

53rd Annual



SPRINGTRADEEXPO
Brought To You By: OCMD Hospitality Association

2027

SPONSORSHIP OPPORTUNITIES

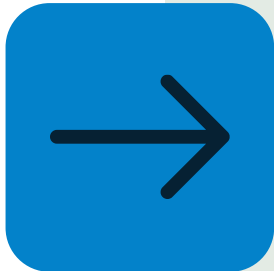
HOW TO STAND OUT AND GET NOTICED AT THE EXPO

RESERVE YOUR SPONSORSHIPS TODAY!

Email kaylee@ocmdhospitality.com or call
(410) 289-6733 to discuss opportunities and ways you
can reach the hospitality industry!



ONLINE MARKETING



BANNER AD ON EXPO SITE

Showcase your digital banner on the Attendee Registration page of our official Expo website, one of **THE MOST visited pages** leading up to the event.

Investment - \$1,000

- Max. 1 spot available
 - 800 x 134 px (.png or .jpg)

SPLASH PAGE AD

Sponsor our website’s pop-up splash page & have your ad featured next to our info message. Your company will be one of the **first things visitors notice** when they arrive at our site.

Investment - \$500

- Max. 1 spot available
 - 385 x 425 px

UPGRADED LISTING

All Exhibitors receive a complimentary listing on our website—**stand out** by adding your **company logo** and **description** to catch the eye of Attendees.

Investment - \$50

- 250 x 150 px (.png or .jpg)
 - Description - 254 characters including spaces

COMPANY NAME

ADDRESS 1

ADDRESS 2

CITY

STATE

ZIP CODE

UNITED STATES

PHONE

EMAIL

FEIN/TAX ID#

NUMBER OF EMPLOYEES

Attendee Buyers

To add Guests of Buyer, click ADD GUEST - only one guest per buyer.

Buyer Information

FIRST NAME

LAST NAME

POSITION

BUSINESS TYPE

☐ Liquor License

ADD GUEST

ADD BUYER

YOUR AD HERE

STAY IN THE LOOP

Stay Up To Date On The Expo

First Name

Last Name

Email

Follow Our Facebook Page For All Things Trade Expo!

YOUR AD HERE

YOUR LOGO HERE

Company Name
Phone Number
Website
Booth #

YOUR LOGO HERE

Company Name
Phone Number
Website
Booth #

Company Name
Phone Number
Website
Booth #

Company Name
Phone Number
Website
Booth #

YOUR LOGO HERE

Company Name
Phone Number
Website
Booth #

SIGNAGE

LOBBY BANNER SIGNAGE

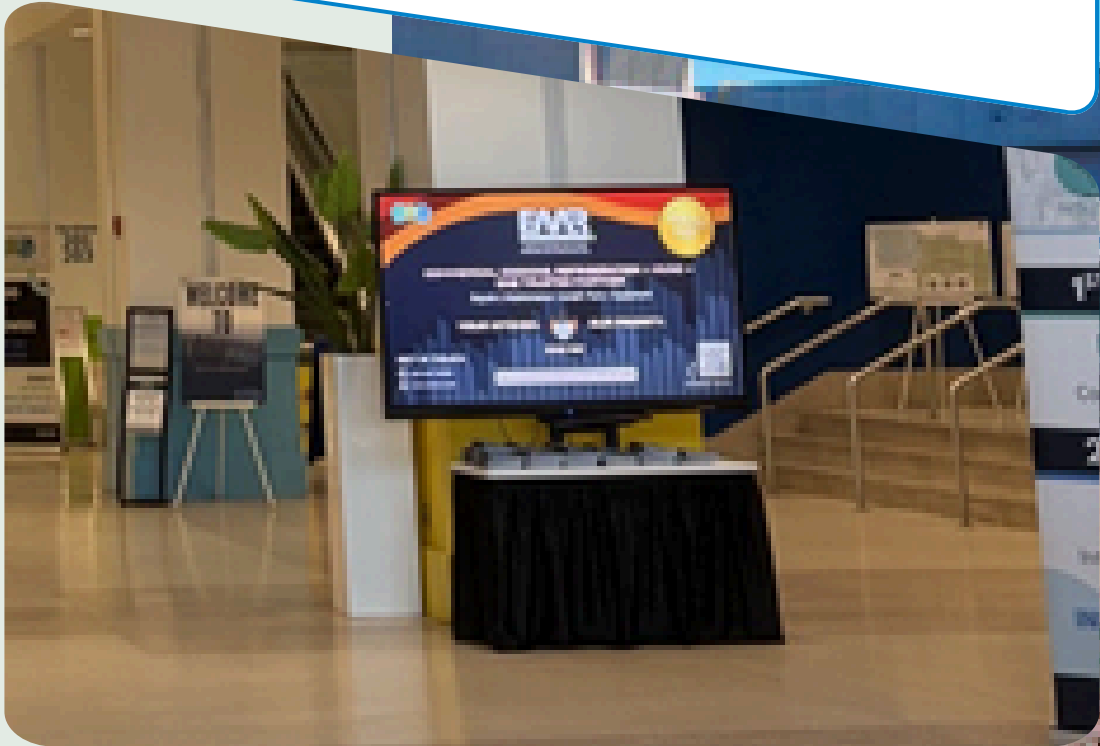


Position **YOUR pull-up banner** in the hallways leading to the exhibit halls, where every attendee passes by. It is a prime opportunity to **keep your company top of mind** and encourage them to stop by your booth. Spots are limited, so don't wait!

Investment - \$250

- Max. 5 spots available

ROTATING DIGITAL AD



Capture attendees' attention & drive more traffic to your booth with a digital ad displayed in **high-traffic locations** (*Attendee Registration, Main Lobby, Hall C, & the Ballroom*). Choose either a static **5-second ad** or an **8-second video**.

Investment - \$300

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

FLOOR DECAL



Make an impression before attendees even enter the exhibit halls. Place your **branded floor decal** at a hall entrance to put your **company directly in attendees' path**.

Investment - \$350

- 4 spots available
 - 36" x 36"



ATTENDEE EXPERIENCE SPONSORSHIPS

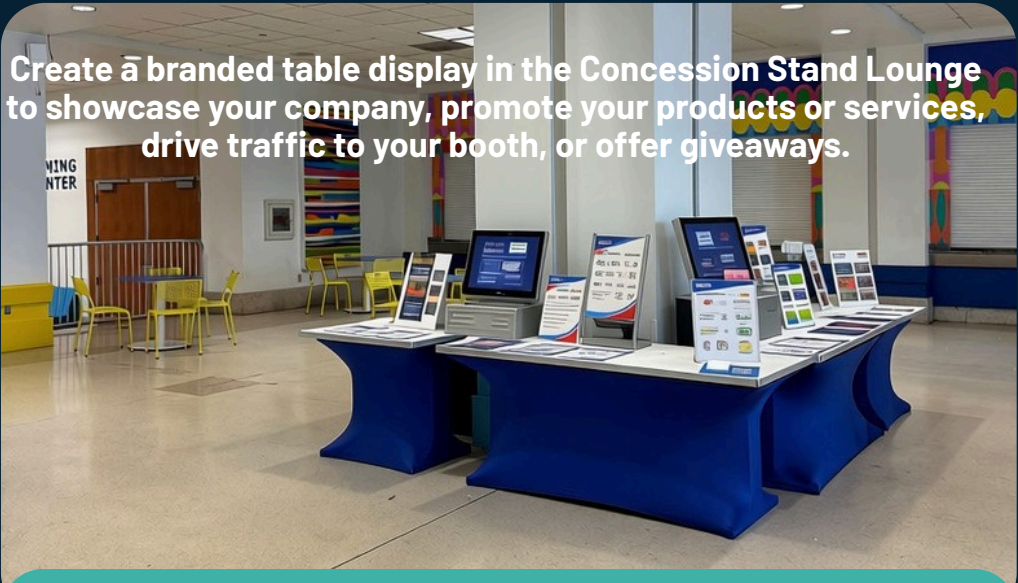


WATER STATION

Provide YOUR branded water and we'll feature it on a table with YOUR company's tablecloth at a water station in a high-traffic lobby, either Hall ABC or the 2nd floor Ballroom. You bring the water, we handle the setup, and your brand gets noticed all day long.

Investment - \$450

- Max. 2 spots available
 - 1 pallet of water per station



CONCESSION STAND LOUNGE

Create a branded table display in the Concession Stand Lounge to showcase your company, promote your products or services, drive traffic to your booth, or offer giveaways. Make the table your own and feature an ad on all 11 concession stand tables in our 5" x 7" table tents. You provide the artwork/display—we'll take care of the rest!

Investment - \$350

- ONLY 1 spot available



RESTROOM REJUVENATION

Give attendees the chance to try your products in real time by featuring your soap, sanitizer, or other amenities in the restrooms. It's a unique way to create hands-on brand engagement and leave a lasting impression!

Investment - \$100 per bathroom

- 5 spots available
 - 4 bathrooms on 1st floor
 - 1 bathroom on 2nd floor



EXPO HALL BRANDING



AISLE SPONSOR

Guide Attendees to your booth with a branded aisle floor decal! Your company logo and booth number will be prominently displayed on a floor decal at the entrance to your designated aisle, helping attendees navigate the show floor while keeping your brand visible throughout the event.

Investment - \$350

- 36" x 36" sticker decal



HANGING BANNER SPONSOR

Put your company front and center with a hanging banner in the Expo Hall! Suspended above the show floor, YOUR banner will be visible from multiple aisles, keeping your brand top of mind as attendees explore the event and helping drive traffic to your booth.

Investment - \$400

- 4 spots available





BRANDING OPPORTUNITIES

BAG SPONSOR

Make a strong first impression by supplying YOUR branded bags at Attendee Registration, and we'll distribute them for you. It's a great way to keep your business front and center as Attendees carry your bag throughout the event!

Investment - \$500

- Max. 2 spots available
- 1,500 bags per sponsor
 - *no larger than 10" x 13"*



LANYARD SPONSOR

Lanyards handed to every Attendee prominently display your company name, giving you ongoing, high-visibility exposure throughout the event.

Investment - \$3,500

- Max. 1 spot available





EMAIL MARKETING

POST-EXPO ATTENDEE E-BLAST

Continue your **Expo exposure after the show** by featuring your company in our Post-Expo Email sent to all attendees. Your hyperlinked ad will appear alongside our thank you & survey, **extending your reach** beyond the exhibit floor.

Investment - \$350

- Max. 1 spot available
- 800 x 134 px (.png or .jpg)

ATTENDEE E-BLAST AD BLOCK

Reach **10,000+ Expo attendees** who've opted in to receive Expo updates with a **featured ad** in all pre-show emails, keeping your business top-of-mind as excitement builds.

Investment - \$750

- Max. 1 spot available
- 800 x 134 px (.png or .jpg)

REGISTRATION CONFIRMATION EMAIL

Promote your business in the confirmation emails sent to all **pre-registered Attendees**. Your hyperlinked ad connects directly to your website, keeping your company **top of mind** from the very beginning.

Investment - \$1,000

- Max. 1 spot available
- 800 x 134 px (.png or .jpg)

ON-SITE SPONSORSHIPS

FLOORPLAN BANNER AD

Stand out from the crowd! YOUR banner ad, company name, and booth number will be prominently featured on the online floorplan, in the Expo Program Guide, and on all four floorplan signs at every entrance to the exhibit hall.

Investment - \$450

- Max. 2 spots available
 - 3.25" H x 9" W



BOLLARD COVERS

Welcome every attendee with a branded bollard cover placed at the attendee entrance of the Expo. Located right at the front doors, this high-impact sponsorship ensures your company is one of the first things Attendees see as they arrive.

Investment - \$500

- Max. 1 spot available, includes 3 covers



Expo Program Guide

COVERS - All Bleeds

- **BACK COVER: \$475** 6" wide x 9" deep
- **INSIDE FRONT: \$450** 6" wide x 9" deep
- **INSIDE BACK: \$450** 6" wide x 9" deep

**Image area no larger than 5.25" x 8.25"

FULL PAGE: \$350

- **BLEED ADS:** 6" wide x 9" deep
 - image area no larger than 5.25" x 8.25"
- **NON-BLEED:** 5.25" wide x 8.25" deep

HALF PAGE: \$225

- **HORIZONTAL:** 5.25" wide x 4" deep
- **VERTICAL:** 2.5" wide x 8.25" deep

**Need help
designing your ad?**

Give us a call!
(410) 289-6733



SPONSORSHIP & EXPO GUIDE ORDER FORM

SPONSORSHIP ORDER FORM: *(Check All That Apply)*

Email Marketing

- ☐ Post-Expo Attendee E-Blast\$350
- ☐ Attendee E-Blast Ad Block\$750
- ☐ Registration Confirmation Email\$1,000

Online Marketing

- ☐ Upgraded Listing\$50
- ☐ Splash Page Ad\$500
- ☐ Banner Ad on Expo Site\$1,000

On-Site Sponsorships

- ☐ Floorplan Banner Ad\$450
- ☐ Bollard Covers\$500

Attendee Experience Sponsorships

- ☐ Water Station Sponsor\$450
- ☐ Concession Stand Lounge\$350
- ☐ Restroom Rejuvenation\$100

Signage

- ☐ Lobby Banner Signage\$250
- ☐ Rotating Digital Ad\$300
- ☐ Floor Decal\$350

Expo Hall Branding

- ☐ Aisle Sponsor\$350
- ☐ Hanging Banner Sponsor\$400

Branding Opportunities

- ☐ Bag Sponsor\$500
- ☐ Lanyard Sponsor\$3,500

Expo Program Guide

- ☐ Outside Back Cover.....\$475
- ☐ Inside Front Cover.....\$450
- ☐ Inside Back Cover.....\$450
- ☐ Full Page.....\$350
- ☐ Half Page.....\$225

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

PAYMENT INFORMATION: *Checks: payable to OCMDHA, mail to: 5700 Coastal Hwy. #302 Ocean City, MD 21842*

Total Amount \$ _____ ☐ Check # _____ ☐ Visa / MC ☐ AMEX

Card # _____ Exp. _____ CVV _____

Billing Address _____

Signature _____

PAYMENT DUE
January 31, 2027

Return form to:
OCMDHA at 5700 Coastal Hwy. #302,
Ocean City, MD 21842 **or** email to
kaylee@ocvisitor.com



Contact & Next Steps

Kaylee Lathroum

Director of Sales & Marketing



Contact:



(410) 289-6733



Kaylee@ocmdhospitality.com



**5700 Coastal Hwy. #302,
Ocean City, MD**

**"MAKE YOUR
COMPANY PART OF
THE EXPERIENCE"**

Link to detailed sponsorship kit
OceanCityTradeExpo.com

