



2017 Annual Convention and Exposition  
**September 13–16, 2017** Grand Rapids, Michigan

# Sponsorship Opportunities

[awt.org/annualconvention17](http://awt.org/annualconvention17)



## Your Connection to Success

## Build Your Brand With AWT's Sponsorship Program

If there's any time to build your brand, it's at the AWT Annual Convention, where you'll find over 1,200 industry professionals looking for suppliers they can trust. Whether aligning your company with educational events such as presenting a Commercial Corner, or sponsoring a reception in the exhibit hall or a golf tournament contest, AWT has all the elements to create your own success with a sponsorship that meets your needs.

You will find an array of opportunities designed to promote your image, your reputation, YOUR BRAND.

All 2017 convention sponsors will enjoy the following benefits:

- Prominent signage during your sponsored event, logo on sponsor banner and recognition during the Annual Awards Dinner (**now on Thursday, September 14**).
- Company logo on PowerPoint recognition slides shown in meeting rooms between sessions.
- Full listing in the convention notebook and app.
- Recognition in the official registration brochure (if contract and payment are received by **Friday, April 14**.)
- Company name listed in conference section of AWT website, *the Analyst* magazine, the monthly e-newsletter, the *AWT Gram*, and promotional emails.

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# Sponsorship Opportunities

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## I. High-Impact Branding Opportunities

### Convention Notebook

\$10,000

This handy spiral-bound notebook is distributed to all attendees and includes the convention schedule, exhibitor listings, and your logo displayed on the front cover and notes pages. This is the go-to reference when attendees need to check important notes from the show. Includes a full-page color ad on the inside back cover.



### Convention App

\$7,500

Put your brand in the hands of every convention attendee. Technology is right at everyone's fingertips...so gain multiple impressions of your logo on the conference app. The AWT conference app lets registrants schedule and manage appointments, browse the exhibitor list, view and manage their schedule, view a map of the show floor, and add notes. Your company logo will appear on the tool that attendees use before, during, and after the convention.

### Badgeholders

\$7,000

Distributed to all attendees and required to be worn at all times, this is an effective marketing tool for displaying your logo. You'll gain additional exposure at two AWT Training Seminars, as these same badgeholders will be reused at both events in March and April 2018.



### Hotel Key Cards

\$6,500

Be visible to all hotel guests upon their arrival at the hotel with your logo imprinted on the room key cards of the Amway Grand Plaza Hotel.

### WiFi

\$3,500

Provide WiFi in Devos Place for conference attendees with your logo on splash page and a customized username and password.





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## Cyber Center

\$3,500

Located near our busy registration area in DeVos Place, the Cyber Center will allow onsite registrants to walk up and enter their personal information, which will then be transmitted to the registration desk where attendees pick up their badges. Two computers will be programmed to your company's home page, allowing users to access emails, print boarding passes, etc., and your company message will appear prominently on the kiosk structure.



## Attendee List

\$3,000



A great way for exhibitors and convention attendees to follow up on leads, this PDF will contain a full list of preregistered attendees and exhibitors with complete mailing addresses and phone numbers. The list will be sent out before and after the convention, and your company's logo will be included on each page.

## Charging Station

\$3,000

A device-charging station provides attendees with the backup power they need to stay connected while away and provides a comfortable gathering spot. Stations will be placed in high-traffic areas, and signage with your logo will recognize your sponsorship.—Two opportunities available.



## Executive Portrait Lounge/Photo Booth

\$2,000

In addition to popular executive headshots everybody needs for websites, business cards or marketing collateral, we're adding an option for a cut-out frame with logo recognition for fun group "photo booth" style pictures. A prominent location in the exhibit hall near the AWT Bookstore and Chillers Lounge in booth 336 will make this a lively meeting spot. Signage and a table for your marketing materials are included.



## Water Stations

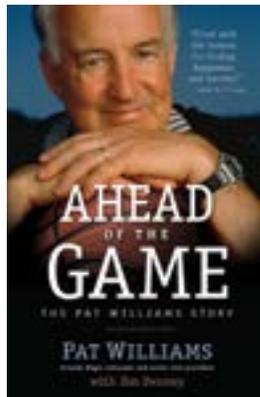
\$2,000

Keep everyone refreshed and hydrated with water stations in the session rooms and exhibit hall. Signage will prominently display your logo. Three sponsorships available, one per day at \$2,000 each (Wednesday, Thursday, Friday).



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## II. Educational



### Keynote Speaker

**\$3,000**

Your company representative will have the privilege of introducing AWT’s keynote speaker, Pat Williams, and have the opportunity of saying a few words about your company in front of a packed audience.

**Pat Williams, author, army veteran, basketball Hall-of-Famer, and currently senior vice president of the Orlando Magic, will speak on *The Seven Keys to Leadership in the 21st Century*.**

Pat has written over 80 books and has addressed thousands of executives, ranging from Fortune 500 companies and national associations to universities and nonprofits. He has been an integral part of NBA history and was instrumental in bringing the NBA to Orlando. He has been featured in numerous publications as well as all of the major network and cable television news channels. His most recent book is *The Difference You Make: Changing the World Through the Impact of Your Influence*.



### Commercial Corners

Exhibiting Company **\$950**

Non-exhibiting company **\$1,340**

Host your own 20-minute “infomercial” with content totally determined by you. We provide screens and a mic, you provide a laptop and content. A description of your presentation will be listed in the convention notebook and app.

*Commercial Corners are excluded from sponsorship benefits.*





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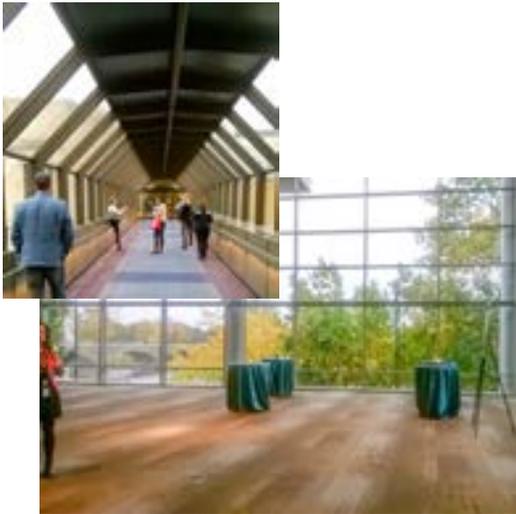
## III. Onsite Signage

Look at the multiple ways to splash your brand and be seen!!!  
Build your visibility at the convention and drive traffic to your booth!

### Window Clings

\$1,250

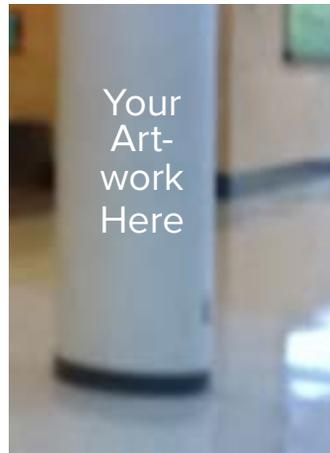
Choose your prominent location to display your message: Skywalk connecting the Amway Grand Plaza Hotel and DeVos Place (size: 57.5" x 41.5"), or our busy registration area (windows measure 87.25" square)



### Column Wraps

\$2,500

Located right outside the exhibit hall, your brand will be prominently displayed.—Two opportunities available.



### Floor Decals

\$1,000

Follow the leader and chart the course to your booth with a floor decal! These hard-to-miss promotional vehicles can include your company's logo, booth number and product message. They can be positioned anywhere in the exhibit hall, registration area or skywalk bridge connecting the Amway Grand Plaza Hotel and DeVos Place where educational sessions and the exhibit hall will be located.



### Amway Grand Plaza Hotel entrance doors

Have your company logo on the entrance doors to the Amway Grand Plaza Hotel and seen by convention attendees coming and going. Two clings per set of doors, measuring approximately one square foot, and we can work with custom shapes. The following opportunities are available:

- ~~\$700 for set of revolving doors (two opportunities available)~~
- ~~\$700 for set of sliding doors (one opportunity available)~~
- \$1,200 for two sets of sliding doors
- \$1,700 for all three sets of doors





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## IV. Event Sponsorships and Receptions

### Exhibit Hall Welcome Reception

Wednesday, September 13, 4:00 pm–8:00 pm

**\$1,500 each**

Kick off the convention and welcome everyone to the first official event of the convention! This four-hour reception is a great way to get additional visibility during exhibit hall hours and drive more attendees to your booth. Signage with your company logo will be displayed at food and beverage stations in the hall. Three opportunities available.



### Women of Water (WOW) Reception

Wednesday, September 13<sup>th</sup>

**\$4,000**

Open to all registrants, the WOW Reception offers the perfect opportunity to show your support for the women in the industry. Logo on the screens, and sponsor may offer a few welcoming remarks from the podium.

### Exhibit Hall Lunch

**\$1,500 each**

The lunches in the exhibit hall keep attendees on the show floor to do business and afford terrific exposure and appreciation for your company.

- Includes signage with your company logo at serving areas.
- Three sponsorships available per day (Thursday and/or Friday).



### Continental Breakfast

**\$1,000 each day**

Nourish the body, nourish the brain. Your sponsorship of the breakfast will be recognized with prominent signage in the serving area. Three sponsorships available per day (Thursday, Friday and Saturday)



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## V. Golf Sponsorships



Thornapple Pointe Golf Course

### Golf Breakfast

\$2,000

A hot, hearty breakfast buffet will get everyone off to a swinging start! Served at Thornapple Golf Course, this sponsorship also includes coffee service at the bus departure area at the Amway Grand Plaza Hotel and signage with your logo at both locations.

### Golf Lunch

\$2,000

While on the course, the golfers will enjoy boxed sandwiches with sides and a soft drink. Sponsor may ride along with the course staff and help deliver the meals on wheels. Cart will have signage displaying your logo.

### Beverage Cart

\$3,000

The beverage cart offers cold beverages and circles the course continuously. One company representative can accompany a golf course staffer throughout the day. Two drink tickets displaying your company's logo will be distributed to each player, and the cart will also display your logo.

### Specialty Drink Stations

\$2,000

You'll be set up on a golf hole to greet each group and offer a beverage while players tee off. Provides a great opportunity to be part of the event and talk with all the players.

- Beer (two opportunities available)
- **Bloody Marys**
- Margaritas



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## ~~Titleist Pro V1 Golf Balls~~

\$4,500

Golf balls for everyone! All tournament participants receive a sleeve of three balls imprinted with your logo.



## ~~Golf Cap~~

\$2,000

These caps, inscribed with your company logo, will offer welcomed sun protection.



## ~~Golf Towels~~

\$1,500

Every golfer needs a towel for his or her bag. Towels will be printed with your company logo and placed in each cart.



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## Hole-in-One

\$3,000

Drive your ball for a chance to drive away in a new 2018 luxury vehicle. Includes signage on GPS screen in golf carts.



## Hot Shot Golf Ball Cannon

\$2,000

Everyone will have a “ball” shooting their golf ball 300’ or more onto the fairway. Participants then continue play where the ball landed. Golf cart GPS signage included.

## Hole Sponsor

\$600

Sponsor an individual hole. Your company logo will be displayed on the GPS screens in golf carts upon approaching your sponsored hole.

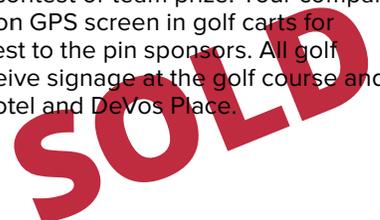


## Golf Prizes

\$750 each

Sponsor an individual contest or team prize. Your company logo will be displayed on GPS screen in golf carts for longest drive and closest to the pin sponsors. All golf prize sponsors will receive signage at the golf course and Amway Grand Plaza Hotel and DeVos Place.

- 1st Team Prize
- 2nd Team Prize
- 3rd Team Prize
- Closest to the Pin
- Longest Drive





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## VI. Annual Awards Celebration



### Now Everyone Can Celebrate Awards Night on Thursday, September 14!

The Annual Reception and Awards Dinner has always been a highlight of the AWT Annual Convention. This year, we have moved it to the middle of the convention on the evening of Thursday, September 14. Now more attendees can join in the fun, congratulate the winners, and you can promote your company to what promises to be our largest awards night ever.



### Awards Ceremony

7,500

The evening will start out with the awards ceremony at the Amway Grand Plaza Hotel, with pretzels, sausage, and pitchers of beer on table rounds. Sponsor will be recognized with signage and logos on tasting cups, and you may make a brief congratulatory remark.

**SOLO**

### Dinner

\$5,000

A buffet dinner will be served outside along the scenic Grand River, where you'll be recognized with signage in serving area. Two opportunities available.



This will set the stage for our awards after party.



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## AWT’s Brews & Blues on the River

### Brewery- Themed Tents Available

\$5,000 each

The Interurban pedestrian bridge, also known as the Gillette Bridge, will be the setting for our awards dinner after party. Sponsor your own brewery-themed tent right on the Interurban pedestrian bridge in between DeVos Place and the Amway Grand Plaza Hotel. Scattered all along the bridge will be picnic style tables providing gathering spots for convention attendees to mingle near your sponsored “micro-brewery” featuring local craft beers. You’ll be recognized with signage, cocktail napkins, and cups imprinted with your logo, and a live blues band will perform for your enjoyment in Beer City USA! Four tents available.



### Fly Fishing Lessons

\$1,500

What better setting than the beautiful banks of the Gillette River to learn about fly fishing! Provide a great opportunity for participants to pick up a new hobby or correct bad habits. Sponsor will be provided with signage and table for company literature or promotional items.

**SOLD**

### Photo Booth with the Big One!

\$1,000

Now that everyone is an expert angler, they can memorialize the moment as they proudly display “the big one” with their picture beside their prized “catch.” Digital pictures with cut-out framing will be provided with sponsor’s logo.





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## VII. AWT Website Advertising 360

### Website Advertising

**Take advantage of year-round, non-stop messaging!**

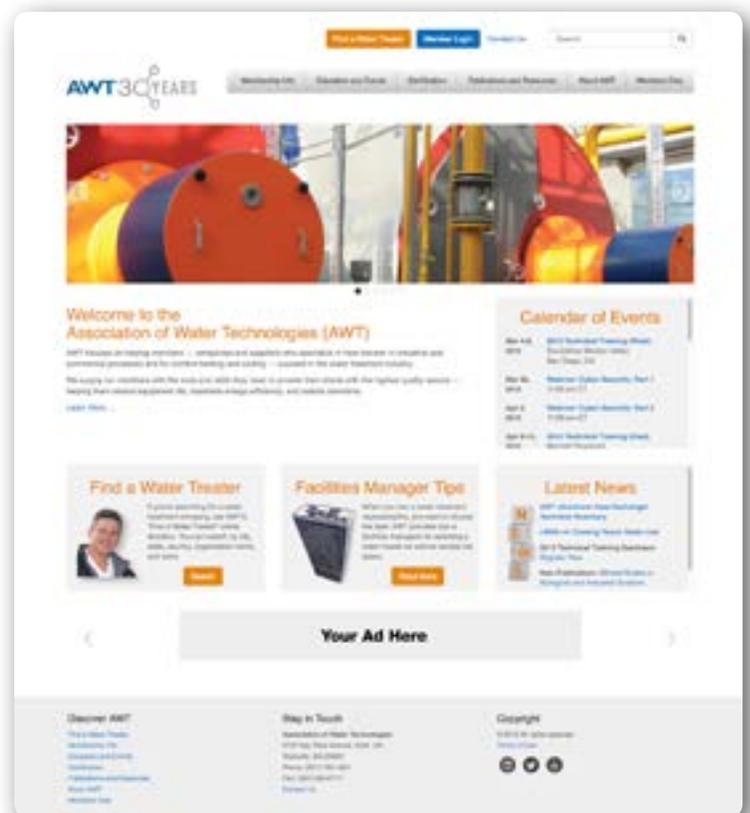
Your banner ad (728w × 90h pixels) will appear on all website pages (except Members Only, Convention, and Technical Training pages) and rotate among a maximum of five ads.

#### Ad Pricing Options

Banner Ad	Three Months	Six Months	One Year
Member	\$800	\$1,250	\$2,150
Nonmember	\$1,600	\$2,500	\$4,300

Design a customized sponsorship package that's right for you. Contact Barbara Bienkowski at [bbienkowski@awt.org](mailto:bbienkowski@awt.org) to discuss a marketing strategy that meets your specific needs.

*Website advertising is excluded from Annual Convention sponsorship benefits.*





# Sponsorship Opportunities

awt.org/annualconvention17

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Please complete all sections below in full, including official signature and payment information. Send sponsorship forms and payment to:

AWT, Attention: Barbara Bienkowski  
9707 Key West Avenue, Suite 100  
Rockville, MD 20850  
or fax to (301) 990-9771, [bbienkowski@awt.org](mailto:bbienkowski@awt.org)

## Contact Information

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

## Payment Information

Email a high-resolution file of your company logo to Barbara Bienkowski at [bbienkowski@awt.org](mailto:bbienkowski@awt.org). To ensure inclusion in all convention materials, submit your sponsorship and logo prior to Friday, April 14, 2017.

## Payment Information

To secure a sponsorship package, payment must be received with this application.

Check Enclosed  Visa  MasterCard  American Express

Name on Card \_\_\_\_\_

Card # \_\_\_\_\_

Security Code \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Cancellation and Refund Policy.** Cancellations are not accepted and refunds are not made for sponsorships.

## Convention Sponsorship Selection

<b>I. High-Impact Branding Opportunities.....1</b>	
Convention Notebook.....	<input type="checkbox"/> \$10,000
App .....	<input type="checkbox"/> \$7,500
<del>Badgeholders</del> <b>SOLD</b> .....	<del><input type="checkbox"/> \$7,000</del>
<del>Hotel Key Card</del> <b>SOLD</b> .....	<del><input type="checkbox"/> \$6,500</del>
WiFi .....	<input type="checkbox"/> \$3,500
<del>Cyber Center</del> <b>SOLD</b> .....	<del><input type="checkbox"/> \$3,500</del>
Attendee List.....	<input type="checkbox"/> \$3,000
Charging Stations.....	<input type="checkbox"/> \$3,000
<del>Executive Portrait Lounge</del> <b>SOLD</b> .....	<del><input type="checkbox"/> \$2,000</del>
Water Stations .....	<input type="checkbox"/> \$2,000
<b>II. Educational .....3</b>	
Keynote Speaker .....	<input type="checkbox"/> \$3,000
Commercial Corner (Exhibiting Company).....	<input type="checkbox"/> \$950
Commercial Corner (Non-exhibiting Company).....	<input type="checkbox"/> \$1,340
<b>III. Onsite Signage .....4</b>	
Window Clings.....	<input type="checkbox"/> \$1,250
<del>Column Wraps</del> <b>SOLD</b> .....	<del><input type="checkbox"/> \$2,500</del>
Floor Decals .....	<input type="checkbox"/> \$1,000
Amway Grand Plaza Hotel entrance doors	<input type="checkbox"/> \$700 <input type="checkbox"/> \$700 <input type="checkbox"/> \$1,200 <input type="checkbox"/> \$1,700
<b>IV. Event Sponsorships and Receptions .....5</b>	
Women of Water (WOW).....	<input type="checkbox"/> \$4,000
Exhibit Hall Receptions <input type="checkbox"/> Wed <input type="checkbox"/> Thu .....	<input type="checkbox"/> \$1,500
Exhibit Hall Lunch <input type="checkbox"/> Thu <input type="checkbox"/> Fri .....	<input type="checkbox"/> \$1,500
Continental Breakfast <input type="checkbox"/> Thu <input type="checkbox"/> Fri <input type="checkbox"/> Sat.....	<input type="checkbox"/> \$1,000
<b>V. Golf Sponsorships .....6</b>	
<b>Grub &amp; Grog .....6</b>	
<del>Golf Breakfast</del> .....	<del><input type="checkbox"/> \$2,000</del>
Golf Lunch.....	<input type="checkbox"/> \$2,000
Beverage Cart .....	<input type="checkbox"/> \$3,000
Drink Stations <input type="checkbox"/> Beer <input type="checkbox"/> <del>Bloody Mary</del> <input type="checkbox"/> Margaritas .....	<input type="checkbox"/> \$2,000
<b>GEAR .....6</b>	
<del>Golf Ball</del> <b>SOLD</b> .....	<del><input type="checkbox"/> \$4,500</del>
<del>Golf Cap</del> <b>SOLD</b> .....	<del><input type="checkbox"/> \$2,000</del>
<del>Golf Towels</del> <b>SOLD</b> .....	<del><input type="checkbox"/> \$1,500</del>
<b>GAMES.....7</b>	
Hot Shot Golf Ball Cannon.....	<input type="checkbox"/> \$2,000
<del>Golf Hole-in-One</del> <b>SOLD</b> .....	<del><input type="checkbox"/> \$3,000</del>
Golf Prizes <input type="checkbox"/> 1st <input type="checkbox"/> 2nd <input type="checkbox"/> 3rd <input type="checkbox"/> Cts to Pn <input type="checkbox"/> Long Drv .....	<input type="checkbox"/> \$750
Golf Hole Sponsor.....	<input type="checkbox"/> \$600
<b>VI. Annual Awards Celebration .....9</b>	
<del>Awards Ceremony</del> <b>SOLD</b> .....	<del><input type="checkbox"/> \$7,500</del>
Dinner.....	<input type="checkbox"/> \$5,000
Brewery-Themed Tents .....	<input type="checkbox"/> \$5,000
<del>Fly Fishing Lessons</del> <b>SOLD</b> .....	<del><input type="checkbox"/> \$1,500</del>
Photo Booth with the Big One!.....	<input type="checkbox"/> \$1,000
<b>VII. AWT Website Advertising 360.....11</b>	
Member: <input type="checkbox"/> 3mo \$800 <input type="checkbox"/> 6mo \$1,250 <input type="checkbox"/> 12mo \$2,150	
Non-Member: <input type="checkbox"/> 3mo \$1,600 <input type="checkbox"/> 6mo \$2,500 <input type="checkbox"/> 12mo \$4,300	
<b>VIII. Application .....12</b>	

**TOTAL** .....