



SPONSORSHIPS & PROMOTIONS POWER SOURCES CONFERENCE 2021 JACKSONVILLE, FL

49th Power Sources Conference • Sawgrass Marriott Golf Resort & Spa

Power Sources Conference: June 7-10, 2021 • Jacksonville, Florida



As an exhibitor at Power Sources Conference, 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 Power Sources Conference 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

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Become a Sponsor of Power Sources Conference 2021



CONFERENCE SPONSORS

| | GOLD \$7,500 | SILVER \$5,000 | BRONZE/CORPORATE \$2,500 |
|---|--|--------------------------|------------------------------------|
| Branded as the Power Sources Conference 2021 Co-Sponsor | Yes | | |
| Exclusive branding on the Power Sources Conference 2021 website splash page with link to sponsor's website. Includes sponsor "vanity" password which will be printed within various pages of the Power Sources Conference Exhibit & Product Guide | Yes | | |
| Acknowledgment of the Gold Sponsors during the evening reception | Yes | | |
| Promotional signage at Power Sources Conference 2021 Luncheon ² | Yes | | |
| Dedicated press releases announcing participation of sponsor at Power Sources Conference 2021 ¹ | One announcement of Gold Level participation | | |
| Choice of exhibit space or equal value in specialty promotions (signs, banners, clings, graphics, etc.) | 2 booths | 1 booth | |
| Organization name and logo included in all Exhibition email promotion | Yes | Yes | Yes |
| Logo in official Exhibit & Product Guide ¹ | Page 1 | Page 1 | Page 1 |
| Conference Registration (Technical Sessions) | 3 | 2 | 2 |
| 1 Conference Tote Bag insert ³ | Yes | Yes | Yes |
| Organization name/logo projected on meeting room screens with other sponsors prior to Conference sessions | Yes | Yes | Yes |
| Sponsorship acknowledgment in Exhibition promotional material | Yes | Yes | Yes |
| Logo placed on Power Sources Conference 2021 website | Yes | Yes | Yes |
| Company listing in official Power Sources Conference 2021 Exhibit & Product Guide | Yes | Yes | Yes |
| 4' x 8' meter boards will be placed in attendee high traffic areas throughout the Exhibition ² | 1 - two-sided | 1 - two-sided | |
| Cumulative value if sold separately | \$10,150 | \$6,250 | \$4,500 |

¹ Provided by you.

² Power Sources Conference produces this signage from your graphics.

³ Tote bag insert only available if a company sponsors this opportunity



Become a Sponsor of Power Sources Conference 2021



SPONSORSHIP INDEX

| <u>Sponsorship Name and Cost in Descending Order</u> | <u>Page</u> |
|---|-------------|
| Badge Lanyards - \$950 (supplied by sponsor) - <i>exclusive opportunity</i> Shipment deadline April 10, 2021 | 4 |
| Lunch Sponsor - \$5,000 - <i>exclusive opportunity (includes both lunches)</i> \$3,000 - 1 of 2 opportunities (each lunch) | 4 |
| Desk Pens at Registration - \$950 (supplied by sponsor) - <i>exclusive opportunity</i> Shipment deadline - April 10, 2021 | 4 |
| Coffee Breaks - \$4,500 - <i>exclusive opportunity: morning and afternoon both days (5 opportunities)</i> - Morning only 3 days \$3,000; Afternoon only - 2 days, \$2,500 | 4 |
| Notepads - \$950 (supplied by sponsor) - <i>exclusive opportunity</i> Shipment deadline April 10, 2021 | 4 |
| Conference WIFI - \$5,000 - <i>exclusive opportunity</i> | 4 |
| Opening Evening Reception - \$6,000 - <i>exclusive opportunity</i> | 4 |

Sponsorship Payment Online

To secure your sponsorship, please click on the Buy Now button below and follow the instructions to register online.





Specialty Promotions at Power Sources Conference 2021



Specialty Promotions



SPECIALTY PROMOTIONS INDEX

| <u>Specialty Promotion Name and Cost in Descending Order</u> | <u>Page</u> |
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| Web Banner Ads - \$500 (exhibitors) <i>Artwork Deadline: April 10, 2021</i> | 5 |
| Double-sided Meter Panels - \$950 <i>Artwork Deadline: April 10, 2021</i> | 5 |
| Print Advertisements - <i>Artwork Deadline: April 10, 2021</i> | 5 |
| Full Color Show Guide Ads: \$750 (full page) \$400 (half page), \$1,250 (full page spread) Inside Front Cover: \$950 Inside Back Cover: \$950, Back Cover: \$1,050 | |
| Show Guide Company Logos \$50 <i>Artwork Deadline: April 10, 2021</i> | 5 |
| Wall Sconce \$6,500 <i>exclusive opportunity all 6 locations Artwork Deadline: April 10, 2021</i> \$1,250 per location | 5 |
| Floor Decals \$500 <i>Artwork Deadline: April 10, 2021</i> | 5 |
| Chandelier \$2,500 <i>Artwork Deadline: April 10, 2021 - exclusive opportunity</i> | 5 |
| Registration Desk Panels \$3,600 <i>Artwork Deadline: April 10, 2021 - exclusive opportunity</i> | 5 |
| Tournament Hall Staircase \$3,250 <i>Artwork Deadline: April 10, 2021 - exclusive opportunity</i> | 5 |



Sponsorships at Power Sources Conference 2021

THINK BEYOND THE BOOTH:

Make Power Sources Attendees Take Notice Even Before They Reach the Show Floor

BADGE LANYARDS - EXCLUSIVE OPPORTUNITY

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 and note of your sponsorship will appear in the conference program.

LUNCHEONS

1 EXCLUSIVE OPPORTUNITY, or 2 individual opportunities

Luncheons on June 7 and June 8 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. Your company will have the opportunity to place your company information on each chair at the luncheon.

COFFEE SPONSOR

1 EXCLUSIVE OPPORTUNITY, or 2 individual opportunities

Become the exclusive sponsor of the Power Sources Conference 2021 Coffee Lounges. Your company name and brand will be on all signage for both locations of this very popular spot. The coffee lounges are conveniently located on the exhibit floor. As the sponsor you will have the option to provide your own branded napkins and/or cups with your name and logo.

- Sponsor has the option to provide napkins and/or cups.
- Exposure to all Power Sources attendees and exhibitors.
- Coffee and tea included as part of the sponsorship.

NOTEPAD ORGANIZER - EXCLUSIVE OPPORTUNITY

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.

REGISTRATION DESK PENS - EXCLUSIVE OPPORTUNITY

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.

CONFERENCE WiFi - EXCLUSIVE OPPORTUNITY

Every attendee uses WiFi every day at the show. Have your company name tied to this excellent promotional opportunity.

Help the hundreds of people attending Power Sources Conference 2021 get connected as the official Power Sources Conference 2021 WiFi Sponsor.

This exclusive sponsorship provides premium, event-wide Internet access to all showgoers and provides your company with the following benefits:

Pre-event:

- Your name/logo as WiFi sponsor on the Power Sources Conference website

On-site:

- A network log-in that you custom-create that incorporates your company name or slogan or product name or other message you wish to promote
- One (1) meter board thanking your company for the WiFi sponsorship (includes log-in information)
- Additional mention on the Power Sources Conference website as the exclusive WiFi sponsor
- Full-page advertisement in the Exhibit & Product Guide
- Your company name and logo in the Exhibit & Product Guide

OPENING EVENING RECEPTION - EXCLUSIVE OPPORTUNITY

Become a co-sponsor of one the most popular events at the conference which is located inside the exhibit hall on Monday evening, June 7, 2021 from 6:00 - 8:00 pm. Your company name will be shown prominently on posters within and outside the exhibit hall. In addition to signage at the reception, your company will receive a full page ad in the conference program, 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.



Specialty Promotions at Power Sources Conference 2021

THINK BEYOND THE BOOTH:

Make Power Sources Conference Attendees Take Notice Even Before They Reach the Show Floor

DOUBLE-SIDED METER PANELS

See picture of this item on page 8

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

WEB BANNER ADS

Have your banner ad seen by countless industry professionals who search the Power Sources Conference 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 2021 Power Sources Conference website
- Location of the ad to be determined by Power Sources Conference 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.

SHOW GUIDE COMPANY LOGOS

Your black-and-white company logo can be added to your complimentary listing in the 2021 Power Sources Conference show guide. For only \$50, make your listing stand out with your company's unique logo placed alongside the name, address, and description of your company in the show guide.

WALL SCONSE

See picture of this item on page 7

Put your message on a cling strategically placed in the hotel.

- Power Sources Conference handles the installation and removal as part of the fee.
- All clings **must** be 32 sq. ft.

FLOOR DECALS

See picture of this item on page 7

These floor graphics will be placed in strategic locations of the exhibit/registration level area and will be visible to all attendees and exhibitors as they move from the exhibit/registration level to the exhibit hall and conferences.

- Power Sources Conference produces and installs the floor decals (sponsor provides artwork).
- Each floor decal is 32 sq. ft.

CHANDELIER - EXCLUSIVE OPPORTUNITY

See picture of this item on page 7

Four-sided visual graphic available.

- Power Sources Conference produces and installs the chandelier graphics (sponsor provides artwork).
- Four sides - 26.24 sq. ft.

REGISTRATION DESK PANELS - EXCLUSIVE OPPORTUNITY

See picture of this item on page 8

Registration counter face seen by all registrants.

- Power Sources Conference produces and installs the registration counter graphics (sponsor provides artwork).
- Five panels - 60.625 sq. ft. total.

TOURNAMENT HALL STAIRCASE

See picture of this item on page 9

Every step an attendee takes will be measured by your visual graphics on the staircase.

- Power Sources Conference produces and installs the staircase graphics (sponsor provides artwork).
- Seven (7) vinyl printed clings - 11.9 sq. ft. each.

PRINT ADVERTISEMENTS

Attendees consult the Power Sources Conference Show Guide time and again throughout the week and throughout the following year. An advertisement in the Show Guide enables your company to stand out from the rest.



Specialty Promotions at Power Sources Conference 2021

THINK BEYOND THE SHOW FLOOR:

Make Power Sources Conference Attendees Take Notice Before, During and After They Reach the Show Floor

EXHIBIT SPACE

Early bird rate \$2,750 until 10/1/20

Regular rate \$2,850 until 1/1/21

Late rate \$2,950 until 6/6/21

PRE-SHOW

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

DURING THE SHOW

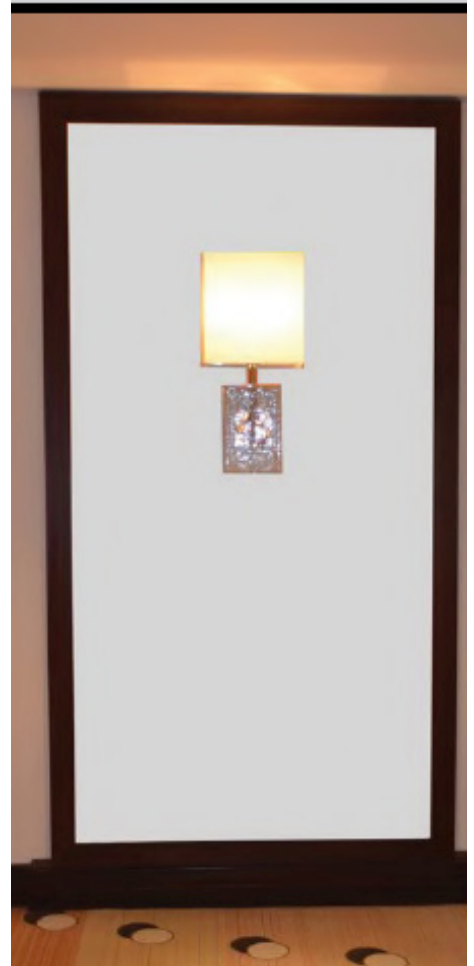
- Free listing in the Official Power Sources Conference directory. Each listing will include company name, contact information, booth number and a description of your products and services, provided by you. This directory is distributed to all show attendees.
- Sponsorship Opportunities: By becoming an official Power Sources Conference 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.



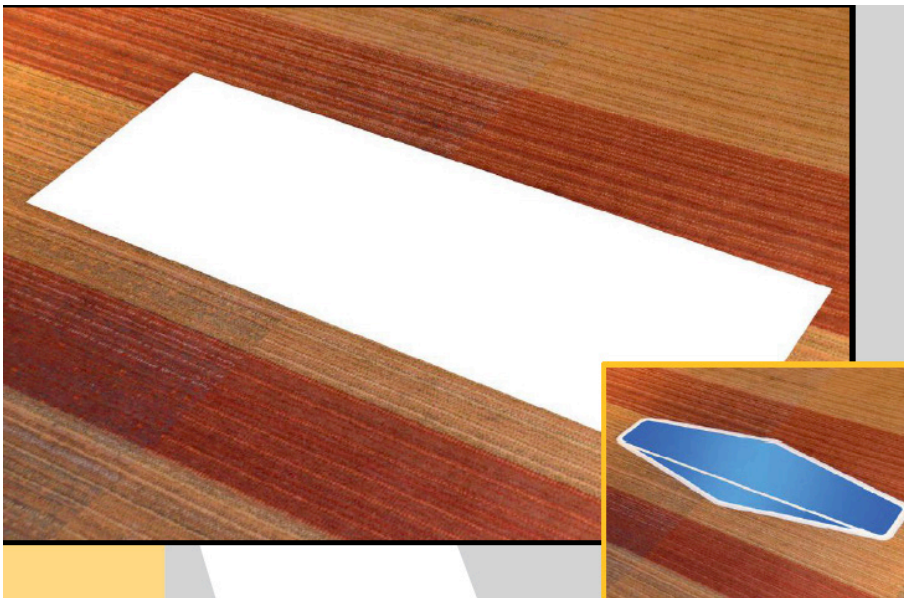
Specialty Promotions at Power Sources Conference 2021



Chandelier



Sconces



Floor Decals



Specialty Promotions at Power Sources Conference 2021



Meter Board



Registration Desk



Specialty Promotions at Power Sources Conference 2021



Staircase



Specialty Promotions at Power Sources Conference 2021

MARRIOTT RESORT SAWGRASS FLOOR PLAN



Floor plan