

**SPONSORSHIP & EXHIBIT OPPORTUNITIES** 



## A LETTER TO OUR PARTNERS

Dear Publishing Partner,

The media world is changing fast. New technologies and skill sets have emerged, creating new opportunities. However, our community's core mission hasn't wavered—creating and leveraging great content to engage audiences and advertisers.

With that in mind, Folio: is proud to present the most focused, dynamic Folio: Show yet, designed to meet the needs of this transforming industry—those in marketing and audience development, content creation, as well sales teams. We've synched up the program to align with the prevalent organizational approach in media—more general sessions to bring team members together—which our sponsors can now attend. We're also introducing a new service for our clients: we will arrange one on one meetings for you with buyers in an elegant, private space where you can talk about your products and offerings.

Here are the top 3 Reasons to Sponsor The Folio: Show in 2018:

- Reach an audience with buying power. 80% of attendees have final decision-making authority, can recommend new products, or are significant influencers in the final purchasing decision. The Folio: Show is your gateway to ensure your company is front and center among your best prospects and customers in media.
- Make valuable connections. Share your thought leadership by speaking to our audience, or meeting new prospects at one of our networking receptions. Only the Folio: Show offers significant face-to-face time with the smartest decision makers and influencers in media from consumer and b2b to enthusiast, association and regional media companies.
- Be part of the only conference that brings together all players in the publishing community for solutions and inspiration.

We're thrilled that you're considering joining us for two days in the heart of New York City, October 9-10th, at The Hilton Midtown, and look forward to working with you on this year's event. To discuss your participation, please contact me directly at 203-899-8498 or at tbabiuk@accessintel.com.

Warm regards,



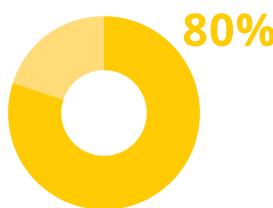
**Tania Babiuk**Senior Account Executive,
Folio:



## TOTAL AUDIENCE:\* 518,400 DECISION MAKERS

## **OUR ENGAGED AUDIENCE**

The Folio: Show is powered by Folio:—The #1 information resource publishing executives turn to for news analysis, commentary, and insights in driving business strategy, value creation and revenue growth. Folio: reaches a community of strategic decision-makers through an integrated platform of online, mobile, social media and live events.



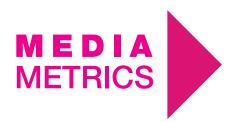
## OF FOLIO: READERS INFLUENCE, AUTHORIZE OR DIRECTLY PURCHASE THESE PRODUCTS:

- Ad Ops/Ad Tech
- Audience Development
- CMS
- Content Creation Tools
- CRM
- Data/Intelligence Analytics Tools
- Database Management
- Digital Distribution Services
- Digital Newsstands

- Digital Storytelling
- Digital Workflows
- Email Service Providers
- Event Production Services
- External Ad Sales & Rep Firms
- Financial Consulting
- Fulfillment Service Bureaus & Software
- Lead Generation/Capture
- · List Management Services

- Logo and Content Licensing
- Magazine Distribution
- Marketing Automation
- Marketing Technology • mCommerce/eCommerce
- Media Consulting Services
- Mobile Apps
- Mobile Technology
- Paper
- Printer/Prepress Services

- Programmatic Solutions
- Publishing Workflow Solutions
- Sales Intelligence
- Social Media Tools
- Telemarketing Services
- · Website Design and Build
- Workgroup Collaboration





## **WEBSITE**

- Monthly Unique Users: 42,000
- Monthly Page Views: 102,000
- Monthly Unique Sessions: 56,000
- Desktop Visits: 73%
- Mobile/Tablet Visits: 27%



## **NEWSLETTERS**

- Folio: Alert
- Week in Review
- The Content Mix
- The Marketing Mix
- The Sales Pitch
- Total Unique Subscribers: 60,000

## **SOCIAL MEDIA**



Facebook: 6,900



Twitter: 13,300



LinkedIn: 22,048

## FOLIO:SHOW | WHO ATTENDS































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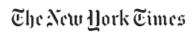












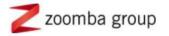












# FOLIO:SHOW

## WHO YOU'LL MEET AT THE FOLIO: SHOW



## **C-LEVEL EXECUTIVE**

### WHAT THEY WANT

- Connect with other C-level executives in the magazine media community
- Discover services, products, and solutions to improve ROI



## MARKETING DIRECTOR/VP

### WHAT THEY WANT

- Identify new revenue-generating opportunities
- · Develop an informed marketing mix
- Case studies and data from successful marketing campaigns



## VP, DIGITAL/CTO

### WHAT THEY WANT

- Maximize efficiency
- Discover technologies and platforms to improve employee work flow
- Learn how AdTech and MarTech can help their company drive revenue



## **SALES TEAM LEADER**

### WHAT THEY WANT

- Learn new techniques for integrated media sales
- Develop strategies for targeting qualified leads
- Out of the box tips & tools to sell more



## **EDITORIAL DIRECTOR**

### WHAT THEY WANT

- Learn strategies for creating competitive, compelling content in a constantly changing media landscape
- · Hear what's working for their peers



## **EVENT OR SHOW DIRECTOR**

### WHAT THEY WANT

- Learn how to grow face-to-face events that generate revenue and make an impact
- Case studies and data from successful tradeshows and conferences
- Strategies for extending the life cycle of their events

## **ATTENDEE FUNCTION AREAS:** Job levels range from Director to C-Level.

- Analytics
- Audience Acquisition
- Audience Activation
- Ad Ops
- Business Development

- Digital Development
- Digital Operations
- Editorial
- Event Management
- Executive Leadership

- Financial Management
- Human Resources
- Marketing
- PR/Communications
- Production

- Product Development
- Revenue
- Research
- Sales Strategy
- Social Media

- Technology
- Video
- Web Development

## FOLIO:SHOW | SPONSORSHIPS

## **KICKOFF KEYNOTE**

(Exclusive on Tuesday, October 9)

### **Onsite Activation**

- Join the Folio: Show stage as a thought leader, and present key findings from a co-branded survey
- Exclusive branding during your sponsored keynote
- Option to supply branded item for distribution on every seat at the keynote
- Verbal acknowledgement of your sponsorship from the podium
- Guaranteed: 7x 1:1 meetings with prospects attending the Folio: Show
- 30 sec sizzle video to be shown throughout conference minimum of 5 times
- Full page ad in the onsite program guide plus additional content page with full page content highlights from the Co-branded survey
- Recognition in the Show Daily eletter and emails
- Recognition on onsite signage, in power point slides, and event app
- 3 full access conference passes for staff (includes access to all sessions, meals, keynotes, however does not include access to the Eddie & Ozzie Awards, or the Monday workshops)
- Lead retrieval badge scanning throughout conference

### **Lead Nurture Marketing**

- Co-branded survey package with executive summary to be revealed at the Folio: Show (includes survey creation, marketing, leads from survey and executive summary promoted to broader Folio: reach)
- Opportunity to submit thought leadership blog post to Folio: Insiders Column

  Folio: Editorial Team to approve content. Post will be promoted via Foliomag.com, Folio: eletters and social networks as valuable preevent lead nurturing
- Pre-show access to the attendee list (name/title/company) to select meeting prospects
- · Recognition in pre-event marketing, on event website and in Folio: Alert.
- Custom VIP code to share with customers and prospects granting them \$200 off the full conference rate
- Pre-show email blast sent to attendees, html supplied by sponsor with Folio: deploying
- Post-show access to the attendee list (name/title/company)

Sponsorship package valued at over \$45,000 **Total Investment: \$35,000** 

## PRESENTING KEYNOTE SPONSOR

(Limited Availability on Wednesday, October 10)

### **Onsite Activation**

- Opportunity to kick off day 2 by presenting 5 minutes educational insights on a relevant topic as a lead in to the keynote (must be approved by Folio: in advance)
- · Exclusive branding during the specific keynote
- Option to supply branded item for distribution on every seat at the keynote
- Verbal acknowledgement of your sponsorship from the podium
- Guaranteed: 5x 1:1 meetings with prospects attending the Folio: Show
- 30 sec sizzle video to be shown throughout conference minimum of 5 times
- Full page ad in the onsite program guide plus additional content page with full page highlighting thought leadership
- · Recognition in the Show Daily
- Sponsor acknowledgement in one of the daily attendee emails
- Recognition on onsite signage, in event app and onsite program guide
- Logo in power point loop shown in main stage room and on event signage
- 3 full access conference passes for staff (includes access to all sessions, meals, keynotes, however does not include access to the Eddie & Ozzie Awards, or the Monday workshops)
- Lead retrieval badge scanning throughout conference

### **Lead Nurture Marketing**

- Opportunity to submit thought leadership blog post to Folio: Insiders Column

  Folio: Editorial Team to approve content. Post will be promoted via Foliomag.com, Folio: eletters and social networks as valuable preevent lead nurturing
- Pre-show access to the attendee list (name/title/company) to select meeting prospects
- Recognition in pre-event marketing and on event website, and in the Folio: Alert
- Custom VIP code to share with customers and prospects granting them \$200 off the full conference rate
- Pre-show email blast sent to attendees, html supplied by sponsor
- Post-show access to the attendee list (name/title/company)

Sponsorship package valued at over \$33,000 **Total Investment: \$25,000** 

## WIFI SPONSORSHIP

(Exclusive)

### **Onsite Activation**

- Drive premium traffic back to your landing page by sponsoring our Folio: Show WiFi
- Your company name will have high recall as it will be used as the password
- After logging in, all attendees will be redirected to a landing page you designate (can be a welcome splash page or your homepage)
- Turnkey booth includes supplied signage, table, a chair, and electrical
- Sponsorship promoted onsite during housekeeping, welcome remarks, via the app and on onsite signage
- · Full page ad in the onsite program
- 30 sec sizzle video to be shown throughout conference minimum of 5 times
- · Recognition in the Show Daily
- Sponsor acknowledgement in one of the daily attendee emails
- Recognition in event app and in onsite program guide
- 2 full access conference passes for staff (includes access to all sessions, meals, keynotes, however does not include access to the Eddie & Ozzie Awards, or the Monday workshops)
- · Lead retrieval badge scanning throughout conference

### **Lead Nurture Marketing**

- Recognition in pre-event marketing and on event website
- Recognition in Folio: Alert
- Custom VIP code to share with customers and prospects granting them \$200 off the full conference rate
- Post-show access to the attendee list (name/title/company)

Sponsorship package valued at over \$24,000 **Total investment: \$20,000** 

## FOLIO:SHOW | SPONSORSHIPS

## THE HUB LOUNGE SPONSOR

(Exclusive)

### **Onsite Activation**

- Sponsor the hub of networking at the Folio: Show as attendees connect while they recharge their devices
- · Recognition as exclusive sponsor of the Lounge area
- Floor stickers branded with sponsor logo directing attendees to the lounge area
- Option to distribute branding collateral in the lounge area (supplied by sponsor)
- Folio: to send 2 push notifications per day via the app
- Full page ad in the onsite program
- 30 sec sizzle video to be shown throughout conference minimum of 5 times
- Social Media: 2 Tweets & 1 Facebook post announcing your presence as a Sponsor
- Recognition in the Show Daily
- Sponsor acknowledgement in one of the daily attendee emails
- 2 full access conference passes for staff (includes access to all sessions, meals, keynotes, however does not include access to the Eddie & Ozzie Awards, or the Monday workshops)
- · Lead retrieval badge scanning

### **Lead Nurture Marketing**

- · Recognition in pre-event marketing on event website
- Recognition in Supplier Spotlight section of Folio: Alert for One Week
- · Recognition in event app and in onsite program guide
- Post-Show access to the attendee list (name/title/company)
- Custom VIP code to share with customers and prospects granting them \$200 off the full conference rate
- Post-show access to the attendee list (name/title/company)

Sponsorship package valued at over \$27,000

Total investment: \$20,000

## **REGISTRATION & BADGE SPONSOR**

### (Exclusive)

### **Onsite Activation**

- Prominent branding at registration area welcoming attendees as they arrive at the show
- · Floor stickers branded with sponsor logo in registration area
- · Prominent visibility throughout the show!
- Logo branded on all badges worn by attendees
- Recognition onsite on signage
- Recognition in event app and in onsite program guide
- Full page ad in the onsite program
- 3 full access conference passes for staff (includes access to all sessions, meals, keynotes, however does not include access to the Eddie & Ozzie Awards, or the Monday workshops)
- Lead retrieval badge scanning

#### **Lead Nurture Marketing**

- Recognition in pre-event marketing and in registration confirmation email – kicks off your exposure before the show even starts!
- Recognition in pre-show marketing and in the Folio: Alert
- Custom VIP code to share with customers and prospects granting them \$200 off the full conference rate
- Post-show access to the attendee list (name/title/company)

Sponsorship package valued at over \$28,000 **Total investment: \$19,000** 



## **MAIN STAGE SESSION SPONSORSHIP**

### **Onsite Activation**

- Opportunity to introduce a general session by presenting 3-5 minutes educational trends or insights on a relevant topic as a lead in to the general session (must be approved by Folio: editorial team in advance)
- Exclusive branding on power point slides during the specified general session
- Verbal acknowledgement of your sponsorship from the podium during the general session
- Guaranteed: 5x 1:1 meetings with prospects attending the Folio: Show
- 30 sec sizzle video to be shown throughout conference minimum of 5 times
- Recognition in the Show Daily, in event app, and in program guide
- Sponsor acknowledgement in one of the daily attendee emails
- 3 full access conference passes for staff (includes access to all sessions, meals, keynotes, however does not include access to the Eddie & Ozzie Awards, or the Monday workshops)
- Lead retrieval badge scanning throughout conference

### **Lead Nurture Marketing**

- Opportunity to submit blog post to Folio: Insiders Column or Q&A with one of your top executives – Folio: Editorial Team to approve content.
   Post will be promoted via foliomag.com, Folio: eletters and social networks as valuable pre-event lead nurturing
- Pre-show access to the attendee list (name/title/company) to select meeting prospects
- · Full page ad creative in the onsite program guide
- Recognition in pre-event marketing, on event website, and in the Alert
- Recognition in Sponsors section of 1 Folio: Show Marketing email
- Custom VIP code to share with customers and prospects granting them \$200 off the full conference rate
- Post-show access to the attendee list (name/title/company)

Sponsorship package valued at over \$27,000 **Total Investment: \$19,500** 

## FOLIO:SHOW | SPONSORSHIPS

## **CUSTOMIZED SESSION SPONSORSHIP**

(Only 3 Available)

### **Onsite Activation**

- Program your own educational session at the Folio: Show to highlight your own thought leadership with a satisfied client as a successful case study.
- Session held in a breakout room (abstract must be approved by Folio: one month prior to marketing activation)
- Push notification sent via event app to drive attendees to the session
- Folio: to provide a tabletop near the breakout room to be used by sponsor before/after the session for engagement with primed session attendees
- Leads: Folio: will scan the badges of all session attendees and provide full contact info post-show
- 3 full access conference passes for staff (includes access to all sessions, meals, keynotes, however does not include access to the Eddie & Ozzie Awards, or the Monday workshops)
- Exclusive branding on power point slides during the session
- 2-page ad creative in the onsite program guide (full page ad plus option to use 2nd page for sponsored content designed to speak to our attendees)
- 30 sec sizzle video to be shown throughout conference minimum of 5 times
- Recognition in the Show Daily and in daily attendee emails
- Recognition in event app, in program guide and on power point slides
- · Lead retrieval badge scanning for use throughout the conference

### **Lead Nurture Marketing**

- Session promotion integrated infeed in relevant Folio: Show marketing
- Opportunity to submit thought leadership blog post to Folio: Insiders
  Column or Q&A with one of your top executives. Folio: Editorial
  Team to approve/edit content as needed. Post will be promoted via
  foliomag.com, Folio: eletters and social networks designed to nurture
  pre-show leads and drive attendees to attend the session
- Recognition in pre-event marketing, on event website and in the Alert
- Recognition in Sponsors section of 1 Folio: Show Marketing email
- Custom VIP code to share with customers and prospects granting them \$200 off the full conference rate
- Pre-show email blast (html supplied by sponsor, email deployed by Folio:)
- Post-show access to the attendee list (name/title/company)

Sponsorship Package valued at over \$21,500

Total Investment: \$18.500

## **BREAKOUT SESSION SPONSORSHIP**

### **Onsite Activation**

- Opportunity to support a Folio: breakout session and present 1-2 minute welcome remarks as a lead in to the session
- · Option to suggest a client to join the session as a speaker
- Option to provide collateral to be distributed in the breakout room
- Exclusive branding on power point slides during the specified session
- Verbal acknowledgement of your sponsorship from the podium during the session
- 30 sec sizzle video to be shown throughout conference minimum of 5 times
- Recognition in the Show Daily
- Sponsor acknowledgement in one of the daily attendee emails
- Recognition in event app and in onsite program guide
- 2 full access conference passes for staff (includes access to all sessions, meals, keynotes, however does not include access to the Eddie & Ozzie Awards, or the Monday workshops)
- · Lead retrieval badge scanning throughout conference

### **Lead Nurture Marketing**

- Opportunity to submit blog post to Folio: Insiders Column –
  Folio: Editorial Team to approve content. Post will be promoted
  via foliomag.com, Folio: eletters and social networks as valuable
  pre-event lead nurturing
- Pre-show access to the attendee list (name/title/company) to select meeting prospects
- Full page ad creative in the onsite program guide
- Recognition in pre-event marketing on event website and in The Alert
- Recognition in Sponsors section of 1 Folio: Show Marketing email
- Custom VIP code to share with customers and prospects granting them \$200 off the full conference rate
- Post-show access to the attendee list (name/title/company)

Package valued at over \$19,000

Total Investment: \$16,500

## **LANYARD SPONSORSHIP**

(Exclusive)

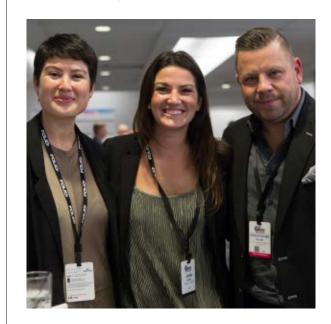
### **Onsite Activation**

- Prominent eye-level visibility throughout the show
- Sponsor logo branded on all the lanyards worn by attendees
- · Recognition onsite on signage
- Recognition in event app and in onsite program guide
- Full page ad in the onsite program
- 2 full access conference passes for staff (includes access to all sessions, meals, keynotes, however does not include access to the Eddie & Ozzie Awards, or the Monday workshops)
- · Lead retrieval badge scanning throughout conference

### **Lead Nurture Marketing**

- Recognition in pre-show marketing
- Recognition in Supplier Spotlight section of Folio: Alert for One Week
- Custom VIP code to share with customers and prospects granting them \$200 off the full conference rate
- Post-show access to the attendee list (name/title/company)

Sponsorship package valued at over \$19,000 **Total investment: \$15,000** 



## FOLIO:5HOW SPONSORSHIPS

## **WORKSHOP SPONSORSHIP**

(Limited Opportunity on Monday, October 8)

### **Onsite Activation**

- 1-2-minute remarks during the workshop
- Ample networking during breaks, exclusively for attendees and workshop sponsors
- Recognition in event app and in onsite program guide
- Logo in power point loop shown in breakout room and on event signage
- Option to provide collateral to be distributed in the Workshop room
- Option to submit client as speaker/educator for the workshop
- Option for senior executive to moderate a portion of the workshop (Folio: editorial team to prep moderate to ensure messaging aligns with content being presented)
- ½ page ad in the onsite program
- 2 full access conference passes for staff (includes access to all main show sessions, meals, keynotes, and the workshops however does not include access to the Eddie & Ozzie Awards)
- Includes Happy Hour hosted especially for Workshop attendees

### **Lead Nurture Marketing**

- Pre-event exclusive access to the workshop attendee list (name/title/ company)
- Recognition as Workshop sponsor in pre-show marketing
- Recognition in Folio: Alert
- · 2 ads to run in the Folio: Alert eletter prior to show
- Custom VIP code to share with customers and prospects granting them \$200 off the full conference rate

Sponsorship package valued at over \$15,000 **Total investment: \$10,995** 

## **NETWORKING BREAK SPONSORSHIP**

### (Limited)

### **Onsite Activation**

- Increase your profile at the Folio: Show by sponsoring one of our networking breaks as attendees take a break from sessions to meet with their peers and share takeaways
- Sponsor branding on napkins and signage during the break
- Branded placards placed on tables where food/beverage is being served
- · Recognition in event app and in onsite program guide
- Recognition onsite on signage
- ½ page ad in the onsite program
- 2 full access conference passes for staff (includes access to all sessions, meals, keynotes, however does not include access to the Eddie & Ozzie Awards, or the Monday workshops)
- Lead retrieval badge scanning

### **Lead Nurture Marketing**

- Recognition in pre-show marketing
- Recognition in Supplier Spotlight section of Folio: Alert for One Week
- Custom VIP code to share with customers and prospects granting them \$200 off the full conference rate
- Post-show access to the attendee list (name/title/company)

Sponsorship package valued at over \$13,500 **Total investment:** \$10,000

## RECEPTION SPONSORSHIP

(Limited Availability on Tuesday, October 9)

### **Onsite Activation**

- Increase your profile at the Folio: Show by sponsoring our reception as attendees end their Folio Show day with a happy hour reception
- Prominent placement of Turnkey booth includes supplied signage, table, a chair, and electrical
- Sponsor branding on napkins and signage/placards during the reception
- · Recognition in event app, in onsite program guide, and onsite signage
- Full page ad in the onsite program
- Push alerts via the event app to promote the reception
- Guaranteed: 3x 1:1 meetings with prospective customers attending the Folio: Show
- 30 sec sizzle video to be shown throughout conference minimum of 5 times
- 2 full access conference passes for staff (includes access to all sessions, meals, keynotes, however does not include access to the Eddie & Ozzie Awards, or the Monday workshops)
- · Lead retrieval badge scanning

### **Lead Nurture Marketing**

- Recognition in pre-show marketing, on event website, and in The Alert
- Custom VIP code to share with customers and prospects granting them \$200 off the full conference rate
- Post-show access to the attendee list (name/title/company)
- Pre-show access to the attendee list (name/title/company) to select meeting prospects
- Recognition in pre-event marketing, on event website, and The Alert
- Custom VIP code to share with customers and prospects granting them \$200 off the full conference rate

Sponsorship Package valued at over \$24,500

Total Investment: \$20.500



## NEW

## TURNKEY EXHIBIT PACKAGES

Unopposed exhibit time gives your team more time in sessions, and quality networking.

Our turnkey booth packages include the table, chair and signage to save you time and money—just have your team show up Tuesday, ready to rock!

## PREMIUM TURNKEY BOOTH PACKAGE

### **Onsite Activation**

- Guaranteed: 5x 1:1 meetings with prospective customers attending the Folio: Show
- 30 sec sizzle video to be shown throughout conference minimum of 5 times
- · Turnkey booth includes supplied signage, table, a chair, and electrical
- Full page ad creative in the onsite program guide
- Recognition in the Show Daily
- · Recognition on onsite signage
- · Recognition in event app and in onsite program guide
- 2 full access conference passes for staff (includes access to all sessions, meals, keynotes, however does not include access to the ] Eddie & Ozzie Awards, or the Monday workshops)
- · Lead retrieval badge scanning throughout conference

### **Lead Nurture Marketing**

- Pre-show access to the attendee list (name/title/company) to select meeting prospects
- · Recognition in pre-event marketing and on event website
- Recognition in Supplier Spotlight section of Folio: Alert for One Week
- Custom VIP code to share with customers and prospects granting them \$200 off the full conference rate
- Lead retrieval badge scanning throughout conference
- Post-show access to the attendee list (name/title/company)

Total investment: \$15,000

## **TURNKEY BOOTH PACKAGE**

### **Onsite Activation**

- Turnkey booth includes supplied signage, table, a chair, and electrical
- ½ page ad in the onsite program
- 2 full access conference passes for staff (includes access to all sessions, meals, keynotes, however does not include access to the Eddie & Ozzie Awards, or the Monday workshops)
- · Recognition onsite on signage
- Recognition in event app and in onsite program guide

#### Lead Nurture Marketing

- · Recognition in pre-show marketing and on event website
- Recognition in Supplier Spotlight section of Folio: Alert for One Week
- Custom VIP code to share with customers and prospects granting them \$200 off the full conference rate
- 2 full access conference passes for staff (includes access to all sessions, meals, keynotes, however does not include access to the Eddie & Ozzie Awards, or the Monday workshops)
- Post-show access to the attendee list (name/title/company)

#### Total investment: \$9.500



## 1:1 MEETINGS

We're rolling out a limited number of hosted meetings at The Folio: Show to provide active buyers and solution providers with a chance to connect.

If you're interested in learning more about this opportunity of guaranteed meetings with your best prospects, please reach out to Tania Babiuk at tbabiuk@accessintel.com.



## FOLIO:SHOW | CO-LOCATED EVENTS







DINNER & GALA | Tuesday, October 9

### **Platinum Sponsorship**

- Opportunity for a senior executive to present some of the awards on stage
- · Recognition on award marketing leading up to the event
- Recognition on onsite signage, and during the awards presentations on the slides
- Full page ad in the commemorative awards program (back cover placement)
- · Option to provide branding item to be placed on each seat
- Thank you from the presenters onstage for sponsoring
- . 2 VIP tickets for team members to attend the awards dinner
- Post-awards attendee list (name/title/company)
- · Post event email blast to the awards attendees

Package valued at over \$13,500

Total Investment: \$9,500

**Gold Sponsorship** 

- · Recognition on award marketing leading up to the event
- Recognition on onsite signage, and during the awards presentations on the slides
- Full page ad in the commemorative awards program (back cover placement)
- · Thank you from the presenters onstage for sponsoring
- · 2 VIP tickets for team members to attend the awards dinner
- · Post-awards attendee list (name/title/company)

Package valued at over \$10,000

Total Investment: \$7,000



## **RISING STARS AWARDS & HALL OF FAME**

### CELEBRATORY LUNCHEON | Tuesday, October 9

- Opportunity for a senior executive to present some of the awards on stage
- · Recognition on award marketing leading up to the event
- Recognition on onsite signage, and during the awards presentations on the slides
- Full page ad in the commemorative awards program
- · Option to provide branding item to be placed on each seat
- Thank you from the presenters onstage for sponsoring
- 2 VIP tickets for team members to attend the awards dinner
- Post-awards attendee list (name/title/company)
- Post event email blast to the awards attendees

Package valued at over \$11,500

Total Investment: \$8,500

# FOLIO:SHOW

## DON'T JUST TAKE OUR WORD FOR IT



**Elizabeth Tucker**Publisher
ALIVE Magazine

Now, more than ever, we need a strong community and reliable information about the industry. The Folio: Show is that resource...my trusted guide.



Bethany Chambers
Director of Audience
Engagement
North Coast Media

The Folio: Show is my favorite of the whole year! I'm so grateful that the team puts so much effort into helping everyone get the most out of it.



Mark Shortt

Editorial Director

Design-2-Part Magazine

For those in our profession who work diligently to serve the needs of their readers, it is a tremendous affirmation & source of pride to be recognized at The Folio: Show



