

OCTOBER 18-20, 2023

# METALCON

LAS VEGAS CONVENTION CENTER

SPONSORSHIP & MARKETING OPPORTUNITIES

THE ONLY GLOBAL EVENT DEDICATED TO THE APPLICATION OF METAL IN CONSTRUCTION AND DESIGN



YOU CAN'T AFFORD TO  
GAMBLE WITH YOUR  
MARKETING BUDGET

LAST UPDATED MARCH 29, 2023

[WWW.METALCON.COM](http://WWW.METALCON.COM)

## WIN BIG AT METALCON WITH EXCITING MARKETING & LEAD-GEN OPPORTUNITIES

# GAIN PREMIUM EXPOSURE AND CRUSH YOUR SALES GOALS

Want to boost your exposure, distinguish your brand and pack your pipeline with leads? METALCON has an extensive range of sponsorship opportunities available to help you crush your sales goals in 2023.

Grab the attention of your best prospects from the Metal Construction and Design Industry's most influential buyers. They are eager to embrace your products and services and kick-start their businesses.

## WHY SPONSOR AT METALCON?

METALCON sponsorships shine a spotlight on your company BEFORE, DURING and AFTER the show, resulting in more traffic, more leads, more buzz and more bang for your marketing buck.

In addition to on-site branding and face-to-face time with key decision makers, you benefit from METALCON's extensive marketing campaigns that reach contractors, architects, designers, specifiers, developers, building owners, fabricators, and installers as we market the metal construction industry's most inspiring event.

- ✓ Create brand awareness and visibility
- ✓ Increase traffic to your exhibit
- ✓ Generate leads
- ✓ Cultivate relationships with decision makers
- ✓ Set up follow-up appointments to expedite deals



A lot of our clients from all around the world come to METALCON. You come to us with your opportunity, walk the floor to look at other options, bring your drawings, and we will work with clients on the show floor to customize solutions.

— Bob Repovs, President and CEO, Samco Machinery





# STACK THE ODDS IN YOUR FAVOR

Optimize your investment and increase your ROI by choosing from a wide range of specially priced, pre-packaged opportunities geared to satisfy every budget. Browse through the sponsorship and marketing opportunities available. Can't find exactly what you're looking for? Let us tailor a package that fits your company's specific goals and budget.

## METALCON PREMIERE SPONSOR (EXCLUSIVE) \$40K

**Dominate METALCON with the maximum visibility Premiere Package.**

**Your company and brand will be on the minds of thousands of customers, attendees and prospects.**

### BOOST YOUR BRAND

Get the maximum of allotted opportunities to put your brand in front of prospects and attendees; BEFORE, DURING and AFTER the SHOW.

### DIGITAL BENEFITS

- › **Reach your target audience** with 3 pre, 1 during, 1 post event email sent to prospects and registered attendees. Create your custom HTML message and we will deploy them on your behalf
- › **METALCONLive!** includes 2 webinars with speakers and educational topics of your choice. Webinar registration list made available post-webinar, your brand will live forever on our on-demand sessions!
- › **Your hyperlinked full colored logo** will be featured on the footer of METALCON's attendee and exhibitor newsletters leading up to the show
- › **METALCONNECTION E-Newsletter** allows three (3) e-newsletter inclusion with lead capture opportunity
- › **Website recognition** includes your hyperlinked full colored logo
- › **Social media** includes 6 exclusive posts on Facebook, Linked-In, Twitter and the METALCON blog
- › **Rotating banner** on the Mobile App
- › **Unlimited Products** listed in our Product Marketplace, press releases and show specials on metalcon.com
- › **Lead Capture** includes a digital scanner to track attendees as they visit your booth

### SIGNAGE & ATTENDEE EXPERIENCE

- › **Lanyard (Exclusive)** - increase brand recognition, every lanyard is co-branded with your company's name.
- › **Oktoberfest** - Host a happy hour with a keg in your exhibit space on one day for attendees to enjoy while they engage with your team.
- › **Your company's logo featured on:**
  - › Show signage and clings located in prominent locations in show entry way/foyer
  - › Show signage in prominent locations throughout the show
  - › One (1) aisle directional sign
  - › One (1) bench banner advertisement
- › **Passport Challenge** - Get a spot in the official METALCON Passport. Attendees will be on a mission to visit all participating companies to qualify for 3 different cash prizes!
- › **25 Total Experience Passes** and 20 passes to *The Architect's Experience*
- › **Opportunity** to provide a prominent guest speaker for a Keynote, General Session or "Meet 'n Greet" (must be submitted by April)
- › **Private meeting room** available all 3 days (includes light breakfast or afternoon snacks for up to 10 guests)
- › **Thank you and recognition** from the podium during Keynotes and General Sessions.
- › **Special recognition** as Premiere Sponsor in Show Guide
- › **Your digital documents in the newly added digital tote** - all registrants receive an email with the link to their personal backpack after the show.

### ADD-ON

- › Opportunity to purchase a la carte item at discounted price (see page 7)



# STACK THE ODDS IN YOUR FAVOR

Increase your visibility with the flexible, high-impact exposure of a Diamond Sponsorship. You choose how you want to engage with your target audience.

## METALCON DIAMOND SPONSOR (EXCLUSIVE) - \$35K

### DIGITAL BENEFITS

- › **Reach your target audience** with 2 pre, 1 during, 1 post event email sent to prospects and registered attendees. Create your custom HTML message and we deploy them on your behalf.
- › **METALCONLive!** includes 1 webinar with speaker and topic of your choice. Webinar reg list available post-webinar.
- › **Your hyperlinked full colored logo** will be featured on the footer of METALCON's attendee and exhibitor newsletters leading up to the show.
- › **E-Newsletter** allows one (1) e-newsletter inclusion with lead capture offer
- › **Website recognition** includes your hyperlinked full colored logo featured on the METALCON homepage, the footer of the digital floorplan, registration page and on the sidebar of subpages.
- › **Social media** includes 4 exclusive posts on Facebook, Linked-In, Twitter and the METALCON blog.
- › **Rotating banner** on the Mobile App.
- › **Your company** mentioned as the diamond sponsor in the METALCON blog
- › **Unlimited product posts**, press releases and show specials on metalcon.com
- › **Lead capture** includes a digital scanner to track attendees as they visit your booth. List of visitor will be received post-event.

### SIGNAGE & ATTENDEE EXPERIENCE

- › **Badge Sponsorship (Exclusive)** – increase brand recognition, every badge is co-branded with your company
- › **Introduce our prominent keynote speaker** in the theater on opening day
- › **Hosted popup station** - Host a snack or dessert bar in your exhibit space on one day for attendees to enjoy while they engage with your team.
- › **Your company's logo will be prominently featured on:**
  - › Show signage and clings located in prominent locations in show entry way/foyer
  - › Show signage in prominent locations in the exhibit hall
  - › Two (2) aisle directional sign
  - › One (1) bench banner advertisement
- › **Passport Challenge** - Get a spot in the official METALCON Passport. Attendees will be on a mission to visit all participating companies to qualify for 3 different cash prizes!
- › **Oktoberfest (2)** – This METALCON tradition begins at noon with a sponsored keg tapped every 30 minutes! Host an Oktoberfest stop at your booth & engage with potential customers. Get 1 keg of cold beer (and an optional snack) plus a bartender in your booth. Consider providing branded cups!
- › **10 Total Experience passes** and 5 passes to *The Architect's Experience*.
- › **Opportunity** to provide a prominent guest speaker for a Keynote, General Session or “Meet ‘n Greet”.
- › **Private meeting room** which is available on one show day (includes lite continental breakfast or afternoon snacks for up to 10 guests).
- › **Thank you and recognition** from the podium during Keynotes and General Sessions.
- › **Special recognition** as Platinum Sponsor in Show Guide.
- › **Your digital documents in the newly added digital tote** – all registrants receive an email with the link to their personal backpack after the show.

### ADD-ON

- › Opportunity to purchase a la carte item at discounted price (see page 7)



# HERE'S YOUR ACE IN THE HOLE

Increase your visibility with the flexible, high-impact exposure of a Platinum Sponsorship. You choose how you want to engage with your target audience.

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## PLATINUM SPONSOR (UNLIMITED!) – \$25K\*

### DIGITAL BENEFITS

- › **Reach your target audience** with 2 pre, 1 during, 1 post event email sent to prospects and registered attendees. Create your custom HTML message and we deploy them on your behalf.
- › **METALCONLive!** includes 1 webinar with speaker and topic of your choice. Webinar reg list available post-webinar.
- › **Your hyperlinked full colored logo** will be featured on the footer of METALCON's attendee and exhibitor newsletters leading up to the show.
- › **E-Newsletter** allows two(2) e-newsletter inclusion with lead capture offer
- › **Website recognition** includes your hyperlinked full colored logo featured on the METALCON homepage, the footer of the digital floorplan, registration page and on the sidebar of subpages.
- › **Social media** includes 4 exclusive posts on Facebook, Linked-In, Twitter and the METALCON blog.
- › **Rotating banner** on the Mobile App.
- › **Unlimited product posts**, press releases and show specials on metalcon.com
- › **Lead capture** includes a digital scanner to track attendees as they visit your booth

### SIGNAGE & ATTENDEE EXPERIENCE

- › **Oktoberfest** – This METALCON tradition begins at noon with a sponsored keg tapped every 30 minutes! Host an Oktoberfest stop at your booth & engage with potential customers. Get 1 keg of cold beer (and an optional snack) plus a bartender in your booth. Consider providing branded cups!
- › **Your company's logo will be prominently featured on:**
  - › Show signage and clings located in prominent locations in show entry way/foyer
  - › Show signage in prominent locations in the exhibit hall
  - › One (1) aisle directional sign
  - › One (1) bench banner advertisement
- › **Passport Challenge** – Get a spot in the official METALCON Passport. Attendees will be on a mission to visit all participating companies to qualify for 3 different cash prizes!
- › **10 Total Experience Passes** and 5 passes to *The Architect's Experience*.
- › **Opportunity** to provide a prominent guest speaker for a Keynote, General Session or "Meet 'n Greet".
- › **Private meeting room** which is available on one show day (includes lite continental breakfast or afternoon snacks for up to 10 guests).
- › **Thank you and recognition** from the podium during Keynotes and General Sessions.
- › **Special recognition** as Platinum Sponsor in Show Guide.
- › **Your digital documents in the newly added digital tote** – all registrants receive an email with the link to their personal backpack after the show.

### ADD-ON

- › Opportunity to purchase a la carte item at discounted price (see page 7)



# HERE'S YOUR ACE IN THE HOLE

Generate buzz, supercharge your visibility and generate leads from qualified decision makers as a Gold Sponsor.

## GOLD SPONSOR PACKAGE (UNLIMITED) \$15K\*

### DIGITAL BENEFITS

- > **1 pre, 1 post event email** to registered attendees.
- > **Your hyperlinked full colored logo** featured on the footer of both attendee and exhibitor newsletters.
- > **E-Newsletter** allows one (1) e-newsletter inclusion with lead capture offer
- > **Website recognition** includes a hyperlinked full colored logo featured on the METALCON.com sponsor page.
- > **Social media** includes 1 exclusive post on Facebook, Linked-In, Twitter and the METALCON blog.
- > **Rotating banner** on the Mobile App.
- > **Unlimited** product posts, press releases and show specials on metalcon.com.

### SIGNAGE & ATTENDEE EXPERIENCE

- > **Logo on signage** in prominent locations in the exhibit hall
- > **Special recognition** as Gold Sponsor in Show Guide.
- > **Passes** (3) *Total Experience* and (2) *Architect's Experience*
- > **Your digital documents in the newly added digital tote** - all registrants receive an email with the link to their personal backpack after the show.

### ADD-ON

- > Opportunity to purchase a la carte item at discounted price



## SILVER PACKAGE (UNLIMITED) \$10K

Collect quality leads, build relationships and boost your brand as a Silver Sponsor.

### DIGITAL BENEFITS

- > **(1) One email** to registrants either pre or post event.
- > **(1) Logo feature** on the footer of attendee and exhibitor newsletter.
- > **Website recognition**, hyperlinked logo featured on sponsor page.
- > **Unlimited** product posts, press releases and show specials
- > **Rotating banner** on the Mobile App.

### SIGNAGE & ATTENDEE EXPERIENCE

- > **Logo on signage** in prominent locations in the exhibit hall
- > **Logo** on show guide

### Add-On

- > **Opportunity to purchase a la carte item** at discounted price (see page 7)

## INCREASE YOUR VISIBILITY AND FOOT TRAFFIC BY PARTICIPATING IN OUR PASSPORT CHALLENGE!

You can purchase a spot to be featured in the official METALCON Passport. Attendees will be on a mission to visit all participating companies to qualify for 3 different cash prizes! The spots sell out fast, reserve now. - **Cost \$1500**

## EXCLUSIVE COVER SPONSOR

Exclusive opportunity to have your company graphic featured on the back cover of the METALCON Passport. Limited to one company. - *Inquire for pricing*

# 'THE ARCHITECT'S EXPERIENCE' SPONSOR (UNLIMITED) – \$10K

If architects, specifiers and designers are your target audience, this is the sponsorship opportunity for you! Develop relationships, generate leads and show off your expertise to architects and specifiers who drive buying decisions for your products and services.

## BOOST YOUR BRAND

Get the maximum of opportunities to boost your brand in front of thousands of architects, specifiers and designers BEFORE, ON-SITE and AFTER *The Architect's Experience* at METALCON!

## DIGITAL BENEFITS

- **Reach your target audience** with 1 pre, and 1 post event email sent to prospects for *The Architect's Experience* at METALCON. Create your custom HTML message and we will deploy them on your behalf.
- **Your hyperlinked full colored logo** will be featured on all emails promoting The Architect's Experience to thousands of prospects for this exclusive program.
- **Your company will be promoted as a sponsor** in 2 METALCON CONNECTION E-Newsletter articles and a Press Release dedicated to *The Architect's Experience* at METALCON.
- **Website recognition includes** your hyperlinked full colored logo on a dedicated landing page dedicated to *The Architect's Experience*
- **Social media** includes 3 exclusive posts on Facebook, Linked-In, Twitter and Blog.
- **Rotating banner** on the show Mobile App



## ON-SITE BRANDING & ATTENDEE EXPERIENCE

Your brand will be featured in *The Architect's Experience Pavilion*, the exclusive educational and networking area, including your choice of:

- BREAKFAST, LUNCH, SNACK or HAPPY HOUR Sponsorship
- The Architect's Experience Charging Station Sponsorship

## YOUR COMPANY'S LOGO FEATURED ON:

- **Signage** with your logo located in the Architect's Experience pavilion and throughout the exhibit hall
- **One (1) bench** banner advertisement
- **20 (Twenty) passes** to for your guests and VIP's to attend *The Architect's Experience*
- **Opportunity to make a 10-minute presentation** and then intro guest speaker for a *The Architect's Experience* opening Keynote Speaker. (First-come, first served opportunity)
- **Special recognition as *The Architect's Experience* Sponsor** in the Show Preview and the on-site Show Guide
- **Your digital document or publication included in the newly added digital tote** – all registrants receive an email with the link to their personal backpack after the show.
- **METALCONLive! includes 1 webinar on an educational topic** geared toward the design community (must qualify for AIA HSW credits). Webinar registration list made available post-webinar. Your brand will live forever on our METALCON All-Year Long site!



**INCREASE YOUR REACH AND EXPOSURE, WHILE GENERATING LEADS WITH HIGH-VISIBILITY OPPORTUNITIES.**

## Expand Your Brand On-Site

- > **On-Site Registration Sponsorship (Exclusive)** – Be seen by thousands throughout the registration process! Your company logo will be placed prominently on signage in the registration area, and on the footer of all digital registration screen pages at check-in. **\$20K**
- > **Show Bag Sponsorship (Exclusive)** – Promote with the Tote! Your company logo is featured prominently on all attendee bags along with the METALCON logo. – **Contact for pricing**
- > **Mobile App (Exclusive)** – Your company is featured in all promotions for the show Mobile App. provided free to all attendees. Includes hyperlinked logos on the App. landing page, directory and rotating footer, plus 3 event push notifications (pre, during and post-show). – **\$20K**
- > **Theater Sponsorship (Exclusive)** – The show theater is named for your company and includes 2 keynote introductions, your company name/logo prominently displayed on all keynote/general session signage. – **\$15K**
- > **Photobooth at The METALCON Deck** – Custom brand our digital photobooth with your company logo and give them a branded keepsake that will live long after the show is over. – **\$8K**
- > **Charging Station Sponsorship (Exclusive)** – Don't let your customers run out of battery. Your logo is prominently featured on the charging station located on the exhibit floor. – **\$10K**
- > **METALCON Notebook Sponsorship (Exclusive)** – Company logo included on cover of notebook distributed to each attendee – **\$10K**
- > **Escalator/Stair Rail Clings** – Capture attention with a company logo on the main stairways – **Contact for pricing**
- > **Custom Footprints** – Place your company logo on the path where attendees enter the Expo Hall. – **\$6,500**
- > **Hotel Room Gift Drop (Limit 10)** – **\$5K**
- > **Passport Challenge** – Get a spot in the official METALCON Passport. Attendees will be on a mission to visit all participating companies to qualify for 3 different cash prizes! – **\$1,500/each**
- > **Bench Banner (in high traffic aisles)** – **\$1,500/each**
- > **Aisle Sign Logo (16 available)** – **\$1K/each**
- > **Physical Show Bag Insert** – **\$750**
- > **Your digital documents in the newly added digital tote** – all registrants receive an email with the link to their personal backpack after the show. – **\$750**

## Food and Fun

- > **Oktoberfest** – This METALCON tradition begins at noon with a sponsored keg tapped every 30 minutes! Host an Oktoberfest stop at your booth & engage with potential customers. Get 1 keg of cold beer (and an optional snack) plus a bartender in your booth. Consider providing branded cups! – **\$5,500**
- > **Breakfast in the Exhibit Hall** – A lot of business gets closed in the exhibit hall so connect more time with your prospects and fuel them up for a busy day – **Contact for pricing**
- > **Pop Up Snack Station or Dessert Bar!** For 1–2 hours your company can host a creative event such as an ice cream stand, hot soft pretzels, popcorn or a beverage stand for our guests to enjoy. – **Contact for pricing**
- > **Charity Sponsor Raffle** – Provide a raffle prize for the METALCON charity of choice to help raise funds for an important cause, while increasing your brand exposure. – **\$2,500**

## Year-Round Digital Engagement

- > **METALCONLive!** – Sponsor an episode or multiple of our virtual broadcast series! Company will have the opportunity to provide guest presenter and choice of topic. Episode registration list received post-episode. – **Contact for pricing**
- > **E-Marketing** – Reach thousands of top decision makers in metal construction and design with purchase decision authority. Different packages available that include dedicated emails, e-newsletter inclusions, social media promotion & more – **Contact for pricing**



# METALCON DIGITAL PACKAGE (UNLIMITED) – \$5K

Get your brand in front of the Metal Construction Industry when your company's logo/banner is placed on the METALCON website, guest post on METALCON blog, (1) pre or post email to registrants and (1) METALCON Attendee Newsletter inclusion.

## E-MARKETING

Reach thousands of top decision makers in metal construction & design with purchase decision authority.

- › **Dedicated email** – craft a custom HTML email & we will deploy it on your behalf - **\$3K for one or \$5K for two**
- › **E-newsletter inclusion** – reach over 60K potential new customers with an enticing lead capture offer featured in a METALCON newsletter - **\$500**
- › **Social media** – promote your products or services in an exclusive post to METALCON's social media network  
– **Contact for pricing**



**DON'T SEE EXACTLY WHAT YOU ARE LOOKING FOR? AT METALCON, THE OPPORTUNITIES ARE TRULY UNLIMITED. WE CAN TAILOR A PACKAGE THAT MEETS YOUR MARKETING GOALS, GIVES YOU GREAT IMPACT AND FITS YOUR BUDGET.**

**LET'S TALK ABOUT WORKING TOGETHER TO BOOST YOUR MARKETING AND SALES SUCCESS IN 2023!**

**Adelle Koscinski, Sponsorship Sales**

**Direct #: 857-255-3209 Email: [adelle@metalcon.com](mailto:adelle@metalcon.com)**

\*MARKED SPONSORSHIPS ARE ONLY AVAILABLE TO CONFIRMED EXHIBITORS.

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