

Sponsorship Opportunities

Extend your exhibit marketing program beyond the borders of your booth with a Platinum, Gold, Silver or Bronze Level sponsorship of the National Cabinet Conference & Woodworking 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. All Sponsors are recognized on the National Cabinet Conference & Expo Web site with a hyperlink to the company's Web site.

Platinum Level – Investment: \$5,000

Benefits include:

- Pre-Show mailing list & Post-Show mailing lists
- Sponsor recognition listing on Web site and in at-show directory
- Sponsor recognition on registration area signage
- Sponsor recognition at the Thursday, March 20 General Session
- Booth recognition sign
- Logo and hyperlink to Sponsor's Web site on three attendee e-blasts
- Plus, choice of one event category sponsorship (\$3,000 value) from the list below:
 - ❖ Overall National Cabinet Conference
 - ❖ Tuesday, March 18 Cabinet 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
- Logo and hyperlink to Sponsor's Web site on one attendee e-blast
- Plus, choice of one event category sponsorship (\$1,500 value) from the list below:
 - ❖ Wednesday, March 19 Peer2Peer Lunch
 - ❖ Thursday, March 20 Continental Breakfast

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:
 - ❖ Tuesday, March 18 Refreshment Break
 - ❖ Wednesday, March 19 Refreshment Break
 - ❖ Thursday, March 20 Refreshment Break

Bronze Level – Investment: \$250

Benefits include:

- 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 ala carte purchase.

Overall National Cabinet Conference (limited to 4 companies)

Investment: \$3,000 per sponsor

I want to sponsor the National Cabinet Conference.

Sponsorship of the National Cabinet Conference includes highly visible recognition on all advance printed and electronic promotional material and on-site signage. Sponsors are recognized at the beginning of the Thursday, March 20 General Session.

NCC&WE Industry Networking Reception (limited to 4 companies)

Investment: \$3,000 per sponsor

I want to sponsor the NCC&WE Networking Reception , 5:30–7:00 p.m. Tuesday, March 18

Sponsorship of the NCC&WE Networking Reception includes recognition on all advance printed and electronic promotional materials and on-site signage.

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

Peer2Peer Conference Lunch (limited to 3 companies)

Investment: \$1,500 per sponsor

I want to sponsor the Peer2Peer Conference Lunch, 11:00 a.m.–12:30 p.m. Wednesday, March 19

The Lunch sponsorship includes recognition on all advance printed and electronic promotional materials and on-site signage.

Continental Breakfast (limited to 2 companies per day)

Investment: \$1,500 per sponsor

I want to sponsor the Continental Breakfast, 7:00–8:00 a.m. Thursday, March 20

The Continental Breakfast sponsorship includes recognition on advance printed and electronic promotional materials and on-site event specific signage.

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

Refreshment Breaks (limited to three companies each day)

Investment: \$500 per break

I want to sponsor a Refreshment Break

Choose from: Tuesday, March 18, Afternoon break Wednesday, March 19, Morning break
 Thursday, March 20, Morning break

Refreshment Break sponsorship includes recognition on all advance printed and electronic promotional materials and on-site signage.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

NCC&WE 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 NCC&WE logo on the other. The sponsor will also be entitled to one literature insert in the bag.

NCC&WE Bag Insert Sponsorship (limited to 5 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 February 6, 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.

Conference Session Handout Book (limited to three companies)

Investment: \$2,000

I want to sponsor the Conference Session Handout Book.

This binder 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.

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 Cabinet 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 November and run through the week of the show.

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 Conference & Expo. They will carry your message with them. This pre-show message will reinforce your marketing and drive traffic to your booth..

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 January 15, 2008. Cancellations of all other sponsorships are not accepted after the closing date of March 7, 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 NCC&WE 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: NCCW Expo

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

NCC&WE, Hall-Erickson, Inc., 98 E. Naperville Road, Westmont, IL 60559

To reserve a sponsorship or to learn more, contact Matt Powell at 630-929-7918 or mpowell@heiexpo.com.