

**METALCON**

OCTOBER 21 - 23, 2025  
LAS VEGAS, NEVADA, USA

# SPONSORSHIP PROSPECTUS

**2025**



## METALCON 2025 LAS VEGAS CONVENTION CENTER

The Only Global Event Dedicated to the Application  
of Metal in Construction and Design.



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

# 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 high value exposure for your marketing investment.**

- ✓ Establish unparalleled brand recognition and exposure
- ✓ Increase traffic to your booth
- ✓ Generate high-quality leads from engaged attendees
- ✓ 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**

	Premiere <b>SOLD</b> Exclusive	Platinum <b>SOLD</b> Exclusive	Diamond <b>SOLD</b> Exclusive	Gold <b>4</b>	Silver <b>4</b>
<b>DIGITAL MARKETING</b>	\$45,000	\$35,000	\$30,000	\$20,000	\$10,000
Pre-Show Email	2	2	2	1	1 pre or post
During Show Email	2	2			
Post Show Email	2		2	1	1 pre or post
E-Newsletter Inclusion with Custom CTA	1	1	1	1	
Social Media Post(s)	6	4	3	2	1
Logo on metalcon.com	1	1	1	1	1
Custom Blog Post	2	1	1	1	1
Enhanced Digital Listing	1	1	1	1	1
Special Designation on the Show Guide Listing	1	1	1	1	1
Mobile Push Notifications	1	1	1		
Rotating Logo on Mobile App	1	1	1		
Digital Delivery of Marketing Piece	1	1	1	1	1
<b>DISPLAY AND ADVERTISING</b>					
Logo on Official Show Signage	1	1	1	1	1
Hanging Aisle Signs	2	1	1	1	
Branded Bench Ads	2	1	1	1	
Recognition in Show Guide	1	1	1	1	1
Logo in E-newsletters	1	1	1	1	1
<b>MATERIALS AND HOSPITALITY</b>					
Branded Notebook	1				
Branded Lanyard	1				
Branded Badges		1			
Charity Sponsor	1				
<b>TRAFFIC DRIVERS AND LEAD CAPTURE</b>					
Oktoberfest	2	1	1	1	
Digital Badge Lead Retrieval Scanner	2	1	1	1	
<b>EDUCATION</b>					
METALCON Online Webinar + Registration List	2	1	1	1	1
Keynote Introduction	1	1	1		
<b>VIP TICKETS AND DISCOUNTS</b>					
Total Experience Passes	30	25	20	15	10
Design District Passes	25	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.



## ON-SITE EVENTS, EXPERIENCES & EDUCATION

### WELCOME PARTY

**\$40K // EXCLUSIVE**

Branded signage recognizing your company as the Welcome Party Sponsor  
Cocktail napkins with your logo, used at all bars, food stations, and for passed food  
Logo visibility on event signage  
Your brand associated to the Welcome Party in promotional materials such as the official show guide, social media and email marketing and more  
DJ will acknowledge the sponsor at the start of the event  
A 360-degree camera will be set up at the reception for attendee engagement  
Opportunity to provide branded cups  
Located inside Exhibit Hall

### LEARNING CENTER(S)

**\$15K EACH // \$25K FOR ALL 3**

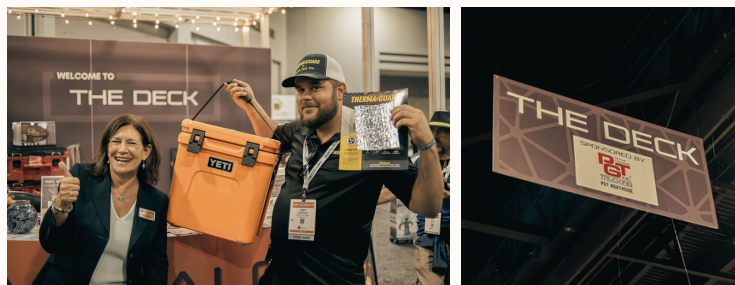
Co-branding on the hard walls of the Learning Center  
Co-branding on intro slide of all presentations  
Co-branding on each session description on the website and mobile app.  
Logo branded on the show guide overview of the learning center  
Branded Headsets (up to 40)  
Opportunity to provide branded pens/scratch pads  
Logo or silent video on screen saver when not in use  
Brand recognition in the show guide, social media, emails and any additional marketing materials featuring the Learning Center(s)(when applicable)  
Located inside Exhibit Hall

### THE DECK

**\$20K // EXCLUSIVE**

*The Deck is designed to create an interactive networking environment for attendees.*

One Pre-show 100% custom email blast to registrants  
One Customizable social media post  
(2) Printed ads featured on table tops throughout The Deck Lounge  
Unlimited Branded photo booth Photos (shared on social media platforms)  
Logo featured near photo booth set up  
Brand recognition in the show guide, social media, emails and additional marketing materials featured alongside The Deck (when applicable)  
Located inside Exhibit Hall



## THE BACKYARD

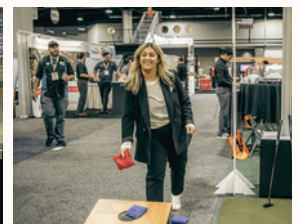
*The Backyard, an interactive area on the show floor*

### GOLF SIMULATOR

**\$20K // EXCLUSIVE**

*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!*

One Oktoberfest on Day 2  
Access to all participant sign up contacts  
Your logo featured as the golf simulator experience provider  
This sponsorship package includes a lead scanner, allowing you to capture information from everyone who takes a swing.  
Brand recognition in the show guide, social media, emails and any additional marketing materials featuring the Golf Simulator (when applicable)



### BACKYARD PARTY DAY 2

**\$20K // EXCLUSIVE**

Branded signage recognizing your company as the Backyard Sponsor  
Cocktail napkins featuring company logo used on all bars, food stations  
One Oktoberfest during party time located at the backyard featuring your brand  
Logo visibility on event signage  
Your brand associated to the event in promotional materials such as the official show guide, social media and email marketing and more  
DJ will acknowledge the sponsor at the start of the event  
Opportunity to provide branded cups  
Located inside Exhibit Hall



## METAL & MIMOSAS BRANDED SWAG & FEATURED SPEAKER INTRO

### \$5K // EXCLUSIVE

One Dedicated slide showcased in a PowerPoint reel before and after the presentation  
2 minute company description before keynote Introduction  
Branded swag featuring your company logo  
Your company's logo on the metal and mimosa sign up pages  
Logo featured on sign up and confirmation emails  
Logo and Booth Number on METAL & Mimosa Signage + Webpage  
Brand recognition in the show guide, social media, emails and additional marketing materials featured alongside M&M (when applicable)

## METAL & MIMOSAS PARTICIPANT

### \$600 // UNLIMITED

Mention in blog and newsletters as participants  
Your company's logo on the metal and mimosa web pages  
Logo featured on sign up and confirmation emails  
Logo and Booth Number on Metal & Mimosa Signage  
Brand recognition in the show guide, social media, emails and additional marketing materials featured alongside Metal & Mimosa (when applicable)



## SPONSORSHIPS OVER 5K INCLUDES:

- Upgrade to highlighted exhibitor on the METALCON Event Portal, this includes an enhanced online booth profile with 8 product listings, 2 press releases, 10 videos and 4 show specials.
- Enhanced floorplan visibility (logo featured on booths larger than 10x10 sq. ft.)
- Logo featured on metalcon.com
- Logo featured on signage at METALCON
- Logo featured on the show guide
- Labeled as a sponsor in the exhibitor listing



## TRAINING ZONE ON-SITE & DIGITAL BRAND

### \$30K // EXCLUSIVE

*This hands-on training area will feature demonstrations and education using a variety of mock-ups and materials including painted steel, aluminum, zinc, copper and other exotic materials. Training will focus on proper detailing and utilization of the right tools to enhance the skills of contractors, remodelers and others, enabling them to deliver their best, most efficient and cleanest work when installing various metal roof offerings and systems.*

## TRAINING ZONE PARTICIPANT

### \$2.5K // UNLIMITED

Your products/materials to be utilized during training  
Inclusion of your logo on all promotional signage  
A dedicated social media post promoting your involvement  
Logo on the monthly attendee newsletter as a supporting partner of the METALCON Training Zone  
Opportunity to bring a sign/rollup within the Training Zone

## WI-FI AND MOBILE APP OPPORTUNITIES

### WI-FI PROVIDER

#### \$22K // EXCLUSIVE

Ensure Wi-Fi connectivity throughout the event venue  
Logo feature on all Wi-Fi provider/password signage throughout the event  
Custom Password Branding for Wi-Fi Password  
Brand recognition in the show guide, social media, emails and any additional marketing materials featuring Wi-Fi (when applicable)

### MOBILE APP

#### \$10K // EXCLUSIVE

Your logo featured on the intro screen  
One mobile app push notification  
Top masthead Ad  
Clickable navigation item on the event menu to your website  
Your logo featured on the mobile app download landing page  
Your logo featured on any/all emails sent to promote mobile app download  
Brand recognition in the show guide, social media, emails and any additional marketing materials featuring the mobile app (when applicable)

### PUSH NOTIFICATION

#### \$2K // LIMIT 5

Attendees who have downloaded the mobile app will receive notifications throughout the show, putting your information right at their fingertips  
One rotating banner ad on the mobile app



## ON-SITE SIGNAGE AND GRAPHICS

### REGISTRATION

**\$15K // EXCLUSIVE**

Logo featured on all digital registration pages

One One Banner ad included on in 5+ emails deployed in relation to registration including the registration confirmation email

Logo featured on any/all signage related to registration

Logo featured through on-site registration area in the lobby of the LVCC

Logo on all screensavers at Registration

Recognition in the show guide and additional marketing materials (when applicable)

### HIGH IMPACT ENTRANCE UNIT

**\$10K // EXCLUSIVE**

Your logo featured on the digital floorplan on the show entrance unit

100% customizable floor sticker placed upon show entrance along with unit

Your logo featured on the 8x6 foot wall entrance unit

### FOOTPRINTS

**\$8K // LIMIT 5**

Footprints featuring your booth # – leading from show entrance to booth

### BRANDED BENCH AD

**\$3K // LIMIT 2**

100% Branded Bench Ad located in a high traffic area on the power aisle

### COLUMN WRAP

**\$2.5K EACH // LIMIT 3**

Your ad featured on a column(s) in the convention center lobby area

### POWER AISLE FLOOR AD CLINGS

**\$2.5K // LIMIT 10**

100% customizable floor sticker placed along the power aisle



## DIGITAL BRAND EXPOSURE

### DIGITAL MARKETING

**\$5K // LIMIT 10**

One Pre or Post Show email to registrants

Inclusion in One METALCON Attendee Newsletter

Upgrade to highlighted exhibitor on the METALCON Event Portal, this includes an enhanced online booth profile with 8 product listings, 2 press releases, 10 videos and 4 show specials.

Enhanced floorplan visibility (logo featured on booths larger than 10x10 sq. ft.)

Logo featured on metalcon.com

Logo featured on signage at METALCON

Logo featured on the show guide + labeled as a sponsor in the exhibitor listing

### DIGITAL BACKPACK

**\$5K // LIMIT 5**

Your logo featured on the Digital Backpack Landing Page

Your logo featured on all emails regarding access to Digital Backpack

Your logo featured on the Login Page for the Digital Backpack

## ATTENDEE SWAG

### SHOW BAG



**\$15K // EXCLUSIVE**

Show Bag: Your logo featured prominently along with the METALCON logo

### HOTEL KEYCARD



**\$15K // EXCLUSIVE**

Double-sided exclusive branding on Hotel Keycard for all partnered hotels

FOOD & BEVERAGE

OKTOBERFEST

\$6K EACH // LIMIT 15

Featured on the Oktoberfest schedule that we send out in our "know before you go" newsletter and mobile app  
Logo featured on show floor signage with schedule  
Listed on any/all signage about Oktoberfest throughout high traffic areas on the show floor.

WATER STATIONS

\$5K // EXCLUSIVE

Five Branded Water Refilling Stations  
Daily Push notification to everyone who downloaded the app  
Featured alongside any/all mentions of refill stations wherever applicable



SNACK BREAK

\$1-4K // UNLIMITED

Choice Of:  
\*Premium\* Popcorn Break – Popcorn machine + 200 bags and popcorn - \$3,000  
Pretzel Break – Pretzel warmer + 25 pretzels - \$1,000  
Warm Cookie Break – Portable Cookie Oven + 240 cookies - \$1,000  
Bagged Treats (Pretzels, Chips, Peanuts, or Trail Mix) 120 units - \$1,000  
Snack Break schedule that we send out in our "know before you go" newsletter

K-CUP COFFEE STATION

\$2K // EXCLUSIVE

Coffee Station schedule sent via our "know before you go" newsletter

ESPRESSO BAR

\$2K FOR 100 // \$4K FOR 200

Espresso Bar schedule sent via our "know before you go" newsletter

CAFÉ + LOUNGE

CALL FOR PRICING

Your Haven for Connection & Relaxation  
Step away from the hustle and bustle of the show floor and recharge your body, mind, and devices at the METALCON Community Café!

