

# SAN ANTONIO

Henry B. Gonzalez Convention Center

**Spring Training:** Feb. 20–24, 2012

**Exhibits:** Feb. 22–24, 2012

**Save the dates!**

[www.ConcreteDecorShow.com](http://www.ConcreteDecorShow.com)



*Where Decorative Concrete  
Means Business.*

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## SHOW SPONSOR

### BOOTH SPACE SELECTION

Show Sponsorship includes a 20'x20' booth (at the Early Bird rate of \$24 per sq. ft. = \$9,600. value.)

Show Sponsor may upgrade to a larger size at the exclusive Show Sponsor rate of \$19 per sq. ft.

*Priority selection of booth space in order of acceptance as Show Sponsor will apply in 2012 and will remain the same in future years, provided your company continues as an event sponsor and remains in good standing with terms and conditions of Professional Trade Publications.*

### EXCLUSIVE BENEFITS FOR SHOW SPONSORS IN 2012

***Other exhibitors will not get these benefits.***

- Bold listing and logo on 2012 “You are here” boards and floor plans. (\$1,500 value)
- Company logo included in pre-show promotional materials – both print and online. (\$5,000 value)
- Link from company logo on show website to company website. (\$1,500 value)
- Complimentary “VIP” invitations for valued customers and prospects.
- Company logo on welcome signage inside convention center by exhibit hall entrance. (\$2,500 value)
- Recognition at Welcome Reception with invitation, signage and displays. (\$2,000 value)
- Special recognition in post-show e-newsletter and press releases.
- 10% discount on additional sponsorship opportunities.
- Two passes to Awards Luncheon (\$150 value)

### BENEFITS INCLUDED AT **NO CHARGE**

***Show Sponsors will not be charged for these services, available to other exhibitors for purchase.***

- Enclosure of a flyer or other promotional item in show registration tote bag. (\$300 value)
- Enhanced listing in the 2012 show program, including logo (\$250 value)
- Opportunity to place company banner stand in designated public areas during events. (\$1,000 value)
- Recognition in announcements and onsite show signage. (\$2,500 value)

### **+ FIRST CHOICE OF ADDITIONAL SPONSORSHIP OPPORTUNITIES**

Sponsorship choices can be tailored to any budget. To view the full sponsorship opportunities menu please visit [www.concretedecorshow.com](http://www.concretedecorshow.com) or call us toll free (877) 935-8906.

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## STANDARD EXHIBITOR BENEFITS

**On-site marketing opportunities are available only for exhibitors. Included with space reservation:**

- Standard company profile on the show website.
- Free basic listing in the printed show program.
- Free posting of your press releases via show website.
- Use of press hospitality room for press kit or press release distribution.

## YEAR-ROUND VISIBILITY

**Exhibitors and sponsors at the Concrete Decor Show will gain the benefit of extensive marketing programs to promote both the show and the benefits of decorative concrete.**

- Information on show sponsors will be included in event press kits.
- Show announcements in media partner magazines, directories, and websites.
- Joint promotions with concrete industry associations.
- Show website searchable by brands, company and category name.
- Electronic promotion through e-mail, e-newsletters, blogs and banners, plus extensive print advertising and editorial coverage.
- News items in industry publications that reach buyers and specifiers, including designers, builders and general contractors.
- Regular press releases and public relations articles promoting decorative concrete uses.
- SEO (search engine optimization) for show website, [www.concretedecorshow.com](http://www.concretedecorshow.com).

Show Sponsors will be given first priority regarding use of their photography in publicity. (A fact sheet on criteria for use will be provided upon request.)

For further information, contact Bent Mikkelsen, President and Producer of the Concrete Decor Show, at [bent@protrade.pub.com](mailto:bent@protrade.pub.com) or 541-341-3390. Hours of operation 8am – 5pm (Pacific Time).

Yes, we would like to become a Show Sponsor of the 2012 Concrete Decor Show and take advantage of the above services. We agree to prepay the Show Sponsor amount of \$15,000.

Agreed to by:

\_\_\_\_\_  
Agent/Representative (*signature*)

\_\_\_\_\_  
Email

\_\_\_\_\_  
Date

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Website