

EXPO SPONSORSHIP BENEFITS

| SPONSORSHIP LEVEL | PREMIER | SUPPORTING | CONTRIBUTING |
|---|--|---------------------------|--------------|
| | \$5,000 | \$3,000 | \$1,500 |
| ON SITE EVENT EXPOSURE | | | |
| Sponsorship Naming Rights to a Pavillion, Stage or other custom sponsorship (see next page) | x | x | |
| Expo Floor Space | 20x20 Premium Floor Space with Carpeting and Electricity | 10x20 Premium Floor Space | |
| Sponsor Banner with Logo Above Booth | x | x | |
| Logo and Listing in Attendee Programs | x | x | x |
| BRAND EXPOSURE AND VISIBILITY: BRAVA MAGAZINE | | | |
| 1/3 page ad in BRAVA's November Madison Women's Expo Section | x | | |
| Logo + link in MWE ads in September and October issues | x | x | x |
| 40 word promotion + logo and listing in BRAVA's November Madison Women's Expo Sponsor Page | x | x | |
| BRAND EXPOSURE AND VISIBILITY: BRAVA BLASTS, EVENT EMAILS | | | |
| Logo promotion in 4 exclusive Madison Women's Expo BRAVA Blasts | x | x | x |
| BRAND EXPOSURE AND VISIBILITY: BRAVA SOCIAL MEDIA | | | |
| Promotion on Facebook, Twitter & Instagram | x | x | x |
| Social Media Tool Kit | x | x | x |
| MADISON WOMEN'S EXPO WEBSITE | | | |
| Logo and link on MadisonWomensExpo.com | x | x | x |
| OTHER BENEFITS | | | |
| Press release - Named as sponsor | x | x | |
| Complimentary tickets to Madison Women's Expo | 40 | 20 | 10 |



2017 SPONSORSHIP OPPORTUNITIES

Premier and Supporting Sponsors may choose from naming rights listed here, or we can customize one for your business!

PAVILION SPONSORSHIP

(Neighborhoods on show floor grouped by category)

DWELL

All things home, the Dwell Pavilion is where attendees engage with interior designers, builders, remodeling experts and in home use product exhibitors.

SAVOR

Attendees enjoy samples of food and drink and shop for unique cooking products in the Savor Pavilion.

THRIVE

The Thrive Pavilion is all about things that enhance a woman's life.

GO + DO

With places to visit, and activities to try, exploration is the focus of the Go + Do Pavilion.

STAGE SPONSORSHIP

MAIN STAGE

The Main Stage will feature engaging talks and live entertainment throughout the day.

CRAFT BAR

The Craft Bar will give attendees the opportunity to try a hands on project or create a make and take project.

THRIVE

Tips that inspire health and wellbeing will be presented at the THRIVE Stage.

FITNESS

Attendees may choose from a number of instructor-led classes at the Fitness Stage.

OTHER SPONSORSHIPS AVAILABLE

AUTOMOTIVE SPONSOR

Display 1 or 2 vehicles on show floor or lobby.

WELCOME SPONSOR

Greet Expo attendees in lobby and provide up to 300 VIP gifts or bags.

BAG SPONSOR

Provide 3500 branded bags filled with your promotional info.

ONLINE TICKETING SPONSOR

Promote your business on the ticketing page and gain additional exposure with your logo placed on all tickets.

CUSTOM SPONSORSHIP

Let us customize a sponsorship for your business!