

# METALCON

OCTOBER 30 – NOVEMBER 1 '24

*Georgia World Congress Center – Atlanta, Georgia*

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



## 2024 SPONSORSHIP PROSPECTUS



For more information, contact Ilda Prifti at [ilda@metalcon.com](mailto:ilda@metalcon.com) or 857-255-3341 | [www.metalcon.com](http://www.metalcon.com)

**METALCON**

## AMPLIFY YOUR BRAND AND GAIN PREMIUM EXPOSURE

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Looking to increase your exposure, establish brand prominence and fill your sales pipeline with top-tier leads? Look no further than METALCON's array of sponsorship opportunities, all designed to maximize your return on investment and help you crush your sales goals.

METALCON sponsorships offer the perfect platforms to distinguish yourself from competitors and capture the attention of key buyers in the metal construction and design industry. Seize the chance to showcase your solutions to key decision-makers eager to take their businesses to the next level.

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

- ✓ Establish unparalleled brand recognition and exposure
- ✓ Increase traffic to your booth
- ✓ Generate high-quality leads
- ✓ Cultivate meaningful connections with key decision-makers
- ✓ Facilitate follow-up meetings to accelerate deals

**MAXIMIZE YOUR INVESTMENT AND BOOST YOUR ROI BY SELECTING FROM A BROAD SELECTION OF SPECIALLY PRICED, PRE-PACKAGED OPPORTUNITIES DESIGNED TO ACCOMMODATE EVERY BUDGET.**

**DON'T SEE EXACTLY WHAT YOU'RE LOOKING FOR? ALLOW US TO CUSTOMIZE A PACKAGE TAILORED TO MEET YOUR COMPANY'S GOALS AND BUDGETARY REQUIREMENTS.**

**CONTACT ILDA PRIFTI, SPONSORSHIP SALES DIRECTLY AT 857-255-3201 OR [ILDA@METALCON.COM](mailto:ILDA@METALCON.COM)**



# DEMOGRAPHICS

DATA SOURCES: 2023 ATTENDEE REGISTRATION & POST-SHOW ATTENDEE/EXHIBITOR SURVEYS

## Who attends?

METALCON draws a broad range of buyers from all U.S. states and more than 50 countries to explore the vast array of metal products, equipment, and services, all conveniently located under one roof.

- 44% OWNER
- 32% MANAGER
- 9% VP LEVEL
- 8% DIRECTOR
- 7% C-SUITE

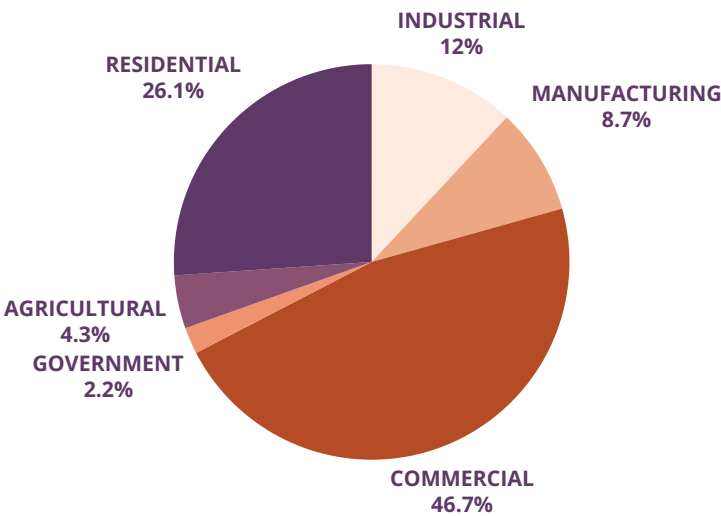
76%  
OF ATTENDEES  
ARE SENIOR LEVEL  
EXECUTIVES

You'll engage with highly qualified, senior-level buyers who are actively seeking innovative solutions to make their businesses more productive and profitable.

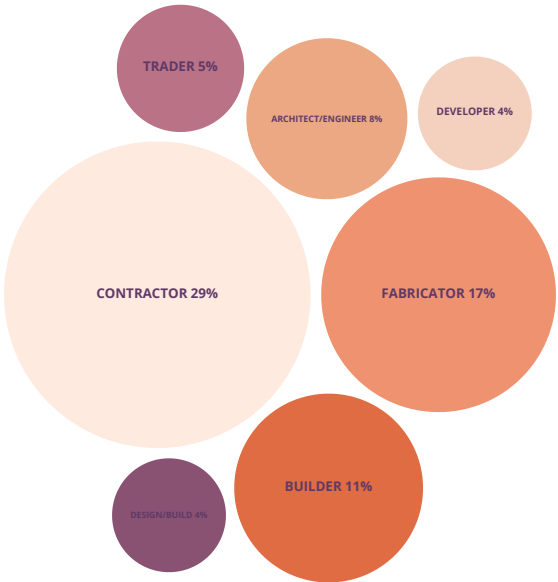
### ANNUAL COMPANY REVENUE

\$1-\$5 MILLION	22.40%
\$6-\$10 MILLION	12.75%
\$11-\$15 MILLION	7.30%
\$16-\$20 MILLION	4.39%
\$20 MILLION+	37.06%

### PRIMARY MARKETS ATTENDEES SERVED



### METAL-FOCUSED ATTENDEE BUYERS



	Premiere	Diamond	Platinum	Gold	Silver
	Exclusive	2	3	4	5
<b>DIGITAL MARKETING</b>					
Pre-Show Email	x	x		x	
During Show Email	x	x	x		
Post Show Email	x				x
E-Newsletter w/Custom CTA	3	x	x	x	
Social Media Post(s)	6	4	2	x	
Logo on metalcon.com	x	x	x	x	x
Custom Blog Post	x	x			
Enhanced Digital Listing	x	x	x	x	x
Mobile Push Notifications	x				
Rotating Logo on Mobile App	x	x	x	x	
Digital Delivery of Marketing Piece (in the Digital Pack)	x	x	x	x	x
<b>DISPLAY AND ADVERTISING</b>					
Logo on Official Show Signage	x	x	x	x	x
Hanging Aisle Signs (limit 10)	2	x	x	x	
Branded Bench Ads	3	2	x		
Recognition in Show Guide	x	x	x	x	x
Logo in E-newsletters	x	x	x		
Hotel Keycards				x	
Registration (Logo Feature)	x	x	x	x	x
<b>MATERIALS AND HOSPITALITY</b>					
On-Site Meeting Room	x	x			
Branded Notebook	x				
Branded Lanyard	x				
Branded Badges		x			
Charity Sponsorship			x		
<b>TRAFFIC DRIVERS AND LEAD CAPTURE</b>					
Passport Challenge	x	x	x	x	x
Digital Badge Scanner	x	x			
<b>EDUCATION</b>					
METALCON Online Webinar + Reg. list	x	x	x		
Keynote Introduction	x	x			
<b>SPECIAL FEATURES AND FUN</b>					
Oktoberfest (limit 10)	x	x	x		
Networking Event/Party		x			
360 Camera Spotlight				x	
<b>VIP TICKETS AND DISCOUNTS</b>					
Total Experience Passes (extra)	25	20	15	10	5
Architect Experience Passes (extra)	20	15	10	5	

**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.



## MOBILE APP

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).

## RECHARGE + CONNECT

Don't let your customers run out of battery or get disconnected. Your logo is prominently featured as the charging station sponsor located at The Deck.

## REGISTRATION

Be seen by thousands throughout the registration process with your logo placed prominently on the footer of our digital registration pages, as well as every screensaver in the registration area. We can also include your logo and marketing materials in the digital backpack that gets emailed to every registrant post event.

## SNACK BREAK

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.

## COFFEE + TEA BREAK

Partner with us to host a non-alcoholic refreshment station during the event. You can showcase your brand with custom cups or napkins, and we guarantee maximum brand exposure during the promotion of the beverage break.

## WATERBOTTLE

Provide attendees a branded water bottle at registration, promoting sustainability, health, and eco-friendliness.

## FOOT PRINTS

Your company logo on the path from the high trafficked main aisle to your booth where attendees.

## OKTOBERFEST

This METALCON tradition begins at noon with a sponsored keg! Host an Oktoberfest stop at your booth and engage with potential customers. Get 1 keg of cold beer (and an optional snack) plus a bartender in your booth. *Consider providing branded cups!*

## SNACK BREAK

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.

## MOBILE PUSH NOTIFICATION

Attendees who have downloaded the mobile app will receive notifications throughout the show, putting your information right at their fingertips.

## GOLF SIMULATOR

Provide attendees with a chance to engage in a fun and friendly golf competition, while creating a space for groups to come together, interact, and have fun! This sponsorship package includes lead scanner, allowing you to capture information from everyone who takes a swing.

## HEADSHOT STATION

Invest in the opportunity to have your brand featured on the professional headshot station.

## THE DESIGN DISTRICT

If architects, specifiers, and designers are your target audience, then this sponsorship opportunity is perfect for you!

You'll have a chance to develop relationships, generate leads, and showcase your expertise to architects and specifiers who drive buying decisions for your products and services.

Don't miss out on this opportunity to make their experience special as you interact directly with this coveted group of attendees.

## PREMIERE EXCLUSIVE //

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Achieve unparalleled dominance at METALCON with our exclusive Premiere Package ensuring maximum visibility for your company and brand. Your presence will reverberate among thousands of prospects, establishing your standing as a leading force in the industry. Benefit from amplified exposure through multiple emails, social media, booth traffic drivers, prominent visibility across the show, a private meeting room, coveted Oktoberfest participation and so much more!

## DIAMOND LIMITED TO 2 //

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Expand your reach and boost engagement with a comprehensive suite of digital marketing, display advertising, exhibit traffic drivers, lead capture ops, and more. This package includes sponsorship of a major show networking event and attendee badges, plus custom emails, e-newsletters, social media and blog posts, mobile app logo, and enhanced digital listings and even branding on metal benches placed along the Power Aisle. Don't miss out on this opportunity to leave a lasting impression.

## PLATINUM LIMITED TO 3 //

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If you are looking to increase your company's visibility and make a long-term impact, look no further than a Platinum Sponsorship with METALCON. This full suite of digital marketing, display and advertising traffic drivers, lead capture, and on-site branding are just some of the high-impact deliverables to ensure your company stands out from the crowd!

## GOLD LIMITED TO 4 //

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As a Gold Sponsor, all eyes will be on your company's logo printed on METALCON attendee's hotel key card, plus e-newsletters, social media and the rotating banner on the Mobile App. But that's not all – our Gold Sponsorship also includes a pre-show email blast, helping you to stay top-of-mind with your prospects long after the show has ended. Sign up now and make a lasting impression.

## SILVER LIMITED TO 5 //

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Don't miss the opportunity to showcase your brand! As a Silver Sponsor, you'll enjoy the high-impact value of a pre-show email, digital delivery of a marketing piece, enhanced digital listings, inclusion on signage, the mobile app. These benefits will help you attract more traffic, generate more leads, and create more buzz for your marketing dollar.

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