



# SPONSORSHIP OPPORTUNITIES

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## NARI starts conversations that convert.

NARI Milwaukee offers many different ways to connect your business to our qualified audience of contractors and industry professionals before, during, and after an event. Through traditional sponsorships and our newly enhanced digital touch points, your business will gain visibility *and* measurable ROI when you invest your marketing dollars with NARI.

### WHAT IS THE REMODELER & SUPPLIER EXPO?

This in-person B2B trade show and educational conference draws home improvement professionals from throughout the region to Milwaukee. The Expo features a main education stage and breakout sessions filled with engaging speakers and session topics geared toward skill building, leadership, and professional development in areas like remodeling practices, product field training, business, design, marketing, and sales.

**Learn more at [RemodelerSupplierExpo.com](https://RemodelerSupplierExpo.com)**





# DEMOGRAPHICS

## Meet the Attendees

Hundreds of industry professionals gather each year at the Remodeler & Supplier Expo to get hands-on training, see the latest in product innovations, and hear from nationally known speakers. This B2B conference and trade show is marketed regionally and attendance continues to grow year after year.

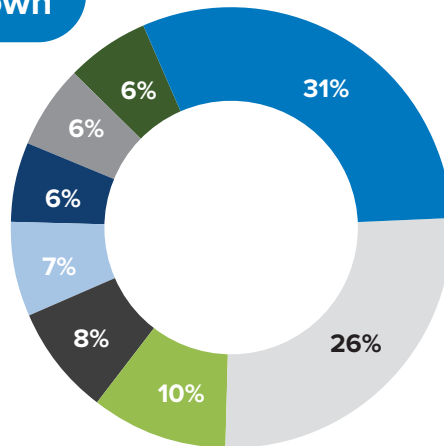
- **96% of attendees plan to return to the Expo**
- **96% of past attendees rate the event as 'excellent'**



### Expo Audience Breakdown

The majority of attendees work in the remodeling industry in a diverse set of roles.

**More than 25% of overall conference attendees are in leadership roles within their organizations.**



- **31%** Suppliers/Exhibitors
- **26%** Owner/Manager
- **10%** Carpenter/Installer/Field
- **8%** Other
- **7%** Project Assistant
- **6%** Architect/Designer
- **6%** Sales
- **6%** Production Manager

***"I will bring my entire team next year!"***

People come to the Expo for the education but many also use the time to network and build new business relationships. Connect directly with attendees on site with a booth, or make an impression with pre- and post-event marketing packages, or an event sponsorship.



Let's work together to achieve your goals. Contact Michelle Brown, Event Manager.

Email: [michelle@narimilwaukee.org](mailto:michelle@narimilwaukee.org) • Phone: 414-771-4071 • Fax: 414-771-4077



# SPONSOR

## Premiere Event Sponsor • \$10,000

Your brand, activated. As a Premiere sponsor you'll reach potential and registered attendees before, during, and after the event. Our team will create bespoke package just for you, that can include touch points through physical mail, email, digital, and live onsite at the event. Includes 10x20 booth space.

### Breakfast • \$3,000

Start everyone off on the right track with breakfast! Create an impact with a video message during breakfast or speak for up to 10 minutes. Video will also be placed on the Remodeler & Supplier Expo website for extra visibility.

### Lunch • \$4,000

Lunch is on you! Create an impact with a video message during the lunch break or speak for up to 10 minutes. Video will also be placed on the Remodeler & Supplier Expo website for extra visibility.

## NETWORKING

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### Welcome Lounge • \$2,500

This lounge is in the center of it all! Located between educational session rooms and the Event Center, this is the first place attendees visit to check in to the event. Lounge includes: Infused water for attendees, lounge furniture, phone charging station, your company's branded signage, and a place to distribute your promotional materials.

### The Expo After 5 • \$2,500

Attendees will be invited to visit you at the Expo After 5. Cocktails and hors d'oeuvres will be served near a branded area and your brand will receive the exposure on the main stage screen during the Expo After 5.

## BREAKOUTS

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### Education Sponsor • \$5,000

Train attendees with engaging demonstrations, hands-on workshops, slides, it's up to you! Branded space for demo included. Contact us for possibilities.

### Beverage Station • \$300 per room (Limit 4)

Coffee, tea and water in educational breakout session rooms. Includes acrylic signage at station.

### Speaker Sponsor • \$1,500 (per speaker)

Does a speaker or topic match your target audience? With a speaker sponsorship, your company can take the spotlight and get attendees familiar with your brand. Run a commercial during the session or introduce yourself, your company, and welcome the speaker in person.



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# SPONSOR

**NEW!**



## Pre- or Post-Event Digital Ad Retargeting

*Variety of packages available. Contact NARI for more information.*

Gain measurable ROI with a digital ad retargeting package. Advertise your company, product line, or services with hyper-targeted web ads that follow our qualified audience of contractors, suppliers, and industry pros wherever they go on the internet. Reporting available!

*\*Pre-event ads must be provided no later than 30 days prior to event. More details available upon request.*

## MARKETING OPPORTUNITIES

### Sponsored Social Media Post • \$250

Promote your appearance at the Expo with a sponsored social media post. Reach potential attendees and others in the industry with a video or photo message set to target individuals in our database.

### Remodeler & Supplier Expo Newsletter 2 size options; Pricing starts at \$150/insertion

Get your ad or video placed in the official Expo newsletter, reaching a qualified audience of over 10,000 contractors. Includes hyperlink to your website.

### Printed Expo Guide 3 size options; Pricing starts at \$200/insertion

Drive traffic to your booth with an ad in the conference guide. Attendees use the guide for the conference schedule, detailed descriptions, speaker information, exhibitor map, and special conference events taking place at the show.

### Expo Supporter • \$1,000

Hyperlinked logo on Remodeler & Supplier Expo website and recognition in printed event guide.

### Registration Page Ad • \$750 (Limit 2)

Place your 600x300 hyperlinked ad or video on the registration page of RemodelerSupplierExpo.com.

### Badge Sponsor • \$1,750

### Lanyard Sponsor • \$1,750

### Expo Bag • \$1,750

Put your brand in their hands with a sponsored item. Packages include sponsor logo on physical product, logo within printed event guide, and logo placement on event website with hyperlink.



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