

# 2018 SPONSORSHIP LEVELS

## **PRESENTING SPONSOR \$3,500:** 1 available; receives most marketing exposure

- Quad Booth Space with electricity.
- One classroom lecture/fitness class (45 minutes)
- One main stage slot (45 minutes), promoted in all marketing materials
- 3x8-foot "Sponsor" banner with your logo, placed at the Expo.
- "Sponsored By" verbiage in radio and television ads
- Prominent ad in digital e-newsletter, 6x (monthly August through January).
- Boosted posts on social media sites to an audience of at least 5,000 people.
- Sponsored content on wellexpomadison.com
- Digital ad on wellexpomadison.com
- Digital ad on bravamagazine.com Dec. 1-Jan.31
- Printed 1/6 vertical ad in the special section of *Brava Magazine* January 2018 issue

## **EXCLUSIVE MAIN STAGE SPONSOR \$3,000:** 1 available; receives most exposure in the Expo Hall

- Double Booth Space with electricity.
- One main stage slot (approx. 45 min.)
- 3x8-foot "Sponsor" banner with your logo, placed at the Expo.
- Prominent ad in digital e-newsletter, 6x (monthly August through January).
- Boosted posts on social media sites to an audience of at least 5,000 people.
- Sponsored content on wellexpomadison.com
- Digital ad on wellexpomadison.com
- Digital ad on bravamagazine.com Dec. 1-Jan.31
- Printed 1/6 vertical ad in the special section of *Brava Magazine* January 2018 issue

## **COOKING STAGE SPONSOR \$1,650:** 2 available; One Friday & One Saturday

- Double Booth Space with electricity (Both Days)
- 3x8-foot "Sponsor" banner with your logo, placed at the Expo.
- Prominent ad in digital e-newsletter, 6x (monthly August through January).
- Bio/business information in e-newsletter.
- Boosted posts on social media sites to an audience of at least 5,000 people.
- Digital ad on wellexpomadison.com (Aug.-Jan.)

## **WELLNESS SERIES SPONSOR \$1,650:** 5 available; your expert speaks on health issues

- Double Booth Space with electricity.
- One main stage slot (approx. 45 min.), promoted in all marketing materials.
- Bio/business information in e-newsletter.
- Boosted posts on social media sites to an audience of at least 5,000 people.
- Digital ad on wellexpomadison.com

## **PREMIUM SERIES SPONSOR \$1,500:** 4 available; ideal for exhibitors who want a class slot

- Double Booth Space with electricity.
- One classroom lecture (approx. 45 min.)
- Boosted posts on social media sites to an audience of at least 5,000 people.

## **SPA SPONSOR \$1,000:** 3 available; provide spa services Friday & Saturday

- Double Booth Space with electricity.
- Prominent ad in digital e-newsletter, 6x (monthly August through January).
- Boosted posts on social media sites to an audience of at least 5,000 people.

## **GIVEAWAY SPONSOR \$500:** Your premium item at registration desk or main stage

- Prominent ad in digital e-newsletter, 6x (monthly August through January).
- Boosted posts on social media sites to an audience of at least 5,000 people.

## **DIGITAL SPONSOR \$500:** 6 available; affordable way to reach your customers

- 30,347 unique web page views within 30 days of the event
- Prominent ad in digital e-newsletter, 6x (monthly August through January).
- Banner ad on website, 3x (monthly November through January).