



February 13-14, 2020  
MS Coast Convention Center  
Biloxi, MS

A decorative graphic consisting of a series of interlocking, stylized geometric shapes in orange and white, resembling a modern architectural or floor tile pattern.

# 2020 Sponsorship Opportunities

A background image showing a group of people at a trade show or convention. The image is overlaid with a semi-transparent orange filter. In the background, a sign for "THE HOME" is visible.

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# STAND OUT FROM THE CROWD

Buyers in the gulf coast region of the US came out in force for the first-annual MC Flooring Market. Get your brand extra recognition from this important group of buyers by reserving a sponsorship opportunity.

Sponsorships help set your brand apart from the pack and stand out as an industry leader. Sponsors are acknowledged on the Mississippi Coast Flooring Market website, within all attendee marketing materials, within our on-site graphics and featured in the registration portal and the show program.

## SPONSORSHIP PACKAGES

### OCEAN PACKAGE - \$5000

1 Featured Product Spotlight in January buyer email  
1/2 page ad in market directory  
Dedicated Email Blast  
Website Banner Ad (3 months Oct 15-Jan 15)

### BOARDWALK PACKAGE - \$2800

1 Featured Product Sub-Spot in January buyer email  
1/3 page ad in market directory  
Website Banner Ad (3 months Oct 15-Jan 15)

### BEACH PACKAGE - \$1800

1 Featured Product Sub-Spot in January buyer email  
1/3 page ad in market directory

## SPONSOR LEVELS

Sponsor levels and benefits are based on the price of the sponsorship commitment. The following describes the benefits associated with each sponsorship level.

LEVEL	BENEFITS	AMOUNT OF SPONSORSHIP
1	Logo inclusion on website homepage, Signage, Market Directory, Show T-Shirt,	>\$10000
2	Logo inclusion on website homepage, signage, market directory, show t-shirt,	\$5000-\$9999
3	Logo inclusion on website homepage, signage, market directory, show t-shirt,	\$700-\$4999
4	Logo inclusion on website, homepage, signage, market directory, show t-shirt	<\$700

## SPONSORSHIP OPPORTUNITIES

### RED CARPET CLUB

The top 250 flooring buyers nominated by our exhibitors receive a special Red Carpet Club designation when they attend market. Each RCC buyer will enjoy the red carpet treatment including free drinks, show bags, free registration and much more. If you want to place your brand in front of the most important buyer group in the Gulf Coast region, consider sponsoring one of the programs below.

### RCC WELCOME BAG - \$3000

Upscale duffel bag to include exhibitor logo to be given out to RCC Attendees only; sponsor can insert one item at no additional fee. 250 total bags.

product example:



## RCC BAG INSERT

### EXHIBITOR CHOICE - \$750

Exhibitor can insert their own promotional piece or brochure (at their cost).

### TURN-KEY OPTIONS:

Give us our logo and we'll do the rest! Choose from one of the options below to include in the RCC Bag.

- Stainless Steel Water Bottle - \$2000
- Sunglasses - \$600
- Cell Phone Accessory - \$2800
- Power Bank - \$2500
- T-Shirt - \$1500
- Pens - \$300



Stainless Steel Water Bottle



Sunglasses



Cell Phone Accessory



Power Bank



T-Shirt



Custom Pens

## REGISTRATION

### ATTENDEE BACKPACK STYLE BAG - \$3000

First 500 attendees that arrive each Market day receives a complimentary bag (this is separate from the RCC Bag)



### ATTENDEE RE-USABLE SHOPPING BAG - \$3500

First 500 attendees that arrive each Market day receives a complimentary bag (this is separate from the RCC Bag)



## REGISTRATION (CONTINUED)

### REGISTRATION STAFF JACKETS - \$2000

Let your brand be the first point of contact with buyers as they enter the market. Every buyer is guaranteed to see your company logo when they are greeted by one of the registration team or information booth staff. Sponsorship includes fleece jacket with company logo on left chest.



### LANYARDS - \$3000

Let buyers help you promote your brand by sponsoring the market lanyards.



Interested in sponsoring lanyards at multiple flooring markets?

Two-market deal: \$5000

Three-market deal: \$8000

### MARKET T-SHIRT - \$4000

T-shirts will be given to 500 buyers each day during market. Your company logo will be placed on right sleeve of the official market t-shirt.



## SPECIAL EVENTS

### BAR SPONSOR - \$800

Wrap the bar with your logo. Party on! Sponsorship includes 50 drink tickets.

### HAPPY HOUR BEER SPONSOR - \$1200

Entertain customers in your booth by sponsoring happy hour. Fee covers 1 keg of beer and bartender.

### HAPPY HOUR FOOD SPONSOR - \$4000

Each food station will be placed in the exhibitor space and will include 600 pieces total:

Short rib Saytay w/thai peanut sauce

Apple-wood bacon wrapped dates

Beef wellington bites

Mini gourmet burger / truffle aioli and Gruyere chees

Spicy seared Ahi Tuna mini Tostadas

Slow prime rib sliders

## SPECIAL EVENTS

### OPENING DAY BREAKFAST

**\$5000 (2 SPONSORS)**

**\$10000 FOR EXCLUSIVE SPONSOR**

Treat your customers to breakfast on opening day! Continental breakfast provided for 500 people. Two sponsorship opportunities are available for \$5000 each or you can be the exclusive sponsor for \$10,000.



### DAY TWO - MORNING COFFEE - \$2000

Welcome buyers to a morning cup of joe! Two sponsorship opportunities available for \$5000 each



### DAY TWO - BREAKFAST ON EXHIBIT FLOOR - \$5000

Greet buyers on day two to a continental breakfast.

## GENERAL SPONSORSHIPS

### WATER BOTTLES - \$2000

Your logo will be wrapped around the water bottles given to attendees throughout market.

### ATTENDEE PRIZES: \$500 VALUE

Unlimited opportunities for exhibitors to giveaway a prize (at least \$500 retail value) that will be promoted through all media channels and publish in market directory

### ATTENDEE GRAND PRIZE: TRIP FOR TWO! - \$4500

Winner of the grand prize will win \$4000 voucher to be used for the vacation of their choice through Odenza Travel.



## ADVERTISING

### MARKET DIRECTORY SPONSOR

Advertise in the official market guide for the MC Flooring Market. Only five ads will be accepted so your ad is guaranteed to get noticed!

1/3 page (3 offered)	\$1500
1/2 page (2 offered)	\$2000
Full Page (back cover)	\$4000

### REGISTRATION CONFIRMATION EMAIL AD

Secure this coveted spot as the only advertiser to appear on the confirmation email attendees receive after pre-registering for the MC Flooring Market. Registration opens July 1 2019.

July 1 -August 31	\$1800
September 1-November 15	\$3000
November 16-January10	\$4000

#### Exclusive Package:

July 1 - January 10	\$6000
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### DEDICATED EMAIL BLAST - \$2000

Exhibitor messaging will be sent to all past, prospective & pre-registered attendees. Limit 1 per company, 3 available

### WEBSITE ADS - \$250 PER MONTH

Your banner ad will appear on the home page of the MC Flooring Market website and will be rotated with no more than 8 other ads. Must reserve a minimum of four months.

**Do you have a sponsorship idea? Let us know - we'll design a package that fits your needs.**

**To reserve your sponsorship contact:**

**Lisa Lundrigan**

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