



2025

# EXHIBITOR MEDIA KIT

HOW TO GET THE MOST OUT OF THE EXPO



# EMAIL MARKETING

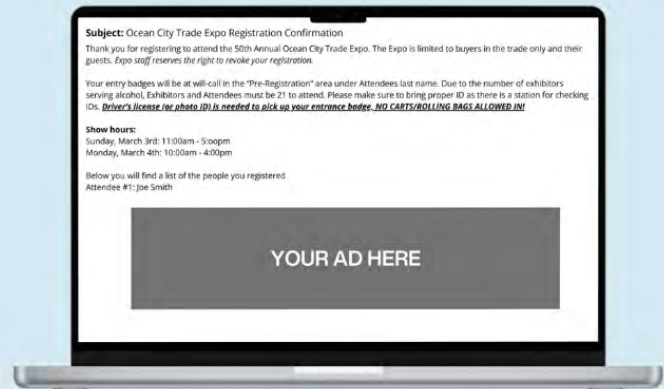
## ATTENDEE REGISTRATION CONFIRMATION EMAIL - *MAX. 1*

Be seen by approximately 5,000 Attendees who register online and make a long-lasting impression before they even arrive at the Trade Expo!

Your company ad will be linked to your website and prominently featured at the bottom of the confirmation email sent to all online registrants. Additionally, your logo will be featured on our Sponsor Spotlight scrolling banner at the bottom of the Trade Expo home page. It's the perfect opportunity to enhance your visibility and engagement.

- 1188 x 250 px (.png or .jpg)
- Runs 6 months

**\$1,000**



## ATTENDEE MARKETING E-LERT - *MAX. 2*

Promote your company directly to the opt-in list of Expo Attendees! Your company ad will be featured prominently at the bottom of all 15 Expo email blasts. Don't miss this opportunity to reach potential customers before the event begins.

- 500 x 200 px (.png or .jpg)
- Runs 2 1/2 months (15 emails)

**\$350**



# ONLINE MARKETING

## LISTING LOGO

Enhance your company's presence with your logo prominently featured on OceanCityTradeExpo.com. Set yourself apart from the competition and grab your audience from the moment they visit our site. Plus, as a special bonus, if you submit a new product or show specials, your logo will also be featured alongside those listings.

- 250 x 150 px (.png or .jpg)

\$50



## BANNER AD ON EXPO SITE - *MAX. 1*

Advertise your company by displaying your digital banner on the Attendees Registration page and be the exclusive featured Exhibitor in this prominent location. Capture the immediate attention of potential buyers as they visit the Expo site. Additionally, your logo will be featured on our Sponsor Spotlight scrolling banner at the bottom of the Trade Expo home page.

- 1188 x 250 px (.png or .jpg)
- Runs 6 months

\$1,000



## SPONSOR SPOTLIGHT ROTATING BANNER

Your logo will be featured on our dynamic Sponsor Spotlight scrolling banner, prominently positioned at the bottom of the Trade Expo Home Page.

- 250 x 150 px (.png or .jpg)

\$250



# SIGNAGE

## FLOOR DECAL - *MAX.4*

Standing out amidst the bustling crowd is crucial, and a strategically placed floor decal can be the difference-maker. Engage Attendees right from their first step by guiding them directly to your booth. Your floor decal will be placed at 1 of the 4 Hall entrances, and the entrance location will be allocated on a first-come, first-served basis.

- 36" x 36"

\$350



## DIGITAL SIGNAGE

Advertise your company on the digital displays placed at Attendee Registration and in the Main Lobby. Sponsors will be highlighted in 5-second intervals followed by schedules & announcements.

- 1920 x 1080 px (.png or .jpg)

\$300



## LOBBY / EXHIBIT HALL SIGNAGE

*LOBBY MAX. 4, EXHIBIT HALL MAX. 16*

Make an impact by placing YOUR pull-up banner in a prime location: either in the Main Lobby near check-in or centrally in the Exhibit Hall against a column between halls A/B/C. Locations will be assigned on a first-come, first-served basis.

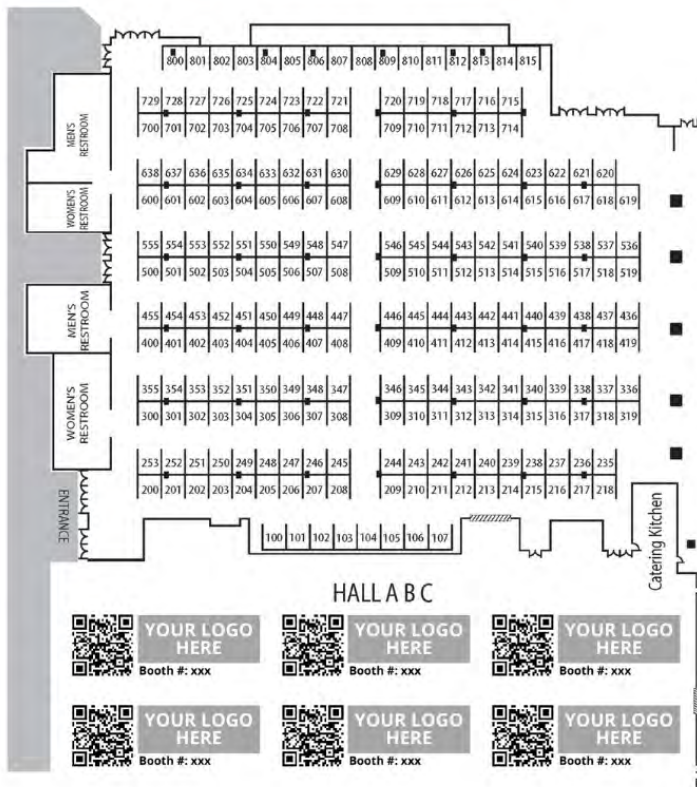
\$200

# ON-SITE SPONSORSHIPS

## LOBBY LOUNGE SPONSOR - *MAX. 1*

5 x 7 table tents on top of all the tables in the Lobby Lounge near the Concession Stand! Positioning your company in this high-traffic area allows you to engage directly with Attendees in a relaxed setting. This prime location helps you effectively promote your company and capture the attention of potential buyers during breaks, enhancing your visibility.

**\$250**



## FLOORPLAN QR CODE - *MAX. 6*

Capture Attendees' attention by displaying your logo and booth # on the Expo floor plan. A QR code will direct them to your website! Positioned at each entrance, the floor plan boosts brand visibility and drives traffic to your booth. As Attendees look at the floor plan for guidance, they'll also see your logo and booth location.

- Logo 250 x 150 px (.png or .jpg)

**\$350**

# ON-SITE SPONSORSHIPS

## EXPO SCHEDULE HAND-OUT CARD - *MAX. 6*

Make a strong impression from the very start by featuring your company in the official check-in handout. With your company's logo, booth #, and QR code prominently displayed, you'll gain maximum visibility with all Attendees as they arrive. This strategic placement will effectively introduce your brand and drive increased traffic to your booth.

\$300



## SOLUTIONS SHOWCASE SPONSOR

Kick off the Trade Expo on a high note by sponsoring one of our Solution Showcase Workshop. As a presenting sponsor, you'll receive prominent recognition in the Expo Program Guide and on the schedule boards throughout the event. Your company logo will also be featured in all social media posts related to the workshop and displayed on digital signage during the workshop.

\$200



# EXPO PROGRAM GUIDE

The Expo Program Guide is handed to Attendees at check-in. This is an opportunity for your business to gain extra exposure at the Expo! Stay top of mind, long after the Expo as the Expo Program Guide will be featured online too!

## **EXPO PRORAM GUIDE**

### **COVERS - All Bleeds**

- **BACK COVER: \$425** 6.5" Wide x 9.5" Deep with Image Area no larger than 5.25" x 8.25"
- **INSIDE FRONT: \$400** 6.5" Wide x 9.5" Deep with Image Area no larger than 5.25" x 8.25"
- **INSIDE BACK: \$400** 6.5" Wide x 9.5" Deep with Image Area no larger than 5.25" x 8.25"

### **FULL PAGE: \$350** Price includes full-color

- BLEED ADS: 6.5" Wide x 9.5" Deep with Image Area no larger than 5.25" x 8.25"
- NON-BLEED: 5.25" Wide x 8.25" Deep

### **HALF PAGE: \$225** Price includes full-color

- HORIZONTAL: 5.25" Wide x 4" Deep
- VERTICAL: 2.5" Wide x 8.25" Deep

## **DEADLINES:**

- Space Reservations Due by Friday, **January 31**
- Copy for Ads Being Composed Due Wednesday, **February 7**
- Camera-Ready Materials Due Wednesday, **February 14**



### **TO RESERVE YOUR SPACE**

#### **CONTACT:**

OCHMRA

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

Questions, call (410) 289-6733



# SPONSORSHIP OPPORTUNITIES

## **Attendee Registration Confirmation Email - \$1,000 - Max. 1**

Be seen by approximately 5,000 attendees who register online! Your company ad will be linked to your website and displayed at the bottom of the confirmation email sent to all online registrants. Additionally, your logo will be featured on our Sponsor Spotlight scrolling banner at the bottom of the Trade Expo home page. It's the perfect opportunity to enhance your visibility and engagement.

## **Attendee Marketing E-Lert - \$350 - Max. 2**

Promote your brand directly to the opt-in list of Expo Attendees! Your company ad will feature prominently at the bottom of all 15 Expo email blasts. Don't miss this opportunity to reach potential customers before the event begins.

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

Enhance your company's presence with your logo prominently featured on OceanCityTradeExpo.com. Set yourself apart from the competition and grab your audience from the moment they visit our site. Plus, as a special bonus, if you submit a new product or show specialss, your logo will also be featured alongside those listings.

## **Banner Ad on Expo Site - \$1,000 - Max. 1**

Promote your brand by displaying YOUR digital banner on the Attendee Register page on our official Expo site. Additionally, your logo will be featured on our Sponsor Spotlight scrolling banner at the bottom of the Trade Expo Home Page.

## **Sponsor Spotlight Rotating Banner - \$250**

Your logo will be featured on our dynamic Sponsor Spotlight scrolling banner, prominently positioned at the bottom of the Trade Expo Home Page.

## **Floor Decal - \$350 - Max. 4**

Standing out amidst the bustling crowd is crucial, and a strategically placed floor decal can be the difference-maker. Your floor decal will be placed at 1 of the 4 Hall entrances, and the entrance location will be allocated on a first-come, first-served basis.

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

Advertise your company on the digital screens located at Attendee Registration and in the Main Lobby. Sponsors will be highlighted in 3-second intervals, followed by schedules and announcements.

## **Lobby / Exhibit Hall Banner Signage - \$200 - Lobby Max. 4, Exhibit Hall Max. 16**

Make an impact by positioning YOUR pull-up banner in the main lobby near registration/check-in, or in the middle of the exhibit hall against one of the columns between halls A/B/C. Locations will be allocated on a first-come, first-served basis.

## **Lobby Lounge Sponsor - \$250 - Max. 1**

5 x 7 table tents on top of all the tables in the lobby lounge near the Concession Stand! This prime location helps you effectively promote your brand and capture the attention of potential buyers during breaks, enhancing your visibility.

## **Floorplan QR Code - \$350 - Max. 6**

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

## **Expo Schedule Hand Out Card - \$300 - Max. 6**

Make a strong impression from the very start by featuring your company in the official check-in handout. With your company's logo, booth #, and QR code prominently displayed, you'll gain maximum visibility with all Attendees as they arrive. This strategic placement will effectively introduce your brand and drive increased traffic to your booth.

## **Solutions Showcase Workshop Sponsor - \$200**

Kick off the Trade Expo on a high note by sponsoring one of our Solution Showcase Workshops. As a presenting sponsor, you'll receive prominent recognition in the Expo Program Guide and on the schedule boards throughout the event. Your company logo will also be featured in all social media posts related to the workshop and displayed on digital signage during the workshop.

## **For More Information**





# SPONSORSHIP & EXPO GUIDE ORDER FORM

## Contact Information

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_  
 Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_ Website \_\_\_\_\_

## Sponsorship Order Form: *(Check All That Apply)*

### Email Marketing

- Attendee Registration Confirmation Email.....\$1,000
- Attendee Marketing E-Lert.....\$350

### Online Marketing

- Listing Logo.....\$50
- Banner Ad on Expo Site.....\$1,000
- Sponsor Spotlight Rotating Banner.....\$250

### Signage

- Floor Decal.....\$350
- Digital Signage.....\$300
- Lobby/Hall Signage.....\$200

### On-Site Sponsorships

- Lobby Lounge Sponsor.....\$350
- Floorplan QR Code.....\$350
- Expo Schedule Hand-Out.....\$300
- Solutions Showcase Sponsor.....\$200

### Expo Program Guide

- Outside Back Cover.....\$425
- Inside Front Cover.....\$400
- Inside Back Cover.....\$400
- Full Page.....\$350
- Half Page.....\$225

*\*Must be paid in full on or before February 1st*

**Total: \$** \_\_\_\_\_

## Payment Information: *(Check One)*

Charge my (circle one): MC    Visa    Amex    Discover  
 Card # \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_ V-Code \_\_\_\_\_  
 Signature \_\_\_\_\_

Please have OCHMRA call me for my credit card info

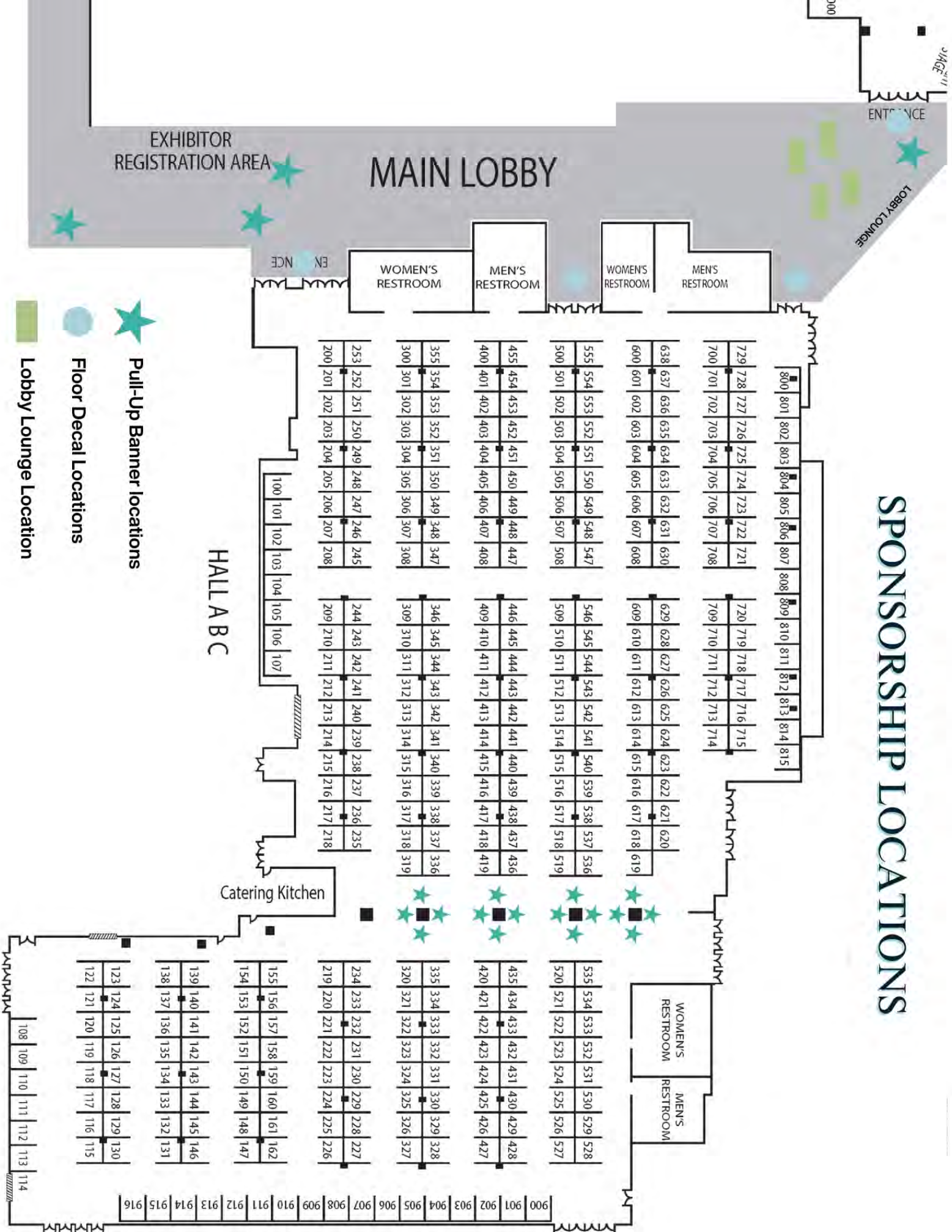
Mailing Check to: OCHMRA - 5700 Coastal Hwy. #302, Ocean City, MD 21842

## Return Form To Kaylee Payne

✉ [kaylee@ocvisitor.com](mailto:kaylee@ocvisitor.com)

✉ 5700 Coastal Hwy. #302, Ocean City, MD 21842

# SPONSORSHIP LOCATIONS



EXHIBITOR  
REGISTRATION AREA

## MAIN LOBBY

LOBBY LOUNGE

WOMEN'S  
RESTROOM

MEN'S  
RESTROOM

WOMEN'S  
RESTROOM

MEN'S  
RESTROOM

## HALL A B C

CATERING KITCHEN

WOMEN'S  
RESTROOM

MEN'S  
RESTROOM

Pull-Up Banner locations



Floor Decal Locations



Lobby Lounge Location

