

THEMED/BRANDED AREAS: CAFÉ



HOUSTEX's Café area is frequented by attendees for a variety of reasons: To eat, have a meeting, and to take a break. Align your company with this area to get increased exposure and brand awareness.



Café Sponsorship

Here are some options that this sponsorship has available:

Naming Rights – Sponsor will have the opportunity to create a name for the designated sponsorship area.

Themed Area – The area would be exclusively branded for the sponsor and include branding such as:

Signage - This sponsorship can include signage in the café area as well as directional signage throughout the event floor.

Custom Table Decals and table tents – Option to create decals and/or table tents for the table tops with message/logo.

Floor Signs – Option to incorporate floor signage in strategic areas within the café area.




Product Activation

A promotion could be activated in the café area with an incentive offered to event attendees. This could be used as a contest or incentive to build traffic to your exhibit space. Some of the ways we can support this activation program could be with:

Table Displays – A free-standing advertisement that will be placed on all of the tables in the café.

Pre-Event Broadcast Email – Broadcast Email to all pre-registered attendees at HOUSTEX to promote the sponsorship of the café and it's activation program.

Website Promotion – Landing page on the HOUSTEX website promoting the sponsored café & the “activation program” to all attendees who visit.

Free Lunch & Learn Program at WESTEC

Put Money Back in Your Business Through New Tax Incentives for Manufacturers

Do you want to know how a manufacturer saved \$400,000 in taxes?

Attend this complimentary Lunch and Learn program and learn about the lucrative government-sponsored tax incentives that will save your company money. Manufacturers are performing qualifying activities every day that make them eligible for these incentives. Manufacturers of all kinds can benefit. You should attend this seminar if you perform any of the following activities:

- Design/develop tooling (die, molds, fixtures, patterns, etc.)
- Manufacture prototypes, first articles or custom products
- Improve your production processes to make them leaner, greater or more efficient

Click here to learn more about this Lunch and Learn program.

PRESENTED BY: Michael Siegel, CPA, Managing Director, alliantgroup

Michael has more than 11 years of experience working with small and mid-sized companies providing tax, accounting and consulting services. For the last five years, Michael has helped hundreds of businesses—both public and private—claim R&D tax credits and other valuable incentives. Michael is a regular speaker at professional business and CPA organizations.

To register, please email Dionella Martinez at dionella.martinez@alliantgroup.com or call 713.350.3585.

Don't forget to visit alliantgroup at booth 1557 or visit www.alliantgroup.com

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March 27-29, 2012 | Los Angeles Convention Center | Los Angeles
800.733.4793 | westeconline.com

Wednesday, March 28, 2012
11:00 a.m.-1:00 p.m.

Los Angeles
Convention Center
Room: 301

alliantgroup

Register Now

Registration Signage and Materials



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 productions 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.

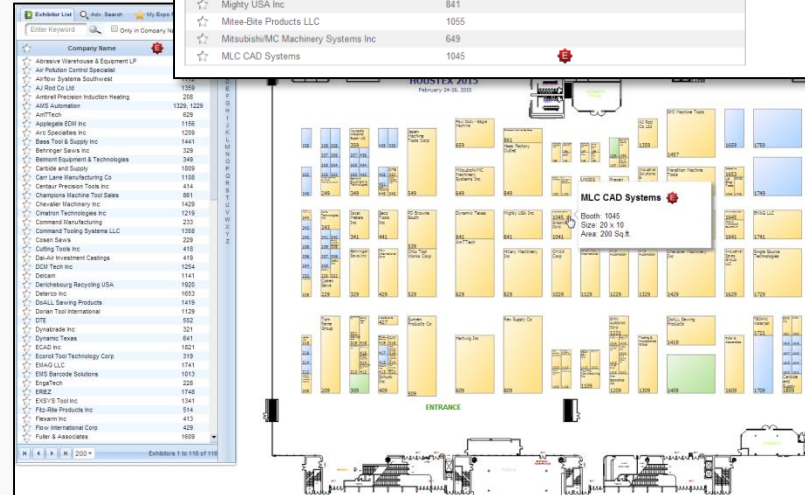
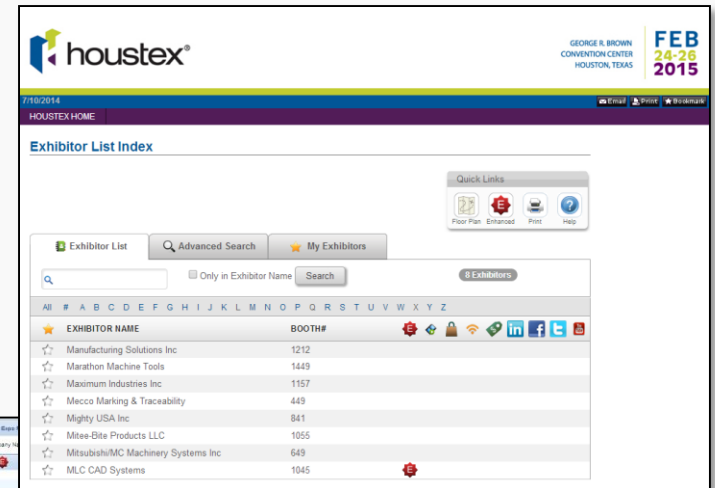
New Products - Feature up to 5 new product lines that will be introduced at the events and include both descriptions and photos.

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