



[oceancitytradeexpo.com](http://oceancitytradeexpo.com)

# *Sponsorship Guide*

HOW TO GET THE MOST OUT  
OF THE EXPO

# Online Marketing

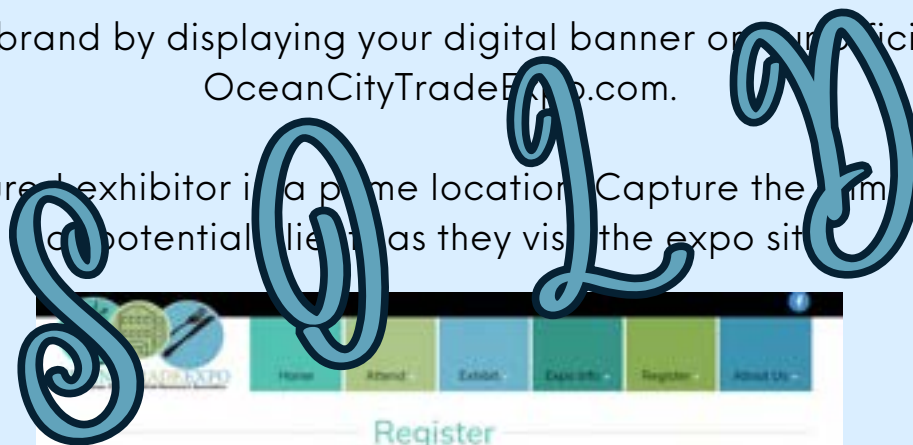


## BANNER AD ON EXPO SITE

\$1,000.00

Promote your brand by displaying your digital banner on our official Expo site, [OceanCityTradeExpo.com](http://OceanCityTradeExpo.com).

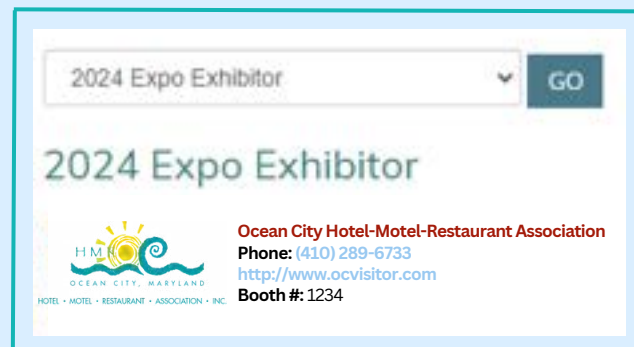
Be the only featured exhibitor in a prime location. Capture the immediate attention of a potential client as they visit the expo site.



## LISTING LOGO

\$50

Add your company's logo to your listing on [OceanCityTradeExpo.com](http://OceanCityTradeExpo.com)



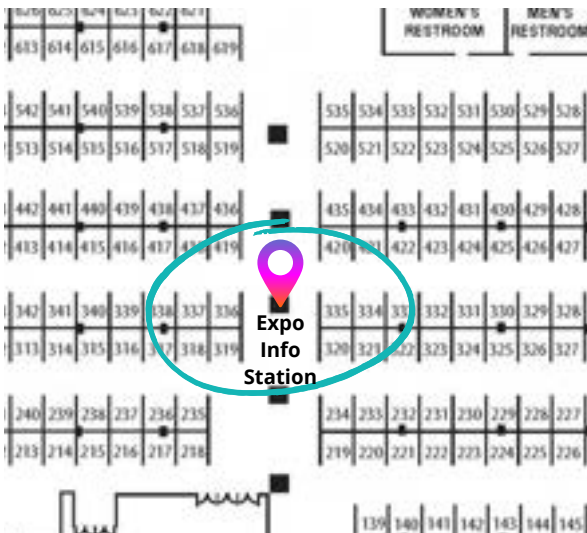
# Expo Advertising

## EXPO INFO STATION SPONSOR

\$200 (Max. 5)

Drive traffic to your booth and remain top of mind during the Trade Show by sponsoring the Expo Info Station!

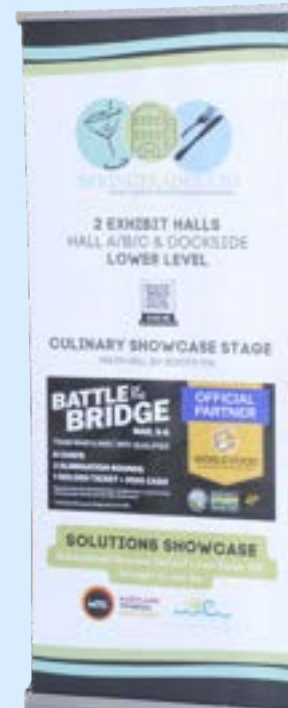
Your company's logo will be displayed on the banner hung high in the middle of Hall ABC.



## LOBBY SIGNAGE

\$200

Make an impact right from the start by placing YOUR spider banner in the main lobby near registration and check-in.



## EXCLUSIVE BAG SPONSORSHIP

\$300 TO \$750

Display your logo on our 50th Anniversary bag that will be given out to the first 2,500 attendees and have long-lasting staying power.

- 1st tier - \$750.00
- 2nd tier - \$500.00
- 3rd tier - \$300.00

\*Logo size will depend on tier selected



Front



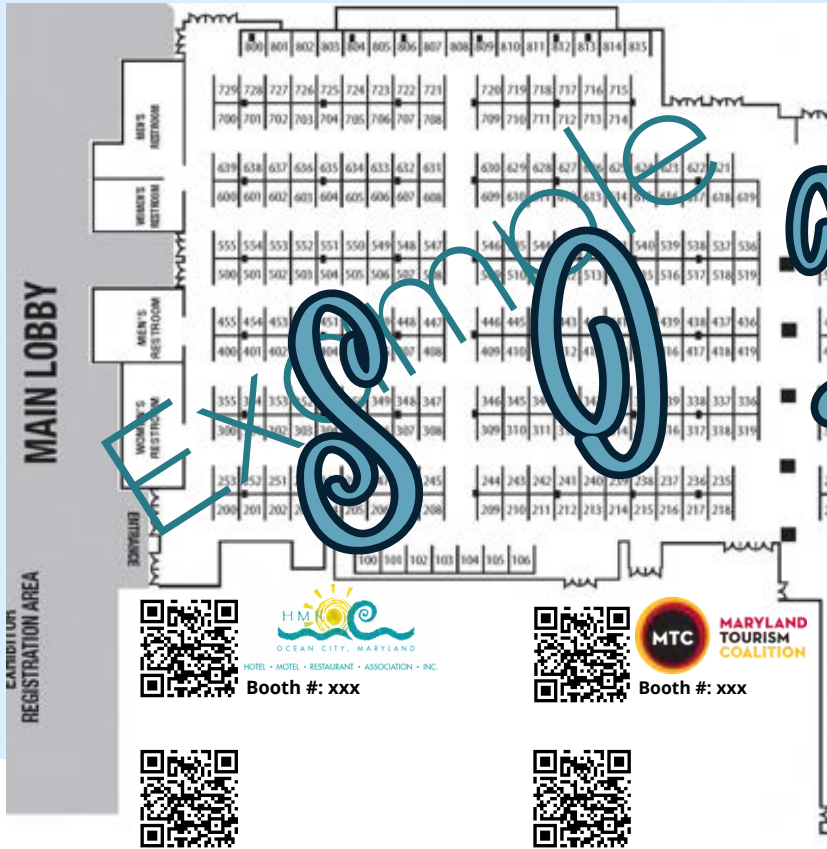
Back

## FEATURED FLOORPLAN QR CODE

\$300 (Max. 4)

Grab Attendee's attention with your logo and booth # prominently displayed on the Expo floorplan. The QR code will lead to your website!

Placed by each entrance, the floor plan will help increase brand identity and drive traffic to your booth. While attendees look at the floor plan for guidance, they can also see your logo and booth location on the plan.

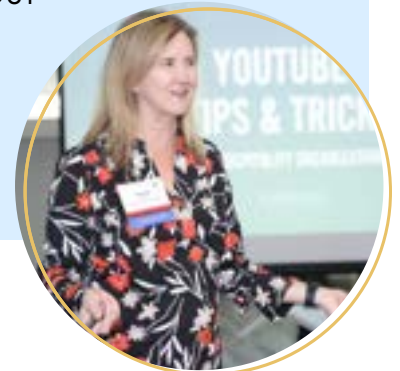


## SOLUTIONS SHOWCASE SPONSOR

\$250 (MAX. 5)

Start the Trade Expo off on the right foot by sponsoring one of the Solution Showcase sessions.

Includes recognition in the Expo Program Guide as a presenting sponsor and on the session schedule boards throughout the Expo, company logo on all social posts about the session, and your logo displayed on the session digital signage.



Extend your message and branding beyond the borders of your booth with digital sponsorships at the Expo.

## DIGITAL SIGNAGE

\$300

Advertise your company on the digital displays placed at Attendee Registration and in the main lobby. Sponsors will be highlighted in 3-second intervals followed by schedules & announcements.

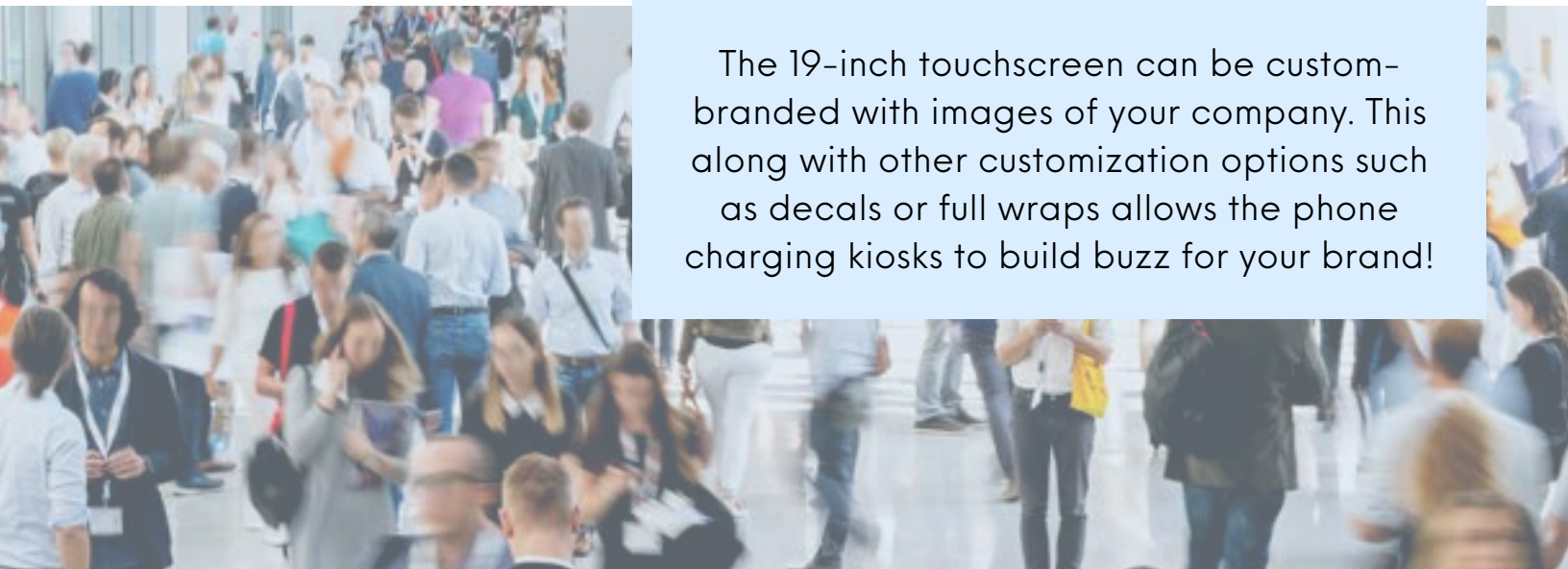


## LOCKER CHARGING STATION

\$150 & \$500

Advertise your company on the BRAND NEW charging station located in our Conversation Corner in Dockside Hall! Customize a side on the locker for \$500 or have your digital Ad displayed on the scrolling screen for \$150.

The 19-inch touchscreen can be custom-branded with images of your company. This along with other customization options such as decals or full wraps allows the phone charging kiosks to build buzz for your brand!



# Email Marketing



## ATTENDEE MARKETING E-LERT

\$350.00 (MAX. 2)

Increase your exposure to approximately 4,500 Attendees who register online before the event and expand your audience!

Your company name, logo, & direct link will be on the confirmation email sent to online registrants.

**Subject:** Ocean City Trade Expo Registration Confirmation

Thank you for registering to attend the 50th Annual Ocean City Trade Expo. The Expo is limited to buyers in the trade only and their guests. Expo staff reserves the right to revoke your registration.

Your entry badges will be at will-call at the "Pre-Registration" area under Attendees last name. Due to the number of exhibitors serving alcohol, Exhibitors and Attendees must be 21 to attend. Please make sure to bring proper ID as there is a station for checking IDs. **Driver's license (or photo id) needed to pick up your entrance badge. NO CARTS/ROLLING BAGS ALLOWED IN!**

**Show hours:**

Sunday, March 3rd: 11:00am - 5:00pm  
Monday, March 4th: 10:00am - 4:00pm

Below you will find a list of the people you registered

Attendee #1: Joe Smith



## EMAIL REGISTRATION CONFIRMATION

\$1,000.00

Promote your brand to the opt-in list of Expo Attendees! Pre-expo email blasts are sent to this list with your company name, logo, & booth number linked at the bottom of all twelve emails!



Sunday & Monday - March 3 & 4



### NEW PRODUCTS & SHOW SPECIALS

The latest, most innovative products will soon be unveiled at the 50th Annual OC Trade Expo!

Exhibitors are eager to earn your business and are offering amazing deals!

It's almost time to Sip, Sample and Shop!

[Click for Specials](#)





## SPONSORSHIP OPPORTUNITIES

### **Exclusive Bag Sponsorships - \$300 to \$750**

Display your logo on our 50th Anniversary Expo bag that will be given out to the first 2,500 Attendees. Top tier \$750, 2nd tier \$500, and 3rd tier \$300. Logo size will depend on tier selected.

### **Banner Ad on Expo Site - \$1,000** *(Only 1 available)*

Promote your brand by displaying your banner on Expo Info and Register pages on OceanCityTradeExpo.com.

### **Email Registration Confirmation - \$1,000**

Be seen by approximately 4,500 attendees who register online! Your company name, logo and direct link will be on the confirmation email sent to online registrants.

### **Attendee Marketing E-Lert - \$350**

Promote your brand to opt-in list of Expo Attendees! Pre-Expo email blasts are sent to this list and your company name, logo and booth number will be linked at the bottom of all emails!

### **Digital Signage at Expo - \$300**

Advertise your company on the digital displays placed at Attendee Registration and in the main lobby. Sponsors will be highlighted in 3-second intervals followed by schedules & announcements.

### **Expo Info Station Sponsor - \$200** *(Max. 5)*

Your company's logo on the Expo Info Station banner hung high in the middle of Hall A B C. The Expo Info Station will be the go to spot for all things Expo!

### **Locker Charging Station - \$150 & \$500**

Advertise your company on the **BRAND NEW** charging station located in our Conversation Corner in Dockside Hall! Customize a side on the locker for \$500 or have your digital Ad displayed on the scrolling screen for \$150.

### **Lobby Signage - \$200**

Display YOUR spider banner in the main lobby.

### **Solutions Showcase Session Sponsor - \$250**

Be a sponsor of one of the Solutions Showcase Sessions and have your company's name on all promotional material for the session as a presenting sponsor.

### **Featured Floorplan Exhibitor QR Code - \$300** *(Max. 4)*


Grab attendee attention with your logo and booth # prominently displayed on the Expo floorplan. The QR code will lead to your website!

### **Expo Listing Logo - \$50**

Add your company's logo to your listing on OceanCityTradeExpo.com.

## **FOR MORE INFORMATION**

 [OceanCityTradeExpo.com](http://OceanCityTradeExpo.com)

 [inquire@ocvisitor.com](mailto:inquire@ocvisitor.com)

 (410) 289-6733



## SPONSORSHIP PAYMENT FORM

Please complete this form and fax to (410) 289-5645 or email to  
susanjones@ocvisitor.com

Name of Business: \_\_\_\_\_

Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Cell #: \_\_\_\_\_ Email Address: \_\_\_\_\_

Website Link: \_\_\_\_\_

### Circle Selected Sponsorship

- Exclusive Bag Sponsorships - \$300 to \$750
- Banner Ad on Expo Site - \$1,000
- Email Registration Confirmation - \$1,000
- Attendee Marketing E-Lert - \$350
- Digital Signage at Expo - \$300
- Expo Info Station Sponsor - \$200
- Locker Charging Station - \$150 & \$500
- Lobby Signage - \$200
- Solutions Showcase Sponsor - \$250
- Featured Floorplan Exhibitor QR Code - \$300
- Expo Listing Logo - \$50

I will be mailing Check # \_\_\_\_\_

Mail to: OCHMRA 5700 Coastal Hwy #302  
Ocean City, MD 21842

OR


Please charge my credit card for the full amount:

Card # \_\_\_\_\_

Expiration \_\_\_\_\_ VCode \_\_\_\_\_

Signature: \_\_\_\_\_

### FOR MORE INFORMATION

(410) 289-6733 

[inquire@ocvisitor.com](mailto:inquire@ocvisitor.com) 

[OceanCityTradeExpo.com](http://OceanCityTradeExpo.com) 