

2018 BLADE SHOW SPONSORSHIP OPPORTUNITIES



BLADE SHOW

June 1-3, 2018

Cobb Galleria | Atlanta, GA

BLADEShow.com | Contact bladeshow@fwmedia.com for all sales inquiries.

OVERALL SPONSOR (Limit 1)

\$25,000

SOLD

The Overall Sponsor will receive the following:

Pre-and-post event promotion

- Logo placement on ALL BLADE Show promotional platforms, this includes print (news releases, newsletters, BLADE magazine), digital, radio, cable, websites, signage, et al.
- The sponsor will receive banner website ads located on both BladeShow.com and Blademag.com.
- The sponsoring company will receive two exclusive dedicated email blasts to our Blade and Knife forum list. The DEBs can be used at any time during 2018.

Onsite branding and signage

- Full page 4-color ad in the BLADE Show program.
- Booth location highlighted on the floor plan map (5000 produced) distributed onsite.
- Booth location highlighted on the BLADE Show program floor plan.
- Hanging of your corporate banner above your booth.
- Logo placement on Blade Show exhibitor badges (estimated 7000 printed 3"x4" badges)
- Logo placement on show attendee wristbands (estimated 7,000 printed)
- Logo placement on kick panels for registration the six registration counters in the main entrance to the show
- Logo and booth number will appear on all 4'x8' hanging aisle signs (12 signs produced)
- Two free-standing 38"x96" signs on the show floor with custom full-color artwork provided by sponsor.
- Four custom full-color 3'x4' floor clings placed strategically throughout the show. Artwork provided by sponsor.
- Logo will appear in black and white on one-side of all show bags distributed to Show attendees – quantity 5,000 bags.
- 5,000 catalog inserts (not to exceed 8.5x11 in size) included in all show bags – quantity 5,000.

Additional Event Upgrades

- 50 VIP passes.
- Reserved table for 10 at Knife of the Year Awards.



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KNIFE OF THE YEAR (Limit 1)

\$15,000

The Knife of the Year sponsor will receive the following:

Pre-event promotion

- The sponsor will receive banner website ads located on both BladeShow.com and Blademag.com.
- Identification in all editorial features and news releases as the sponsor of Knife of the Year™ appearing in *Blade* magazine and the Blade Show Program.
- Dedicated eblast to all 2018 Blade Show attendees in May promoting booth/table location at the show.
- One dedicated social post on Blade Show and *Blade* Mag social platforms promoting booth/table location.
- Logo placement on designated Blade Show promotional platforms to include: print, digital, cable, radio, signage, et.

Onsite branding and signage

- Logo and company name on all signage displayed at annual Knife of the Year™ awards ceremony.
- Logo and company name on banner and signage prominently displayed at the Knife of the Year™ area.
- Logo and company name on 500 custom designed cocktail napkins.
- The sponsor will receive one full-page 4-color ad in the official BLADE Show program.
- The sponsor will have their booth location highlighted on the floor plan map (5,000 produced) distributed onsite.
- Sponsor provided single sheet/flyer inserts (not to exceed 8.5x11 in size) included in all show bags –quantity 5,000.
- Recognized as sponsor on LIVE social media streaming on Blade Show and *Blade* Magazine social media pages.
- Sponsored social media post on Blade Show and *Blade* Magazine social pages announcing Knife of the Year™ Winner.

Post-event promotion

- Sponsorship of the page on Blademag.com announcing the winners.
- Half page mention on the surveys sent to 2018 Blade Show attendees and exhibitors.
- Dedicated eblast to *Blade* Magazine enewsletter list.
- Knife of the Year™ winner announced on Blademag.com, BladeShow.com and BladeWest.com on the homepage.
- Recognition at Blade Show West- onsite signage in the registration area.
- Sponsorship on the static page on Blademag.com cataloging all Cutlery Hall of Fame winners for one year.
- 2 exclusive eblast to the Blade Show 2018 attendee list that can be used anytime in 2018. *as long as it fits in Blade Show e-mail schedule

Additional Event Upgrades

- Reserved table for 10 at Knife of the Year Awards™.



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BLADE UNIVERSITY/EDUCATION (Limit 1) \$7,500

The Sponsor of the Education Series will receive the following:

SOLD

Pre-and-post event promotion

- Identification in all editorial features and news releases as the “sponsor” of BLADE University/Education to include editorial features and promotions appearing in Blade magazine, email sends and the Blade Show Program. This will also include any coverage that will appear in Blade magazine issues following the 2018 Blade Show.
- Logo placement on designated Blade Show promotional platforms to include: print, digital, signage, et al.
- The sponsor will receive banner website ads located on both BladeShow.com and Blademag.com.
- The sponsoring company will receive one exclusive direct email broadcast to all 2018 Blade Show attendees after the show. The DEB can be used at any time during 2018.

Onsite branding and signage

- Logo and company name on signage prominently displayed outside all classrooms in the lobby area
- The sponsoring company will also be allowed to post their own company produced banners (4) in the lobby and classroom areas where educational programs will be held.
- Your sponsor logo will be included (exclusively) on one free-standing 38"x96" signs on the show floor with full education schedule – sign will be designed by Show management.
- Sponsor provided single sheet/flyer inserts (not to exceed 8.5x11 in size) included in all show bags – quantity 5,000.
- The sponsor will receive one ½ page 4-color ad in the official BLADE Show program.
- Booth location highlighted on the BLADE Show program floor plan along with your logo displayed on same page.

Additional Event Upgrades

- 10 Free tickets to any of the 1-hour Blade U class to distribute to your key customers.



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FLOOR PLAN SPONSOR (Limit 1)

\$5,500

The Overall Sponsor will receive the following:

SOLD

Pre-and-post event promotion

- Logo placement on designated Blade Show promotional platforms to include: print, digital, signage, et al.
- The sponsor will receive banner website ads located on both BladeShow.com and Blademag.com.
- The sponsoring company will receive one exclusive direct email broadcast to all 2018 Blade Show attendees after the show. The DEB can be used at any time during 2018.

Onsite branding and signage

- Logo and company name on 5,000 printed floor maps to be distributed at the 2018 BLADE Show.
- Logo and company name on two free-standing YOU ARE HERE 38"x96" signs on the Show Floor.
- Sponsor provided single sheet/flyer inserts included in all show bags- quantity 5,000.
- The sponsor will receive one ½ page 4-color ad in the official BLADE Show program.
- Booth location highlighted on the BLADE Show program floor plan along with logo displayed on same page.

MOBILE APP SPONSOR (Limit 1)

\$5,500

The Mobile App Sponsor will receive the following:

SOLD

Pre-and-post event promotion

- The sponsoring company will receive one exclusive direct email broadcast to all 2018 Blade Show attendees before the show highlighting the app and how to download it.
- Logo placement on designated Blade Show promotional platforms to include: print digital, signage et al.

Onsite branding and signage

- Sponsored news feed posts on the homepage of the mobile app.
- Banner ad featured on mobile app homepage that will link to sponsors website.
- Logo will appear on app splash page when attendees open the app.
- 6 push notifications (2 per day, Thursday-Sunday) to all attendees that download the app to highlight sponsor news.
- Sponsor provided single sheet/flyer inserts included in all show bags- quantity 5,000.
- Booth location highlighted on the apps floor plan.



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COMMUNICATIONS (WI-FI) SPONSOR (Limit 1) \$5,500

The Sponsor of the Communications (Wi-Fi) will receive the following:

SOLD

Pre-and-post event promotion

- Logo placement on designated Blade Show promotional platforms to include: print, digital, signage, et al.
- The sponsor will receive banner website ads located on both BladeShow.com and Blademag.com.
- The sponsoring company will receive one exclusive direct email broadcast to all 2018 Blade Show attendees after the show. The DEB can be used at any time during 2018.

Onsite branding and signage

- Logo and company name on one (1) free-standing Wi-Fi promotional signs 38"x96" signs on the show floor.
- Sponsor provided single sheet/flyer inserts (not to exceed 8.5x11 in size) included in all show bags — quantity 5,000.
- The sponsor will have logo and designated "Official Wi-Fi sponsor" placed the floor plan map (5000 produced) distributed onsite.
- The sponsor will receive one ½ page 4-color ad in the official BLADE Show program.

OFFICIAL HOUSING SPONSOR (Limit 1) \$5,000

The Housing Sponsor will receive the following:

SOLD

Pre-and-post event promotion

- Logo placement on our Blade Show official hotel/housing website and on the TRAVEL page, located on Bladeshow.com
- Logo placement on designated Blade Show promotional platforms to include: print, digital, signage, et al.
- The sponsoring company will receive one exclusive direct email broadcast to all 2018 Blade Show attendees after the show. The DEB can be used at any time during 2018.

Onsite branding and signage

- Your custom artwork will appear on 1,000 keycards to be distributed at the host hotel — The Renaissance Waverly.
- Sponsor provided single sheet/flyer inserts (not to exceed 8.5x11 in size) included in all show bags — quantity 5,000
- Booth location highlighted on the BLADE Show program floor plan along with your logo displayed on same page.
- The sponsor will receive one ½ page 4-color ad in the official BLADE Show program.



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DEMO & FREE ACTIVITY SPONSOR (Limit 1)

\$5,000

The Demo Sponsorship will boost branding awareness both before and during Blade Show 2018.

SOLD

Pre-and-post event promotion

- Logo placement on designated Blade Show promotional platforms to include: print, digital, signage, et al.
- The sponsor will receive banner website ads located on both BladeShow.com and Blademag.com.

Onsite branding and signage

- The Demo Sponsor will receive one free-standing 38"x96" sign placed in front of the courtyard entrance/exit. Custom full-color artwork provided by sponsor.
- Your sponsor logo will be included (exclusively) on the 38"x96" Demo/Activity Schedule sign located in the lobby.
- The sponsor will receive one ½ page 4-color ad in the official BLADE Show program. The ad will appear on the same page as the printed Blade Show Schedule.
- Booth location highlighted on the BLADE Show program floor plan along with your logo displayed on same page.
- Sponsor provided single sheet/flyer inserts (not to exceed 8.5x11 in size) included in all show bags — quantity 5,000

WATER COOLER SPONSOR (Limit 1)

\$5,000

Boost awareness for your booth and your brand with this highly visible Water Cooler Sponsorship. You'll receive the following:

Pre-and-post event promotion

- Logo placement on designated Blade Show promotional platforms to include: print, digital, signage, et al.
- The sponsor will receive banner website ads located on both BladeShow.com and Blademag.com.

Onsite branding and signage

- The sponsoring company will have their booth location highlighted on the map appearing in the Blade Show Program along with their logo displayed on same page.
- 10 branded water coolers strategically placed throughout the show floor and lobby.
- Sponsor provided single sheet/flyer inserts (not to exceed 8.5x11 in size) included in all show bags — quantity 5,000



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CONCESSION AREA SPONSOR (Limit 1)

\$4,500

The Concession Sponsorship will boost awareness to create additional traffic and sales at the show. Concession Sponsors will receive the following:

Pre-and-post event promotion

- Logo placement on designated Blade Show promotional platforms to include: print, digital, signage, et al.
- The sponsor will receive banner website ads located on both BladeShow.com and Blademag.com.

Onsite branding and signage

- The sponsor will receive one free-standing 38"x96" sign placed in the back concession area on the show floor, custom full-color artwork provided by sponsor.
- Your message prominently displayed on custom 2-sided tabletop signage placed on each of the roughly 25 tables located in the concession area.
- Booth location highlighted on the BLADE Show program floor plan Booth location highlighted on the BLADE Show program floor plan along with your logo displayed on same page.
- Sponsor provided single sheet/flyer inserts (not to exceed 8.5x11 in size) included in all show bags — quantity 5,000

SILVER SPONSOR

\$4,000

The Silver Sponsorship is designed to give the sponsor increased brand awareness to create additional traffic and sales at the show. Silver Sponsors will receive:

Pre-and-post event promotion

- Logo placement on designated Blade Show promotional platforms to include: print, digital, signage, et al.
- The sponsor will receive banner website ads located on both BladeShow.com and Blademag.com.

Onsite branding and signage

- The sponsor will receive one free-standing 38"x96" sign on the show floor with custom full-color artwork provided by sponsor.
- The sponsoring company will have their booth location highlighted on the map appearing in the Blade Show Program along with their logo displayed on same page.
- Sponsor provided single sheet/flyer inserts (not to exceed 8.5x11 in size) included in all show bags — quantity 5,000.



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CHARGING STATION SPONSOR

\$3,000

Boost your brand and message with messaging on our charging station/s, which will be conveniently located on the show floor and/or lobby.

The Charging Station Sponsor will receive the following:

Pre-and-post event promotion

- Logo placement on designated Blade Show promotional platforms to include: print, digital, signage, et al.
- The sponsor will receive banner website ads located on both BladeShow.com and Blademag.com.

Onsite branding and signage

- The sponsor will receive one free-standing 38"x96" sign near charging station with custom full-color artwork provided by sponsor.
- The sponsoring company will have their booth location highlighted on the map appearing in the Blade Show Program along with their logo displayed on same page.

A LA CARTE MARKETING OPPORTUNITIES

Create attention from the start. Place your message and product information in the registration lobby where all attendees start the show.

1. **\$1200** **Put Your Sales Material in Every Attendee Bag.** It's a big show. Make sure that attendees know about your products is to get your sales flyer in all of the show bags that are made available to attendees. 5,000 bags will be distributed. Materials cannot exceed an 8.5x11 single sheet of paper.
2. **\$750** We'll create and display **a huge custom 10' wide x 4' deep banner** that presents your message in full-color. All production costs are included. Artwork to be provided by sponsor per specs.
3. **\$500 ea.** **Set-up Your Pop-Up Sign in the Registration Lobby.** If you already have a vertical retractable banner, you can have it placed in the registration lobby.

Or boost awareness on the expo show floor and get your branding message across where attendees are buying and most engaged.

1. **\$2000** **Food Cart Napkins: Show hungry attendees where to find your booth.** We'll print your logo and booth number on 5000 napkins, which will be available at all (3) three food carts located inside the expo hall.
2. **\$750 ea.** **3' x 4' floor graphics.** Tell show attendees why they should visit your exhibit with these clever full color floor clings. Put them at the end of the aisle to direct attendees to your booth. Artwork is to be provided by sponsor as per specs.
3. **\$750** **Free-Standing Sign on the Expo Show Floor.** This free-standing, two-sided, full color attention grabber measures 38"x96". Artwork to be provided by the sponsor per specs. All production costs are included.



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