
Sponsorship Opportunities

Extend your exhibit marketing program beyond the borders of your booth with a Platinum, Gold, Silver or Bronze Level sponsorship of the Closets Conference & Expo™. Your company name and logo will appear in a number of pre-show and at-show print publications, signage and electronic promotions. These added impressions will bolster your company's image in the minds of attendees and help increase traffic to your booth.

In addition, Platinum, Gold and Silver Level sponsors can choose semi-exclusive sponsorship of an event category on a first-come, first-served basis. Additional details about category sponsorships begin on page 2.

Platinum Level – Investment: \$5,000

Benefits include:

Pre-Show mailing list

Sponsor recognition listing on Web site and in at-show directory

Sponsor recognition on registration area signage

Sponsor recognition at Opening & Closing General Sessions

Plus, choice of one event category sponsorship (\$3,000 value) from the list below:

- ❖ Overall Closet Conference
- ❖ Peer2Peer Lunch
- ❖ Closet Industry Networking Reception

Gold Level – Investment: \$2,500

Benefits include:

Pre-Show mailing list

Sponsor recognition listing on Web site and in at-show directory

Sponsor recognition on registration area signage

Booth recognition sign

Plus, choice of one event category sponsorship (\$1,500 value) from the list below:

- ❖ Top Shelf Design Awards
- ❖ Thursday or Friday Continental Breakfast
- ❖ Installation Clinics on Expo Floor

Silver Level – Investment: \$1,000

Benefits include:

Sponsor recognition listing on Web site and in at-show directory

Sponsor recognition on registration area signage

Booth recognition sign

Plus, choice of one event category sponsorship (\$500 value) from the list below:

- ❖ Wednesday Refreshment Break
- ❖ Thursday Refreshment Break

Bronze Level – Investment: \$250

Sponsor recognition listing on Web site and in at-show directory

Sponsor recognition on registration area signage

Booth recognition sign

Yes, I want to sponsor at the following level: Platinum Gold Silver Bronze

Note: Sponsors will be listed for Levels and Categories in the order in which their payment is received.

EVENT CATEGORY SPONSORSHIPS

An exhibitor qualifies for one of the following sponsorship categories through a Platinum Level sponsorship or may make an a la carte purchase.

Overall Closet Conference (limited to 4 companies)

Investment: \$3,000 per sponsor

I want to sponsor the Closets Conference.

Sponsorship of the Closet Conference includes highly visible recognition on all advance printed and electronic promotional material and on-site signage. Sponsors are thanked at the beginning of the General Sessions. Each sponsor is also recognized on the Closets Expo Web site with a direct link to the company's Web site. Each sponsor must supply a graphic file of its company logo and the url to its Web site. EPS/Vector resolution should be 72 DPI at full size.

Peer2Peer Conference Lunch (limited to 2 companies)

Investment: \$3,000 per sponsor

I want to sponsor the Peer2Peer Conference Lunch, Noon–1:30 p.m. Wednesday, February 27

The Lunch sponsorship includes recognition on all advance printed and electronic promotional materials and on-site signage. Sponsors are also recognized on the Closets Expo Web site with a direct link to the company's Web site. Each sponsor must supply a graphic file of its company logo and the url to its Web site. EPS/Vector resolution should be 72 DPI at full size.

Closets Industry Networking Reception (limited to 4 companies)

Investment: \$3,000 per sponsor

I want to sponsor the Networking Reception, 5:30-7:00 p.m. Wednesday, February 27

Sponsorship of the Networking Reception includes recognition on all advance printed and electronic promotional materials and on-site signage. Each sponsor is also recognized on the Closets Expo Web site with a direct link to the company's Web site. Each sponsor must supply a graphic file of its company logo and the url to its Web site. EPS/Vector resolution should be 72 DPI at full size.

An exhibitor qualifies for one of the following sponsorship categories through a Gold Level sponsorship or may make an a la carte purchase.

Top Shelf Design Awards Presentation (limited to 4 companies)

Investment: \$1,500 per sponsor

I want to sponsor the Top Shelf Design Awards Presentation, 5:00-5:30 p.m. Wednesday, February 27

CLOSETS magazine will announce and recognize the winners of the 2nd Annual Top Shelf Design Awards, recognizing the achievements of professional designers. Sponsorship includes recognition on advance printed and electronic promotional materials and on-site signage. Each sponsor is also recognized on the Closets Expo Web site with a direct link to the company's Web site. Each sponsor must supply a graphic file of its company logo and the url to its Web site. EPS/Vector resolution should be 72 DPI at full size.

Continental Breakfast (limited to 2 companies per day)

Investment: \$1,500 per sponsor

I want to sponsor the Continental Breakfast

Choose from: 7:00-8:00 a.m. Thursday

7:00-8:00 a.m. Friday

The Continental Breakfast sponsorship includes recognition on advance printed and electronic promotional materials and on-site event specific signage. Each sponsor is also recognized on the Closets Expo Web site with a direct link to the company's Web site. Each sponsor must supply a graphic file of its company logo and the url to its Web site. EPS/Vector resolution should be 72 DPI at full size.

Installer Day Clinics (limited to 4 companies)

Investment: \$1,500 per sponsor

I want to sponsor the Installer Day Clinics, Friday, February 29

Live demonstrations of closet installation tips and techniques will highlight "Installer Day" at the Closets Expo. Sponsorship includes recognition on advance printed and electronic promotional materials and on-site event specific signage. Each sponsor is also recognized on the Closets Expo Web site with a direct link to the company's Web site. Each sponsor must supply a graphic file of its company logo and the url to its Web site. EPS/Vector resolution should be 72 DPI at full size.

An exhibitor qualifies for one of the following sponsorship categories through a Silver Level sponsorship or may make an a la carte purchase.

Refreshment Breaks (limited to four companies each day)

Investment: \$500 per break

I want to sponsor a Refreshment Break

Choose from: Wednesday, Afternoon break Thursday, Afternoon break

Refreshment Break sponsorship includes recognition on all advance printed and electronic promotional materials and on-site signage. Each sponsor is also recognized on the Closets Expo Web site with a direct link to the company's Web site. Each sponsor is also recognized on the Closets Expo Web site with a direct link to the company's Web site. Each sponsor must supply a graphic file of its company logo and the url to its Web site. EPS/Vector resolution should be 72 DPI at full size.

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Closets Conference & Expo Bag Sponsorship (limited to one company)

Investment: \$6,000, includes bag production

I want to sponsor the Conference Bags.

Bags are distributed to all attendees with their registration credentials on-site. Each bag will feature an imprint with the sponsor's message on one side and the Closets Expo logo on the other. The sponsor will also be entitled to one literature insert in the bag. Show Management must approve the bag design/layout and literature insert. The sponsor must supply a sample to Show Management by January 15, 2008.

Closets Conference & Expo Bag Insert Sponsorship (limited to 10 companies)

Investment: \$1,250 per sponsor

I want to include my flier, brochure or promotional item in each Conference Bag.

The sponsor is entitled to include its flier, brochure or promotional item in each of 1,500 Conference & Expo Bags distributed to all attendees with their registration credentials on-site. Production costs are not included. Show Management must approve the content of the literature. The supplier must supply a sample to Show Management for approval by January 15, 2008.

Badge Lanyard Sponsorship (limited to one company) **SOLD**

Investment: \$2,500

Badge lanyards are distributed to all attendees with their registration credentials on-site.

The sponsor is responsible for producing 2,000 badge lanyards; this includes shipping the lanyards to the event. Show Management must approve lanyard design/layout. The sponsor must supply a sample to Show Management by January 15, 2008.

Conference Session Handout Book (limited to one company)

Investment: \$2,000

I want to sponsor the Conference Session Handout Book.

This notebook of handouts and power point presentations from all conference sessions is distributed to all conference registrants. The sponsor's name and logo is included on the cover page. The sponsor can provide one brochure to be placed in the back pocket of the notebook.

Plant Tour (limited to one company)

Investment: \$2,000

I want to sponsor the Plant Tour, 4:00-8:00 p.m. Friday, February 29

The Closets Expo & Conference culminates with an optional bus tour to a local closet manufacturing operation. Nearly 150 people attended the plant tour at the 2007 Closets Expo. The sponsor is recognized on the Closets Expo Web site with a direct link to the company's Web site. Each sponsor is also recognized on the Closets Expo Web site with a direct link to the company's Web site. Each sponsor must supply a graphic file of its company logo and the url to its Web site. EPS/Vector resolution should be 72 DPI at full size.

Electronic Sponsorships

E-mail Blast/Newsletter Sponsorship

Investment: \$1,000 per blast, \$2,500 for three blasts

I want to sponsor the E-mail Blast/Newsletter.

Each sponsor's company logo and Web site address will be included on the right side of each Closets Show e-mail blast. Sponsors will appear in descending order on a first-come first-served basis for the first e-mail blast and be rotated in each subsequent mailing. Ten blasts are planned to more than 30,000 CLOSETS, CWB & Wood & Wood Products readers to encourage their attendance to the event. Blasts will start in September and run through the week of the show. Each sponsor must supply a graphic file of its company logo and the url to its Web site: EPS/Vector resolution should be 72 DPI at full size.

Registration Confirmation Banner Ad (limited to one company)

Investment: \$2,500

I want to sponsor the Registration Confirmation Banner Ad.

Include your company message on confirmation communications sent to conference and exhibit hall only registrants. Your message will be printed along with the information that attendees use to pick-up their credentials at the Closets Expo. They will carry your message with them. This pre-show message will reinforce your marketing and drive traffic to your booth. Each sponsor must supply a graphic file of its company logo and url to its Web site. EPS/Vector; resolution should be 72 DPI at full size.

Total sponsorship investment: \$ _____

Note: Payments must accompany order.

Exhibiting Company Name: _____ Booth # _____

Contact Person: _____

Phone: _____ Fax: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

CANCELLATIONS

Cancellations of Conference & Expo Major Sponsors are not accepted after the closing date of December 31, 2007. Cancellations of all other sponsorships are not accepted after the closing date of February 15, 2008.

SPONSOR'S RESPONSIBILITIES: Supply graphic file: EPS/Vector, resolution should be 72 DPI at full size.

Provide appropriate link to your site for promotion from CLOSETS-EXPO web site.

All literature and materials supplied by the sponsor must be reviewed and approved by show management.

Deadlines and graphic requirements will be supplied to sponsors upon finalization of each sponsorship agreement.

NO ONE UNDER 16 YEARS OLD ADMITTED TO THE EXHIBIT HALL

Make check payable to: CLOSETS Expo

Payments must accompany orders to secure sponsorship. Send payment to:

CLOSETS Expo, Hall-Erickson, Inc., 98 E. Naperville Road, Westmont, IL 60559

If you have any questions, please contact:

CLOSETS CONFERENCE & EXPO MANAGEMENT, 98 E. Naperville Road, Westmont, IL 60559

630-434-7779, Fax 630-434-1216

closets@heiexpo.com, www.closets-expo.com