

# CONFERENCE MARKETING OPPORTUNITIES

Build your brand and enhance your profile through a variety of options

## PLATINUM SPONSOR – \$20,000

*Platinum Sponsorship, Excluding Two, 8' x 10' Booths - \$18,000*

- **Participant Reception/Event** - Opportunity to showcase your company and products during an exclusive reception/event. Includes stage and microphone for your company representative to address participants.
- **Private Meeting Room** - Host meetings, before, during and after conference hours! *Terms and conditions apply. Inquire for details.*
- **Two, 8' x 10' Exhibit Booths**
- **Guaranteed, 1-Hour Conference Presentation** - Scheduled opening day of the conference – premiere day and time!
- **Email Blast** - Showcase your company and products in an ad included in a Closing The Gap-issued email blast, sent to all conference registrants. Choose from pre- or post-event email campaigns!
- **Conference Bag Insert** - One-page flyer, small brochure or promotional item inserted into each registrant's bag.
- **Combination, Print and Online Advertising:**
  - One, full-page, 4-color advertisement in the official conference directory.
  - Online ad 175-pixels (wide) x 600-pixels (tall) throughout website <www.closingthegap.com> Rotation October 1 - October 31, 2014; Web-based advertising statistics included.
- **Two Conference Registrations**
- **Complimentary Exhibit-Only Passes** (Good for Friday, October 17, 2014)
- **Your Company Logo Included in / at:**
  - As many as two, 4-color, conference brochures
  - Official conference directory given to all registrants
  - Closing The Gap website, on conference sponsor page
- **Sponsorship Highlighted in Closing The Gap Social Media**

## GOLD SPONSOR – \$10,000

*Gold Sponsorship, Excluding One, 8' x 10' Booth - \$9,000*

- **Participant Reception/Event** - Opportunity to showcase your company and products during an exclusive reception/event. Includes stage and microphone for your company representative to address participants.
- **One, 8' x 10' Exhibit Booth**
- **Guaranteed, 1-Hour, Conference Presentation** - Scheduled opening day of the conference – premiere day and time!
- **Select one:**
  - **Email Blast** - Showcase your company and products in an ad included in a Closing The Gap-issued email blast, sent to all conference participants. Choose from pre- or post-event email campaigns!
  - **OR**
  - **Conference Bag Insert** - One-page flyer, small brochure or promotional item inserted into each registrant's bag.
- **Combination, Print and Online Advertising:**
  - One, full-page, 4-color advertisement in the official conference directory
  - Online ad 175-pixels (wide) x 600-pixels (tall) throughout website <www.closingthegap.com> Rotation October 1 - October 31, 2014; Web-based advertising statistics included.
- **One Conference Registration**
- **Complimentary Exhibit-Only Passes** (Good for Friday, October 17, 2014)
- **Your Company Logo Included in / at:**
  - As many as two, 4-color, conference brochures
  - Official conference directory given to all registrants
  - Closing The Gap's website, on conference sponsor page
- **Sponsorship Highlighted in Closing The Gap Social Media**

## Marketing Products *(Available to contracted exhibitors only.)*

- **Scavenger Hunt Sponsor - \$300** *(Limited to 16 companies)*  
Participate in this fun and engaging activity and drive traffic directly to your booth! The Scavenger Hunt prize drawing is held Thursday evening. To be eligible for the drawing, attendees must visit all 16 participating exhibitors' booths to have their scavenger hunt card stamped.
  - Fee of \$300 and prize donation worth a minimum of \$100 required to participate.
- **Lanyard Distribution** *(Company-provided lanyards, distributed by Closing The Gap to registrants upon check-in. Contact us to confirm style specifications.)*
  - 500 lanyards for distribution - \$500
  - 1,000 lanyards for distribution - \$750
  - 1,500 lanyards for distribution - \$1,250
- **Email Blast - \$1,525**  
Showcase your company and products in an ad included in a Closing The Gap-issued email blast, sent to all conference registrants. Choose from pre- or post-event email campaigns!
- **Conference Bag Insert - \$1,525**  
One page flyer, small brochure or promotional item inserted into registrants conference bag.
- **Private Meeting Room - Inquire for details**  
Host meetings, before, during and after conference hours! *Terms and conditions apply. Inquire for details.*

## Conference Directory Advertising

*(Limited availability. Available to contracted exhibitors only.)*

### 4-Color, Conference Directory Print Ads:

- Back Cover - \$2,200
- Inside Front Cover - \$1,800
- Full-page, run of book positions - \$995
- 1/3-page (2.5-inches wide x 10-inches tall) - \$625

### Advertising Includes Corresponding Online Ad at [www.closingthegap.com](http://www.closingthegap.com)

- Rotation throughout website from October 1 - October 31, 2014
- 175-pixels (wide) x 600-pixels (tall)
- 72-dpi, GIF and JPEG formats accepted
- Web-based advertising statistics included

**Advertising reservations due by Friday, September 5, 2014.  
Ad copy due by Monday, September 22, 2014.**

## FOR MORE INFORMATION, CONTACT

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