

## 2017 CONEXPO-CON/AGG & IFPE Sponsorship Program

**“Ticket to Ride”** – Monorail advertising – Visible daily to 10,000+ hotel rooms and visible daily to more than 40,000 vehicles in the Las Vegas strip area, we have many interior options available. **Sold to Caterpillar, Case Construction**

**“Welcome” Sponsor** – Become an integral part of the welcome experience, including onsite and satellite registration locations including the airport, as well as recognition on registration confirmation letters. Opportunity to have static equipment display at two registration locations. Exclusive.

**“Opening Ceremony”** – Get the red carpet treatment and make an impactful first impression with this exclusive opportunity. Includes logo on signage, pre-show promotion and invitations, verbal recognition, area designated for sponsor and guests, and opportunity to provide branded promotional item.

**New! International Reception in [Tech Experience](#)**, located in Silver Lot 3. Reception will be attended by international customer delegations, VIPs, government officials, etc. Sponsor will receive their logo on invitations, signage, verbal recognition, brief speaking opportunity. Option to include branded cocktail napkins, etc. Exclusive.

**“FOMO” Social Media** – Affiliate your brand with our multi-channeled properties, co-brand with the shows, logo and messaging on mini-billboards and charging stations with live feeds. Recommend and engage with us on an array of contests, giveaways, etc. Exclusive.

**“Survival of the Fittest”** – Branded Attendee Gift – Receive rave reviews with your gift that will be distributed to a lucky number of attendees. Right to have brand ambassador distribute at pre-designated times.

**"Surfs Up"** Internet Kiosks – Everyone will be connected to your brand in this high traffic area. Includes logo on panels, home screen recognition, and link to your website at every station. Exclusive or ala carte.

**"Ask Me"** Wayfinding Staff – So little time, so many questions! The show’s 100+ Wayfinders not only help people navigate their way through the show maze, they also help to enhance the whole show experience. Affiliate your brand on their attire. Exclusive.

**"Time Out"** VIP Lounge – Let the movers and shakers know you mean business! Includes VIP passes, listing of visitors, as well as online and onsite recognition. Exclusive. Non-industry opportunity.

**Intra-Show Shuttles** – Get the extra mileage by having your logo emblazoned on the 18 shuttle buses that circle the perimeter of the show. Exclusive.

**Intra-Show Golf Cart Shuttles** – Popular by a distance, the 10 golf shuttles get attendees around the show. Includes logo on cart signage and meter boards on the ten stops. Exclusive.

**"It's in the Bag"** Attendee Bag – Picture this, your logo right exclusively placed alongside the CONEXPO-CON/AGG logo! Perfect for conveniently storing literature and giveaways, they get tons of use, even

after the show. Distributed in high traffic locations. Two opportunities. **One Sold to Liugong.** One Available.

**NEW! Beverages** – Your brand will be in the hands of thirsty attendees over and over again! Logo on cups, napkins, etc. Many locations and options available.

**"It's a Wrap"** Fleet Sponsor – 120+ show buses can be exclusively branded and will be affiliated with show arrival and departure. Multiple options available.

**"Beer Here!" Beer Trucks/Refreshment Stands** – Top off refreshment time with your company logo on cups, napkins, etc. Multiple locations and options available.

**"Meet & Eat"** Show Restaurants – Satisfy your appetite for maximum corporate exposure. Three locations available. New outdoor restaurant located in Gold Lot. Several additional creative options available.

**"Up in Lights"** Digital Screen Spots – Display and image of your new equipment, booth number, booth promotion, etc. on all 14 screens throughout the LVCC. Enjoy the spotlight for six days with 8-second spots. Purchase multiple for maximum exposure. **Sold to Liebherr, Travelers, International Construction Equipment, McCloskey International, Liugong, SmartEquip, Wacker Neuson**

**"In the Know"** Info Stands – It's a win – win. They get the 411 and you get your logo on the build outs. You can also choose to distribute literature and provide branded T-shirts for stand staff. Multiple locations.

**"Test Me"** Static Equipment Display – Get your equipment outside your exhibit in one of the high-profile locations throughout the show! South Patio location available. **Sold to Case Construction**

**"Smart App"** Mobile App – Of course we have an app! Sponsor your category or consider one of the many packages still available, some include push notifications. **Gold Sold to Caterpillar, Silver Sold to Liugong.**

**"Make a Splash" Banner** - Strategically located in critical and high traffic locations. Multiple indoor and outdoor locations available in all price points. **Sold to Component Sourcing, Brand Hydraulics**

**"Tee it Up"** T-Shirt – Co-brand with the show. The gift that keeps on giving – the official CONEXPO-CON/AGG T-shirt! Exclusive. *Production costs not included.*

**"Clearly Stated" Window Cling** - Advertise stand location in your hall or get your message posted in alternate location of the show. Purchase multiple for maximum impact. **Three entrance locations sold to Leica Geosystems**

**"Walk This Way" Floor Graphics** – Drive traffic to your stand by plotting their footsteps in a grand fashion! Company logo on floor graphics is an innovative way to get your company name in the minds, and under the feet, of attendees.

**“Larger Than Life” Mini-Billboards** – immortalize your message and booth number on the 9 ½ ft. tall board in a bustling traffic area. Purchase multiple for maximum impact. 20 available. **Two sold to ifm efector**

**“Moving On Up” Escalator Hand Rails** - Always a winning choice, there are multiple locations available. **Two Sold to ifm efector**

**“You Are Here” Boards** – They marvel at the show footprint and check the boards to plan their next route. Includes sponsor logo and booth number highlighted. Limited number of spots available. **Sold to Liebherr, Travelers, Applied Machinery Sales, Liugong, Wacker Neuson**

**“Back to Basics” Education Sponsor** – Attended by over 8,000, the education program offers cutting edge sessions with expert quality industry presenters. Receive recognition in pre-show promotions and onsite materials/signage. Multiple levels for both CONEXPO-CON/AGG and IFPE. **SOLD TO Travelers**

**“Get it in Writing” Education Notebooks & Pens** – They are both useful and a keepsake as they enjoy our world-class educational programming. Sponsor logo placed on 10,000 notebooks and pens. Exclusive.

**"Hats Off" Show Hats** – Co-brand with the show. Help shield attendees from the beautiful Nevada sun with the official CONEXPO-CON/AGG hat! Exclusive. *Production costs not included.* **Sold to Topcon**

**“Top Billing” – Lanyards** - Stamp your corporate image on the ultimate walking billboard. Your brand will travel to every inch of the massive show floor by the way of 140,000 attendees. **SOLD TO LIEBHERR CONSTRUCTION**

**"Ciao" International Lounge** - Go global and connect with more than 30,000 international attendees from over 187 countries! With your logo and booth number on signage to and in this area and you'll expand your opportunity to tap into distribution channels beyond the show and across the globe. Exclusive. **SOLD TO SmartEquip**

**“Cheers” Beer Garden** – Everyone will know your name with this exclusive sponsorship of a 40x40 traditional beer garden. Two locations. **Silver Lot Sold to Liugong, Gold Lot Sold to Wacker Neuson**

**"Draw a Crowd" Taxi Line** – Dominate this captive audience and drive more traffic to your exhibit booth! Exclusive. **SOLD TO LBX**

**“Plugged In” – Charging Stations** – Attendees will greatly appreciate your significant contribution to their show experience, keeping their devices charged so they can stay connected. Exclusive. **Sold Applied Machinery Sales**

**ADVERTISING OPTIONS:**

[Directory Upgrades](#) Since there is not a printed directory, this is the way attendees will plan their show.

### **CONEXPO-CON/AGG Web Page Ads**

**Home Page** – Sold to JCB, Kobelco

**Secondary pages:**

**About the Show** - available

**Attendee Registration** – Sold to JCB

**Attendee Hotel** – available

**Exhibitor Registration** – available

**Exhibitor Hotel** – Sold to LBX

**Conferences/Education** – available

**Media Services** – available

### **IFPE Web Page Ads**

**Home Page** – Static right and left locations available

**Secondary pages:**

**About the Show** - available

**Attendee Registration** – available

**Attendee Hotel** – available

**Exhibitor Registration** – available

**Exhibitor Hotel** – available

**Conferences/Education** – available

**Media Services** – available

[RADIO Advertising](#) – \$25,000 - \$6,500 - Get your messaging out loud and clear to listeners of the new CONEXPO-CON/AGG show. Several options available.