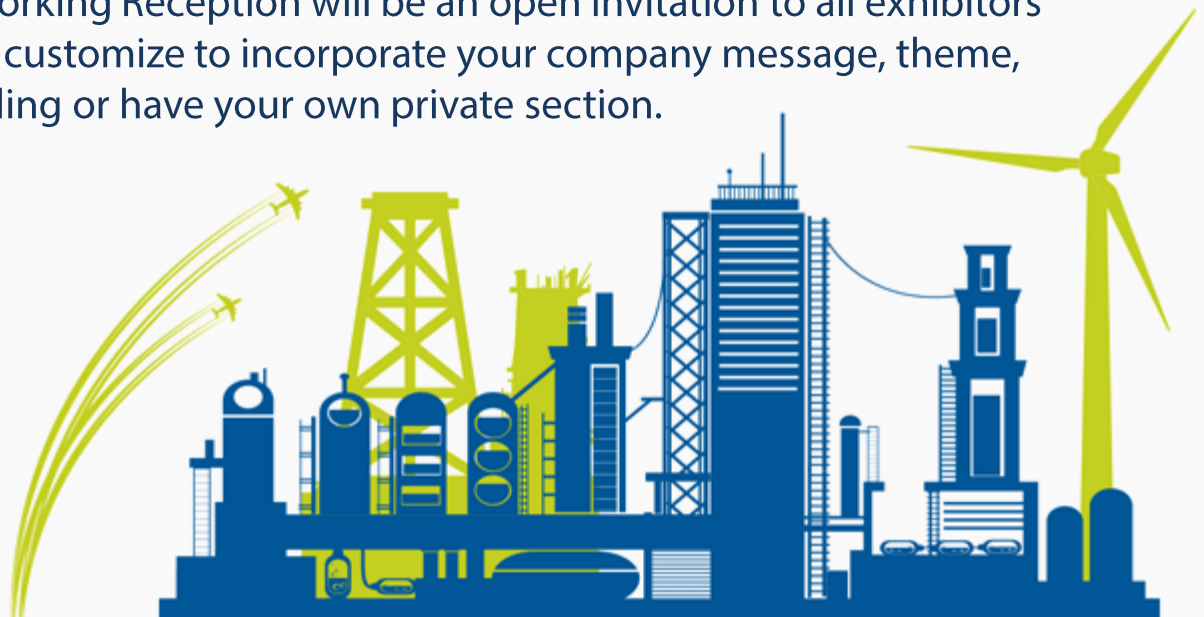


# Networking Reception SPONSORSHIP

Align yourself with your target market by sponsoring of one of the most attended events during the show. The Networking Reception will be an open invitation to all exhibitors and attendees but can be customize to incorporate your company message, theme, branding or have your own private section.



As the presenting sponsor of this event you can take advantage of the following opportunities:

- Décor of the event can be themed with your messaging such as cups, napkins, signage, videos, etc.
- Opportunity to give the opening remarks (or toast) to kick-off the event as well as show a short video in the main theater.
- Bar locations can be strategically placed around your preferred area (exhibit space, theater, or private room).
- Drink Tickets (which will be distributed to all attendees and exhibitors) will have your company name and/or logo on them
- A mutually agreed upon number of drink tickets for you to distribute to key prospects for the event.
- Opportunity to create your own private section or bar for key prospects.
- Logo inclusion on all invitations and marketing materials for the event
- Logo inclusion on all on-site event signage (at registration, outside the reception, and other various high-traffic areas at event)
- Logo inclusion on all digital material (email blast, website, etc)
- Dedicated Email broadcast to all pre-registered attendees to promote the event.
- Customized e-blast invitation for your event that can be sent to your selected prospects, customers, etc.





### Conference Tote Bags

Opportunity to be included as one of the official sponsors of the registration bags at the event. Registration bags will be located on both display racks and also actively distributed by registration personal. The result will be your company's branding in the hands of thousands of event attendees as they walk the show floor. All production costs associated with the registration bags are included in the sponsorship.

### Swag in the Bag

Opportunity to provide all conference attendees at HOUSTEX Conference Swag. This is a co-branded gift such as a padfolio, pen, flash drive, etc. Swag items will be distributed inside of the registration bags and actively distributed to each HOUSTEX conference attendee.



Enhance your online presence and gain additional pre-event exposure with the following upgrades to the online directory and show floor:

**Company Profile** - Up to 1500 Characters to update your booth profile with all the relevant information and description of your company.

**Product Categories** - Select up to 15 product subcategories that prospects are likely to search in order to find you.

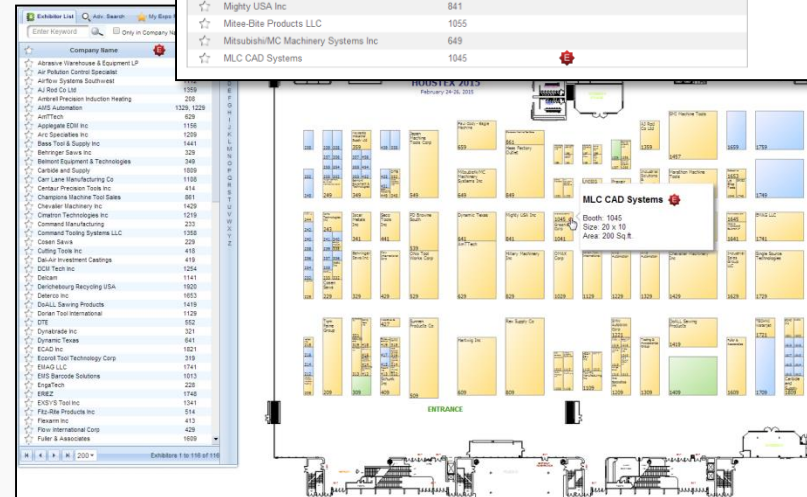
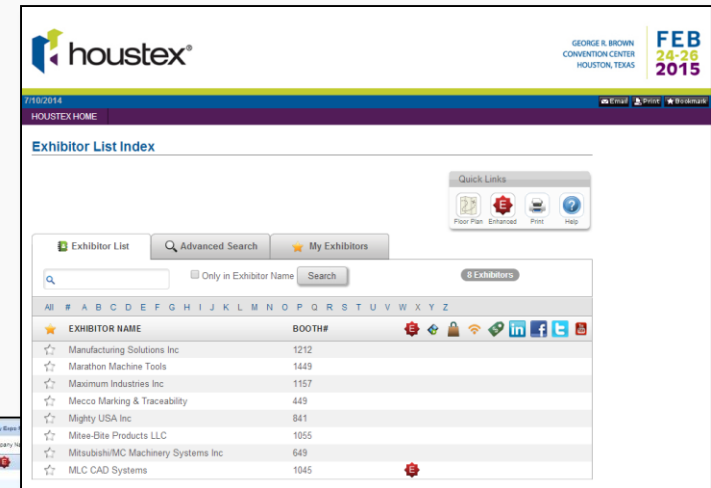
**New Products** - Feature up to 5 new product lines that will be introduced at the events and include both descriptions and photos.

**Press Releases** - Utilize up to 5 printable, downloadable press releases and highlight what's happening at with your company.

**Event Specials** - Feature up to 5 event specials to spotlight your deals, discounts, giveaways, sweepstakes, etc. – to keep your booth buzzing throughout the event.

**Company Logo** - Add your company logo to the digital map to highlight your company for greater recognition.

**Social Media Icons** - Enable your customers and prospects to find and follow you on various social media networks such as Facebook, Twitter, and LinkedIn.



To lock in your sponsorship at HOUSTEX and for information about other sponsorship opportunities, please contact:

**Nick Smith**  
**Sponsorship Manager**

**800.733.3976, ext 3166**  
**nsmith@sme.org**