 (exhibitor/non-exhibitor)	5

**Right of First Refusal Option** – All companies that have secured an “Exclusive” sponsorship or specialty promotion at GOMACTech 2019, will have the opportunity to secure this opportunity again at GOMACTech 2020 before it is offered to all other potential buyers. The sponsorship or specialty promotion should be secured online no later than Tuesday October 31, 2019. After this date the exclusive opportunity will become available to all potential buyers.



# Become a Sponsor of GOMACTech 2020

## THINK BEYOND THE BOOTH:

Make GOMACTech Attendees Take Notice Even Before They Reach the Show Floor

### **HOTEL GUEST ROOM KEYCARD - EXCLUSIVE OPPORTUNITY** **\$5,500 (2020 exhibitors) - \$6,875 (non-exhibitors)**

Did you know that on average, hotel guests look at and search for their hotel guest-room keycard no less than 10 times a day? With this sponsorship, the Number 1 advertising opportunity in the hotel can belong exclusively to your company. As the official sponsor of the Hotel Guest Room Keycard, your corporate logo will be printed on the front of each keycard distributed at the Doubletree Hotels ensuring maximum exposure throughout the event. In addition, your logo will be placed on the conference website with a hotlink to your company's website and note of your sponsorship will appear in the conference program.

**Artwork deadline:** January 3, 2020.

### **MOBILE APP - EXCLUSIVE OPPORTUNITY** **\$6,000 (2020 exhibitors) - \$7,500 (non-exhibitors)**

The 2020 GOMACTech mobile app places everything GOMACTech at the attendees' fingertips – technical sessions, event schedules, floor plans and more. Attendees can also use it to create their own personalized agendas. The mobile app is free to all smartphone users attending GOMACTech March 25-28, 2020. Sponsor this essential event tool and your company logo and hyperlink will appear prominently whenever the app is used.

### **BADGE LANYARDS - EXCLUSIVE OPPORTUNITY** **\$4,500 (2020 exhibitors) - \$5,625 (non-exhibitors)**

If you would like extra exposure at the conference this year, then we suggest the lanyard sponsorship. Each attendee will be given a lanyard to wear around their neck to which they can attach their badge. People will see your logo on their fellow attendees' neck as they catch up with old colleagues or make new introductions. In addition, your logo will be placed on the conference website with a hotlink to your company's website and note of your sponsorship will appear in the conference program.

### **OFFICIAL GOMACTECH ATTENDEE BAG - EXCLUSIVE OPPORTUNITY** **\$5,000 (2020 exhibitors) - \$6,250 (non-exhibitors)**

The official GOMACTech Attendee Bag is distributed to each of the attendees at the GOMACTech 2020 Conference if sponsored. As a Tote Bag sponsor, your logo will be printed on one side of each bag, giving your company tremendous exposure

and identifying you as a proud sponsor of the GOMACTech Conference, both during the conference and afterwards. In addition, your logo will be placed on the conference website with a hotlink to your company's website and note of your sponsorship will appear in the conference program.

- Deadline to reserve: January 10, 2020
- One (1) color logo recognition on the attendee bag
- The GOMACTech Conference will produce and distribute bags to all conference attendees

### **LUNCHEONS** **\$4,500 (2020 exhibitors) - \$5,625 (non-exhibitors)** **(2 Exclusive Opportunities)**

Luncheons on Tuesday, March 26 and Wednesday, March 27 are being offered for corporate sponsorship. Your company name will be shown prominently on posters within the event. In addition to signage at the luncheon, your logo will be placed on the conference website with a hotlink to your company's website and note of your sponsorship will appear in the conference program.

### **REFRESHMENT BREAKS** **\$1,800 (2020 exhibitors) - \$2,250 (non-exhibitors)** **3 Exclusive Opportunities - 2 Remaining**

We offer Morning and Afternoon Refreshment Breaks inside the exhibit hall throughout the week. Your company name will be shown on a poster by each food station during the refreshment break. In addition to signage at the break, your logo will be placed on the conference website with a hotlink to your company's website. If you would like to distribute any promotional items (i.e.: company cups, napkins, etc.) you are welcome to do so.

The following refreshment breaks are available to sponsor:

- Tuesday, March 17, 2020 – Afternoon Break from 3:00 pm to 3:30 pm - **SOLD**
- Wednesday, March 18, 2020 – Morning Break from 10:00 am to 10:30 am
- Wednesday, March 18, 2020 – Afternoon break from 3:00 pm to 3:30 pm





# Become a Sponsor of GOMACTech 2020

## THINK BEYOND THE BOOTH:

Make GOMACTech Attendees Take Notice Even Before They Reach the Show Floor

### NOTEPAD ORGANIZER - EXCLUSIVE OPPORTUNITY

**\$1,500**

Attendees will write on notepads with your logo pre-printed on each sheet and then use the pads to pass along information to their colleagues back at the office long after the show closes!

- Notepads will be distributed at the registration counters and the technical session rooms.
- Sponsor will provide the notepads with their company logo.

### BAG TAG SPONSORSHIP

**\$1,500**

Have your company logo on every conference bag and on everyone's business briefcase or luggage as well. As the sponsor of the GOMACTech "Bag Tag" you have the opportunity to hang around everyone's business. For only \$1,500 your company brand will be carried all around the world. Every Bag Tag will be attached to every GOMACTech conference bag. You can supply the tag or we can produce them for you at an additional cost. Contact Joe for details.

**Deadline:** February 4, 2020.

### EXHIBIT SPACE

**\$2,300 / \$2,400 (2020 EXHIBITORS)**

Benefits of exhibiting:

- Booth space \$2,300 until Dec. 13, 2019. After Dec. 13, 2019, booth space \$2,400

### PRE-SHOW

- You will receive a free listing on the official show website.
- Your company name, booth number, address and description on the show website.
- Your company website linked to your company information on the show website
- Use of the GOMACTech logo in your GOMACTech related marketing and exhibition promotion to promote your participation at the event.

### REGISTRATION DESK PENS - EXCLUSIVE OPPORTUNITY

**\$2,000**

Every attendee gets a pen, uses it every day at the show, then takes it home and carries it around as a constant reminder of your company all year long. This is the "take-away" that you will WANT people to steal!

- Sponsor to provide pens with logos.
- Pens will be placed in the registration area for all attendees and exhibitors, as well as in the technical session rooms.

### DURING THE SHOW

- Free listing in the Official GOMACTech directory. Each listing will include company name, contact information, booth number and a description of your products and services, provided by you. This directory is distributed to all show attendees.
- Sponsorship Opportunities: By becoming an official GOMACTech sponsor, you ensure that attendees will remember your brand name long after the show is over. Sponsorships of all shapes and sizes are available: refreshment breaks and banners throughout the convention center, breakfast/lunch sponsorships, and tote bags/novelty items, to name a few. In addition, we will work with you to create a sponsorship designed for maximum exposure and impact that is uniquely tailored to your needs.
- Complimentary coffee and tea breaks available on the show floor, every day of the show.
- Pipe and drapel (8' rear wall, 3' side walls), and company sign for all linear booths.
- Discounted products and services ordered pre-show from the general services contractor.
- Hotel rooms secured at special show block rates.



# Specialty Promotions at GOMACTech 2020

## THINK BEYOND THE BOOTH:

Make GOMACTech Attendees Take Notice Even Before They Reach the Show Floor

### DOUBLE-SIDED METER PANELS

**\$1,000 (2020 exhibitors) - \$1,250 (non-exhibitors)**

These "indoor billboards" are sure to attract the eye of participants as they walk through the registration area and entrance to the exhibit hall. They are 38 inches wide x 84 inches high, with a printable area of 38 inches wide x 78 inches high. There is a 6-inch tall base.

- The GOMACTech Conference installs and dismantles the panels (sponsor provides artwork; exact location to be determined by GOMACTech Show Management)

### PRINT & WEB ADVERTISEMENTS

**Full Color Exhibit Guide Ads:**

**\$800 (full page) \$500 (half page) (2020 exhibitors)**

**\$1,000 (full page) \$625 (half page) (non-exhibitors)**

**Inside Front Cover: \$1,000 (2020 exhibitors) \$1,250 (non-exhibitors)**

**Inside Back Cover: \$1,000 (2020 exhibitors) \$1,250 (non-exhibitors)**

**Back Cover: \$1,250 (2020 exhibitors) \$1,600 (non-exhibitors)**

Attendees consult the GOMACTech Exhibit Guide time and again throughout the week and throughout the following year. An advertisement in the Exhibit Guide enables your company to stand out from the rest.

- **Company Logo in Exhibit Guide: \$100 (2020 exhibitors)** - Stand out next to other company listings in the Exhibit Guide and increase your brand recognition by displaying your logo next to your company description
- **Shaded Listing in Exhibit Guide: \$50 (2020 exhibitors)** - Set your company description apart from the rest by adding a shaded listing, giving your section a different background color

### WEB BANNER ADS

**\$1,500 (2020 EXHIBITORS)**

Have your banner ad seen by countless industry professionals who search the GOMACTech show website before, during, and after the event. Attendees, exhibitors, and media scour the site for the latest news and information on the show, including online registration, travel booking services, press releases, and exhibitor information. Your company message can appear every day from now until 6 months after the show.

- Web Banner ad on the 2020 GOMACTech website
- Location of the ad to be determined by GOMACTech Show Management
- Location subject to change and ad may be placed on a rotation schedule the tag or we can produce them for you at an additional cost. Contact Joe for details.