

# DOMOTEX USA

## America's Home for Flooring

February 28 – March 2, 2019  
Georgia World Congress Center  
Atlanta, Georgia

[domotexusa.com](http://domotexusa.com)



# SPONSORSHIP



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DOMOTEX  
USA

# Innovation, Expertise and Opportunity at America's Home for Flooring



DOMOTEX USA provides the perfect opportunity for companies to reach out to top decision makers in the flooring industry including retailers, distributors, designers, builders, remodelers, contractors, and other flooring professionals. We provide a variety of sponsorship and marketing opportunities in order to help you communicate your product, solutions and brand to your target audience.

Do you have a sponsorship idea that isn't listed? Our team is here to assist you. Please contact our sponsorship manager and she'll put together a special package for you.

DOMOTEX USA | Indre Bergmanaitė, Sponsorship Manager [ibergmanaitė@hfusa.com](mailto:ibergmanaitė@hfusa.com) 773.796.4250 ext 237

# Thought Leadership Opportunities

## ALL SPONSORS IN THIS CATEGORY RECEIVE:

- Logo recognition on show website's "Sponsors & Partners" page
- Logo recognition will also be included in the official show guide
- Logo included on the "Thank you to our Sponsors" sign outside the exhibit hall

## Educational Opportunities

Align yourself with a strong industry message by sponsoring a Plaza or an off floor educational session. Please call for information on time and topics of discussion.

Price: Starts at \$5,000

Package Includes:

- Branded Signage
- Introduction as a Sponsor
- Sponsor logo included in the DOMOTEX USA Show Guide with session listing
- On Floor Sessions are scheduled for (20 – 30 minute)
- Off Floor Sessions are scheduled for (60 minutes each) (3 available)
- Logo recognition on show website's "Sponsors & Partners" page
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Photo courtesy of SWISS KRONO Group

# Branding Opportunities

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## Lanyards

Let your brand have its time in the spotlight! 10,000 red, branded lanyards worn by registered attendees and exhibitors. Lanyards will be dual branded with DOMOTEX USA logo.

**Price: \$20,000 (Exclusive)**

Package Includes:

- 10,000 dual branded lanyards
- Limited-time first right of refusal for 2020 on same sponsored item

## Hotel Room Keys

5,600 branded room keys will be dispersed throughout 11 hotels surrounding the Georgia World Congress Center.

**Price: \$15,000 (Exclusive)**

Package Includes:

- 5,600 branded room keys covering 12 surrounding hotels
- Limited-time first right of refusal for 2020 on same sponsored item

## Show Bags

Have your brand carried throughout the show floor by all of our registered attendees.

**Price: \$5,000 licensing fee**

Package Includes: Sponsorship covers licensing only; exhibitor to produce their own bags

## Registration

Get noticed by sponsoring registration.

**Price: \$10,000 (Exclusive)**

Package Includes:

- Company logo at registration
- Company logo on registration confirmation emails
- Web banner on the attendee registration site
- 10 second loop on registration TV wall
- Limited-time first right of refusal for 2020 on same sponsored item
- Branded badges



# Branding Opportunities

## Water Coolers

Quench the thirst! Branded water coolers spread throughout 3rd & 4th floor of the convention center.

**Price: \$10,000 (Exclusive)**

Package Includes:

- 30-40 branded water coolers spread throughout convention center
- Limited-time first right of refusal for 2020 on same sponsored item

## Hand Sanitizers

It's been said cleanliness is next to godliness, our branded hand sanitizer stations will get you noticed throughout the venue!

**Price: \$8,500 (Exclusive)**

Package Includes:

- 25 branded hand sanitizers spread throughout the show area
- Limited-time first right of refusal for 2020 on same sponsored item

## Charging Stations

Be the superhero and help keep phones up and running. Help save the day with a branded charging station.

**Price: \$5,000 (5 available)**

Package Includes:

- A branded charging station located in your booth (Design of charging station is at the discretion of show management).
- Limited-time first right of refusal for 2020 on same sponsored item

## Outdoor Banners

Prices vary, 5 locations and sizes available

Package Includes: Logo & design on one outdoor banner

## Entrance Banners

\$5,000, 6 locations available

Package Includes: Logo on one banner (indoor and outdoor options available)

## Escalator Wraps

\$5,000, 3 locations available

Package Includes: One full escalator wrap at the GWCC; first come first pick of location



## Column Banners

\$7,500-\$10,000 per location, 8 locations available

Package Includes: Logo & design on one column banner, sizes and locations vary

# Branding Opportunities

## Third Level Banners

\$10,000 per location, 11 locations available  
Package Includes: Logo & design on one 17' X 10' banner  
located on the third-floor entrance hallway



## Fascia Banners

\$7,500 - \$10,000 per location, 12 locations available  
Package Includes: Logo & design on one banner; sizes and  
locations vary

## I – Beam Banners

\$5,000 per location, 2 locations available  
Package Includes: Logo & design on one baton banner;  
Outdoor 1"x2"

## Floor Decals

\$750 per floor decal, 15 locations available  
Package Includes: Logo placement on one floor decal;  
Placement selection offered

# Networking Opportunities

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## Opening Night Reception Pop Up Bar

Be a must stop for all attendees with an hour and a half pop up bar brought directly to your booth.

**Price: \$7,500**

Package Includes:

- Happy Hour Pop Up Bar
- Logo placement on meter boards
- Logo placement in show guide
- Branded Napkins
- 250 domestic beers and 100 glasses of wine (50 red, 50 white)

# Digital Opportunities

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## DOMOTEX USA Website Banner

Find yourself on our show site's home page! Select a 4-week period prior to show launch to be featured on DOMOTEX USA. Hurry, prime time is limited.

**Price: \$5,000 (4 available per 4 weeks)**

Package Includes: 1 month long rotating banner on the main DOMOTEX USA website



## Map Your Show

Upgrade your web participation! Various levels available providing a great tool to get noticed!

**Prices vary; please call for details.**

Package Includes: Various upgrade tiers available, please inquire for further information

## On Site Looped Video

Be seen throughout the show floor via a 10 second loop played throughout all TV's on the show floor.

**Price: \$5,000 (5 available)**

Package Includes: 10 second loop found on 10 TV monitors spread out throughout the GWCC



## Feathr

Give your sponsors the opportunity to retarget your digital audience across the internet.

**Prices vary; please call for details.**

Package Includes: 3 different packages available; all vary in amount of impressions and duration of time



# Sponsorship Package Levels

The top four sponsorship levels will receive the following additional benefits.

## Premier Sponsors \$35,000+

Full Page ad in Show Guide

Five (5) DOMOTEX USA 2019 Full Conference Passes

## Founding Sponsors \$20,000+

Half Page ad in Show Guide

Three (3) DOMOTEX USA 2019 Full Conference Passes

## Presenting Sponsors \$10,000+

Two (2) DOMOTEX USA 2019 Full Conference Passes

## Industry Sponsors \$5,000+

One (1) DOMOTEX USA 2019 Full Conference Pass

## Supporting Sponsors \$1,500+