

# MOMENTUM

APRIL 18-20, 2023 | LAS VEGAS, NEVADA

[www.wqa.org/convention](http://www.wqa.org/convention)

## Sponsorship Opportunities



	Diamond	Platinum	Gold	Silver
Customer Pass - All-access convention registration passes for your customers	15	10	5	2
Exhibitor Priority Points	10	8	6	4
"Official Sponsor" graphics for your marketing use	X	X	X	X
Sponsor Sign for your booth	X	X	X	X
WQA Website: your logo and booth number on the Convention website with a link to your website	X	X	X	X
Your logo on on-site signage and on the trade show guide	X	X	X	
Social Media posts on WQA Channels	4	2		
Recognition in the Know Before You Go Email	X	X		
<b>PLUS Choose from the Options Below</b>	5	3	1	
One Walk-In slide for the Keynote Session				
Be the sponsor of two WQA Podcasts				
One item in Virtual Tote Bag				
One push notification through the WQA Convention Mobile App				
Your Ad on the printed Exhibit Hall Map				
Create Your Own Benefit. What can we do to help push your ROI over the top?				
Innovation Showcase (Diamond option only, must qualify)				
	\$20,000	\$15,000	\$10,000	\$4,000

- Custom Sponsorships: Please call us to help you build a sponsorship to fit your marketing needs.
- A company has the first right of renewal for a sponsorship for six months from the last day of the previous show.
- Sponsorships are non-refundable
- Please contact Heather Duve at [hduve@wqa.org](mailto:hduve@wqa.org) or 630-929-2520 for pricing and more information.

# Marketing Opportunities

## **FEATURED OPPORTUNITIES**

**Innovation Showcase:** The innovation showcase will be an opportunity for a manufacturer to show a **truly innovative** product in a venue outside of the trade show floor at the 2023 WQA Convention. There will be a fee and an application process for the manufacturer to participate in this showcase. *(Must qualify)*

**The Hub:** A great opportunity to have your brand positioned in a highly visible way. The Hub is a gathering place for all attendees located outside of the exhibit hall floor near registration Comfy seating and an abundance of outlets for charging devices drive attendees to The Hub.

**New Member Welcome Kit:** All new members attending receive a little TLC. Your logo along with the WQA logo placed on the Welcome Kit. Your logo and a hyperlink to your website in the pre-convention messaging to new members about the Welcome Kits. You also have the option have of supplying a give away in the Welcome Kit.

## **EXPERIENCE OPPORTUNITIES**

**Keynote Session:** Be the exclusive sponsor for this leading event, where you can have designated seating with your logo on the chair seat covers. You also will receive recognition during the program as well as in on-site signage and WQA's website. Your logo will be prominently displayed on the LED panels on-site as well as visible to virtual attendees.

**Networking Reception:** Align your company with the largest social gathering by sponsoring the Welcome Reception on Thursday after close of the exhibit hall. Your logo will be placed on signage at the event as well as in conjunction with advertising for the reception.

**Coffee Break:** Provide attendees with a much needed jolt of energy. Your logo will be featured on signage where coffee is offered. You may also provide napkins and/or sleeves with your logo.

**Boot Camp Sponsor:** Be an official Boot Camp Sponsor and receive recognition in pre-event marketing as well as on-site signage, exclusive access to Boot Camp attendees.

## **ONSITE EXPOSURE OPPORTUNITIES**

**Banners, Floor Clings, Directional Signage:** Choose from one of these highly visible opportunities to stand out.

**Park Benches:** A bench in the Exhibit Hall will have your logo/ad on the back of the bench and on a floor cling in front of it.

**Aisle Signs:** Your logo will be displayed on the bottom of the aisle signs in the exhibit hall.

## **DIGITAL ADVERTISING**

**Pre/Post Show Email Marketing Opportunity:** Exhibitors can send an email blast to the registered attendee list pre or post show through WQA's partnership with Event Technologies. Event Technologies will help you create your email and will send it for you at a designated time. This is a limited opportunity, available on a first come, first served basis.

**WQA ENews:** A banner ad in the special daily edition sent to all convention attendees and WQA members.

**Convention Mobile App:** Be the official sponsor of the Convention App. Your logo will appear on the splash screen when attendees first open the App to access the sessions, exhibit hall map and Convention information.

**On-site Registration:** Your logo will appear on the screen saver that will be seen by attendees using the self-serve registration kiosks.

**Virtual Tote Bag:** Place a PDF in the Virtual Tote Bag available in the Convention Mobile App. Item must be approved by WQA Staff.