



# 2012 EXPO Opportunities

## 22nd Annual REMODELING EXPO

Remodeling Expo 2012  
February 3-5, 2012  
Marriott Madison West  
Presented by NARI of Madison, Inc.

### SHOW OBJECTIVE

NARI of Madison provides a unique forum to disseminate the newest ideas in the remodeling industry through product and service displays, free seminars and demonstrations. It provides an environment where contractors, suppliers and specialty contractors can initiate relationships to sell their services and/or products to south central Wisconsin consumers.

This provides a credible, high profile unique opportunity for sponsors to showcase their businesses to consumers who relate NARI with honesty, integrity and responsibility in the conduct of business. NARI's Remodeling Expo is the only event in Madison which promotes professionalism, education and ethics within the remodeling industry and throughout our community.

Therefore: NARI of Madison expressly reserves the right to reject any application and return any monies accompanying this application for any reason which NARI of Madison deems in the best interest of its show.

### Show Highlights

- A professionally planned \$37,000 marketing strategy that will culminate prior to the show.
- More Seminars-Always a big hit.

### All Sponsors will agree to:

- Provide applicable camera ready art, advertising copy and other such materials our advertising agent deems necessary in a timely manner so as to provide you and NARI with an efficient and quality marketing plan.

### Return Form by Fax or Mail to:

Return by November 11, 2011



### Event Bag Inserts (must be no larger than 8½ x 11)

2500 Bags:

Inserts must be received at the NARI office by **1-27-12**

Limited to first 20 responders

**\$150 for Exhibitors**

**\$400 non Exhibitors**

### Seminar Rooms: **3 SOLD** (12 maximum) Prominent placement of your

logo on room signage. Mention of your company's support of NARI's commitment to education for consumers and remodelers; opportunity to introduce each speaker on your sponsored day; option to include note pads, pens, etc. for seminar attendees.

**\$100—Friday (1 room)**

**\$200—Saturday or Sunday (1 room)**

### \$5,000 Silver Co-Sponsors: **One Remaining**

**In consideration of your sponsorship, we are honored to provide you the following:**

- The Silver show co-sponsors' logos will be given prominence in all major advertising second only to the Gold Show Sponsor & NARI
- First right of refusal as next year's Silver co-sponsor.
- Includes one 8'x10' booth space near main entry, if available.
- Mention as Silver Show sponsorship in all press releases and website.
- Representation on the Expo committee.
- May include up to \$1,000 **in-kind** for Expo-related approved needs.

### \$2,500 Bronze Co-Sponsors (Maximum 3)

**In consideration of your sponsorship, we are honored to provide you the following:**

- Includes \$100 booth discount if space is available and reserved by 4/1/10
- Listing as Bronze Sponsor on web-site, posters, show signs and program guide.

**\$7,500 Gold Sponsor: SOLD**

**\$5,000 Silver Co-Sponsor: SOLD**

**\$500 Volunteer Sweatshirts: SOLD**

**Bags— 2500 Quantity: SOLD**

**Hospitality: SOLD**

**Volunteer Lunch: SOLD**

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