



25 - 27 September • Chicago

**LABELEXPO  
AMERICAS 2018**

[www.labelexpo-americas.com](http://www.labelexpo-americas.com)

# SPONSORSHIP OPPORTUNITIES



**So you've made the right decision to exhibit at the largest label and package printing event in the Americas.**

## **ARE YOU PREPARED?**

Every exhibitor is competing for attendees' attention – make it easy! Give yourself that extra edge to drive visitors to your booth and ensure they'll recognize your brand. Be creative! Our exclusive sponsorship packages are the perfect way to promote your company, your brand and your product.

They are cost-effective, varied and impossible to miss. Here's an outline of the main sponsorship opportunities. Bespoke packages are also available – do your own thing!

## **OPTIONS INCLUDE:**

Outdoor banners

~~'You are here' boards~~

~~Attendee badges and lanyards~~

~~Carrier bags~~

Window graphics

The "Big Bowl" sponsorship

Registration area banners

New products showcase

Conference sponsorship

Hall's A-F banners

Press office sponsorship

Floor tiles

~~Aisle Banners~~

Lightbox sponsorship

~~Extreme video engagement~~

**Contact us today to discuss your requirements.**

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## NEW PRODUCTS SHOWCASE

Gain exposure for your latest innovation at the new product showcase located in Hall F. This all new feature uses our NFC smart badge system to interact with your product's information.

**COST: \$1500**

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## THE “BIG BOWL” LIII SPONSORSHIP

With a chance to win two tickets to The Big Game (you know what game we are talking about!), a hospitality package, a \$500 flight voucher and a three night hotel stay in Atlanta, attendees will need to stop by each sponsor’s booth to get a label for their game piece. Your company name will be under the sponsorship page on the website and highlighted on the “You are here” boards, floor plan and your logo in the show guide.

**COST: \$5,500**

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# VIDEO WALL

**SOLD OUT**

## EXTREME VIDEO ENGAGEMENT

Be the first to be seen by thousands as they walk through the main lobby of Labelexpo Americas 2018. Increase your brands exposure and leave an unforgettable impression among visitors as they see your 15 second loop be played out the entire duration of the show. – Screen Size TBD, no audio

**COST: \$5,000**

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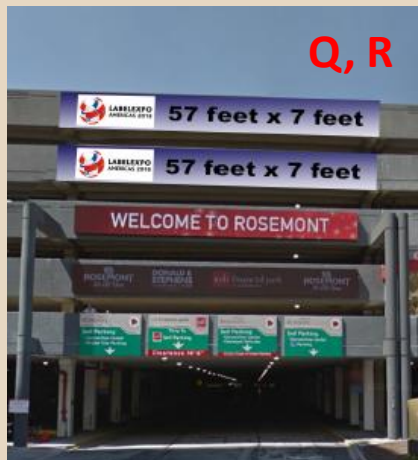
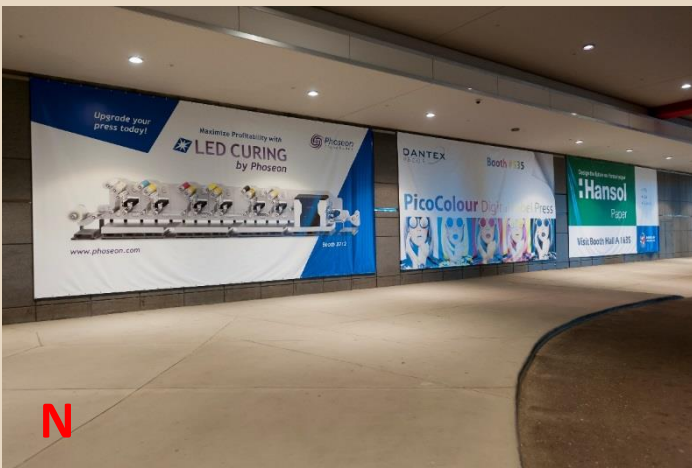
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# OUTDOOR BANNERS

## FIRST IMPRESSIONS LAST

It doesn't get much better than this! Not only does it provide maximum impact at the show; your banner will be sure to be featured in press photographs for months after the event.

Cost includes installation, not production.



OPTION	LOCATION	COST	MAX SIZE
WELCOME BANNER (left)	K	\$15,000	30 ft. x 18 ft.
WELCOME BANNER (right)	O	\$15,000	30 ft. x 18 ft.
WELCOME BANNER (right)	P	\$15,000	48 ft. x 18 ft.
TAXI DROP OFF BANNER (right)	N	\$11,000	50 ft. x 7 ft.
TAXI DROP OFF BANNER (right)	N	\$11,000	50 ft. x 7 ft.
<del>TAXI DROP OFF BANNER (right)</del>	<del>N</del>	<del>\$11,000</del>	<del>50 ft. x 7 ft.</del>
TAXI DROP OFF BANNER (diagonal)	Right	\$11,000	
<del>TAXI DROP OFF BANNER (diagonal)</del>	<del>Left</del>	<del>\$11,000</del>	
PARKING GARAGE BANNER (top, bottom)	Q, R	\$10,000	57 ft. x 7 ft.

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## WINDOW GRAPHICS



Window decals are located on the registration doors in the entrance to the main lobby. This is a perfect opportunity for attendees to learn about your company as they walk into the show.

Cost: \$11,000

Cost includes installation, not production.

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# “YOU ARE HERE” BOARDS

ALL ROADS LEAD TO YOU

Centrally located at the main crossover points between halls, huge “You are here” boards help attendees navigate around the show. Providing details on the layout of the halls, restroom facilities, restaurants and feature areas; these information points are very popular with attendees. Highlight your booth and display your logo.

**COST: \$8,500**

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## ATTENDEE BADGES & LANYARDS

### PAY AND DISPLAY

Imagine every attendee turning into a walking advertisement for your company – thousands of copies of your logo finding their way through the exhibition aisles. As they walk through the door, every person is given a badge with a lanyard which they wear throughout the day and keep afterwards.

Both the badge and the lanyard are available for branding opportunities. They are waiting for your logo!

OPTION	COST
<del>LANYARDS</del>	<del>\$11,000</del>
<del>VISITOR BADGE INSERTS</del>	<del>\$9,000</del>

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**SOLD OUT**  
**CARRIER BAGS**

## HOLD ON TO YOUR CLIENTS

Every attendee at Labelexpo is given the show carrier bag to carry the show guide and floor plan through the exhibition. As a sponsor, your company logo will be prominently featured on one side of the bag, with the show logo on the other side. This is an exceptional branding opportunity.

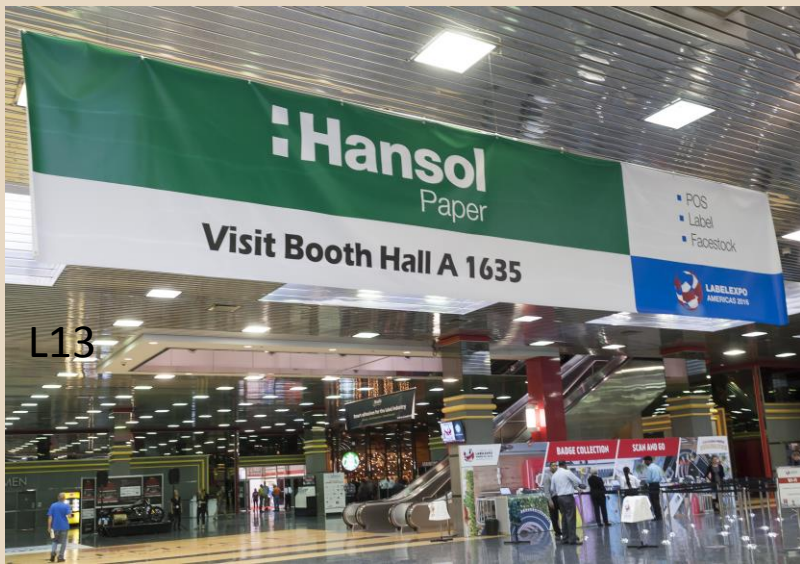
~~**COST: \$11,000**~~

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L13



## REGISTRATION AREA BANNERS

Prominently displayed in the registration area in the main lobby, these banners display your booth number, company name and logo and promotional message.

Cost includes installation, not production.

OPTION	LOCATION	COST	MAX SIZE
<del>REGISTRATION BANNER – above HALL A</del>	<del>L5</del>	<del>\$6,000</del>	<del>50 ft. x 5 ft.</del>
REGISTRATION BANNER – above HALL B	L8	\$6,000	25 ft. x 5 ft.
REGISTRATION BANNER – above HALL D	L9	\$6,000	22 ft. x 5 ft.
REGISTRATION BANNER – above HALL F	L11	\$6	<b>RESERVED</b>
REGISTRATION BANNER	L12	\$7,500	60 ft. x 5 ft.
REGISTRATION BANNER	L13	\$7,500	50 ft. x 5 ft.
ESCALATOR BANNER	Main Lobby	\$8,000	

\*Contact your account manager for location of L5 – L13.

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## FLOOR TILES

### A STEP IN THE RIGHT DIRECTION

Located at the main crossover points between halls, these large floor tiles display your company logo, booth number and a promotional message. This is the perfect way to help attendees find your booth! Simply provide us with the graphics and we'll do the rest.

Cost includes installation and production.

OPTION	LOCATION	COST	SIZE
FLOOR TILES – 5 TILES	Choice of Hall Location	\$4,500	3 ft. x 3 ft.

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# AISLE BANNERS

**SOLD OUT**

## A CUT ABOVE THE REST

Prominently displayed in every aisle, these banners are the focus point for attendees trying to find their way around the hall. They are highly visible and irrespective of your position in the hall and provide you with an excellent branding opportunity. No one will have an excuse for not visiting your booth!

Sponsorship consists of a logo and booth number on the large banner. Double sided.

Cost includes installation and production.

OPTION	LOCATION	COST	SIZE
<del>AISLE BANNERS</del>	<del>5 AISLES</del>	<del>\$6,000</del>	<del>2 ft. x 4 ft.</del>

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# HALL'S A-F BANNERS

Prominently displayed throughout the show, these banners display your booth number, company name and logo and promotional message.

Cost includes installation, not production.

OPTION	LOCATION	COST	MAX SIZE
Hall A Banner	A1	\$6,000	48 ft. x 8 ft.
Hall A Banner	A7	\$6,000	85 ft. x 6 ft.
Hall AB Banner 1 (Inside Hall A)	A9	\$6,000	24 ft. x 5 ft.
Hall AB Banner 2 (Inside Hall A)	A10	\$6,000	24 ft. x 5 ft.
Hall AB Banner 3 (Inside Hall A)	A11	\$6,000	24 ft. x 5 ft.
Hall B Banner	B1	\$6,000	24 ft. x 5 ft.
Hall B Banner	B2	\$6,000	24 ft. x 5 ft.
Hall B Banner	B3	\$6,000	24 ft. x 5 ft.
Hall B Banner	B4	\$6,000	16 ft. x 5 ft.
Hall B Banner	B11	\$6,000	24 ft. x 5 ft.
Hall B Banner	B12	\$6,000	24 ft. x 5 ft.
Hall D Banner	D9	\$6,000	30 ft. x 5 ft.
Hall D Banner	D10	\$6,000	28 ft. x 5 ft.
Hall F Banner	Above Hall F	\$6,000	35 ft. x 3 ft.

\*Contact your account manager for additional banner locations.

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# LIGHT BOX SPONSORSHIP

Get noticed at Labelexpo Americas this year. Strategically placed throughout the exhibition area and food areas, you will have the opportunity for your company to stand out from the crowd in a backlit column. Included in the sponsorship is an 8ft column which you will be able to add your logo, booth number and branding of choice. This is a great way to get your name in lights! Only a few columns are available and they are sure to sell out, so act quickly.

**COST: \$4,500 PER COLUMN**



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# CONFERENCE SPONSORSHIP

RESERVED

This is a massive branding opportunity for your company. Your logo will be placed on:

- all inserts and conference direct mail pieces
- holding slides during conference
- all dedicated conference signage
- conference page in the show guide and website
- distribution of brochures at two conference sessions of the sponsor's choice.

**COST: \$15,000**

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# PRESS OFFICE SPONSORSHIP

Exclusive opportunity to promote your company! Your company will be highlighted on the main signage board, two directional signs, “You are here” boards and floor plan. Your logo will be included in the show guide and literature racks will be provided for your company brochures.

**COST: \$6,000**



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