



INTERNATIONAL **FASTENER** **EXPO2024**

SEPTEMBER 9-11, 2024

Mandalay Bay Convention Center, Las Vegas, Halls B & C

SPONSORSHIP OPPORTUNITIES

MENU

DIGITAL OPPORTUNITIES

- digital promotions packages - gold, silver, bronze

floor plan banner ad

video

hotel reservation sponsorships
- website advertising (banners)

targeted email marketing

social media posts and interviews

match program

ONSITE SPONSORSHIPS

- directory advertisements

lanyard sponsor

badge sponsor

tote bag sponsor

meterboard sponsor

lip balm sponsor

hanging aisle banner

restroom sponsor

floor carpet decal

sessions on the floor sponsor

branded pen and notebook

water station

matchingmaking lounge sponsor
- espresso bar sponsor

coffee break sponsor

10' x 3' single rounded sign

10' x 4' single square sign

shark reef sign

above booth banner

column graphic

exterior window clings

tv advertisement - mandalay bay

Internaional lounge sponsor

meeting room rental

hotel keycards

welcome party sponsorships

GOLF TOURNAMENT SPONSORSHIPS

- package options

branded golf balls

individual hole sponsor

branded hats

swag or product sample for welcome bag
- branded golf towels

box lunch sponsor

closest to the pin sponsor

longest drive sponsor

beat the pro contest sponsor

CONTACT

- domestic sales
- international sales

DIGITAL OPPORTUNITIES

Digital Promotions Packages

We are excited to offer you several digital promotion packages designed to help you reach your target audience, build quality pre-show leads, and increase your ROI at the show. Log in to the exhibitor console to complete your exhibitor profile and learn how you can make a lasting impression on attendees.

Investment

- Basic - Free

- Includes eBooth Profile (300 characters, four product categories listing) on both website and mobile app
- Bronze - \$395

- Enhanced listing features (see chart for details)
- Silver - \$795

- Bronze listing features + more! (see chart for details)
 - Premium placement at the top of the exhibitor list
- Gold - \$1,195

- Silver listing features + more! (see chart for details)
 - Booth highlight on interactive floor plan
 - Free floor plan banner ad (\$795 value; see below for example)

ENHANCED EBOOTH FEATURES	BASIC	BRONZE	SILVER	GOLD
	B FREE	★ \$395	★ \$795	★ \$1,195
IFE 2024 EVENT WEBSITE EXPOSURE				
Floor Plan Banner Ad				✓
Premium Placement			✓	✓
Company or Product Logo		✓	✓	✓
Enhanced eBooth Icon (Shown on floor plan & exhibitor list)		✓	✓	✓
Company Name, Booth Label, and Address	✓	✓	✓	✓
Website URL (Add website link to eBooth Profile)	✓	✓	✓	✓
eBooth Profile (Add relevant company information)	300 Characters	1,500 Characters	1,500 Characters	1,500 Characters
Product Categories (Use categories buyers search with)	4	10	15	20
Digital Product Showcase (Detailed descriptions, color images)		Unlimited	Unlimited	Unlimited
Press Release (What's happening at your company)		Unlimited	Unlimited	Unlimited
Show Specials (Spotlight discounts & giveaways)		Unlimited	Unlimited	Unlimited
** All packages include a complimentary mobile app listing **				

Floor Plan Banner Ads

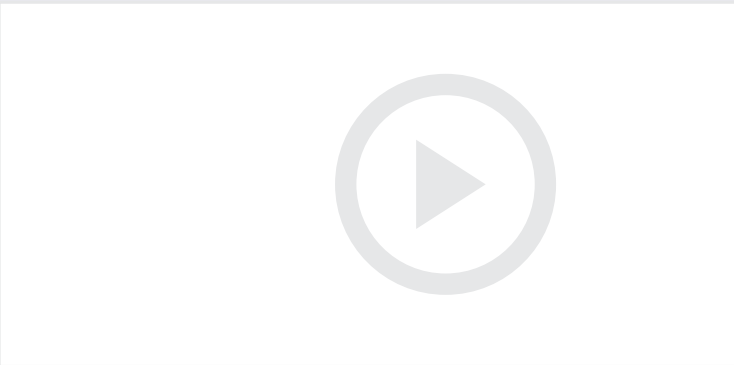
All attendees will check out the online event map. Catch their attention in this hot spot with a trackable banner ad.

Image spec: 205px W x 60px H; .jpeg or .gif format



Investment - \$795 each

Video



Investment - \$195 each

Need Help?

For questions regarding enhanced listings, or how you can improve your online profile, contact:

Ashish Jain
Phone: (443) 393-2441
Email: exhibitsupport@a2zinc.net

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HOTEL RESERVATION SPONSORSHIPS

IFE has three hotel reservation sponsorship opportunities for your company to increase its brand awareness before the show. Your company will be seen by every attendee that utilizes our hotel website.

PREMIUM SPONSORSHIP PACKAGE.....\$5,000

- Feature on the hotel reservation splash page and a promo cube on the following landing page
- Logo on splash page (390x180 px)
- Background image on splash page (1920x1080 px)
- Promo cube with logo (120x90 px)
- Promo cube pop-up with company information and website url
- Exclusive sponsorship

LANDING PAGE PROMO CUBE.....\$2,000

- Promo cube on hotel reservation landing page with logo (120x90 px)
- Promo cube pop-up with company information and website url

RESERVATION ACKNOWLEDGEMENT EMAIL.....\$1,000

- Promo cube on the reservation acknowledgement email attendees receive when they book hotel rooms (120x90 px)
- 4 opportunities available

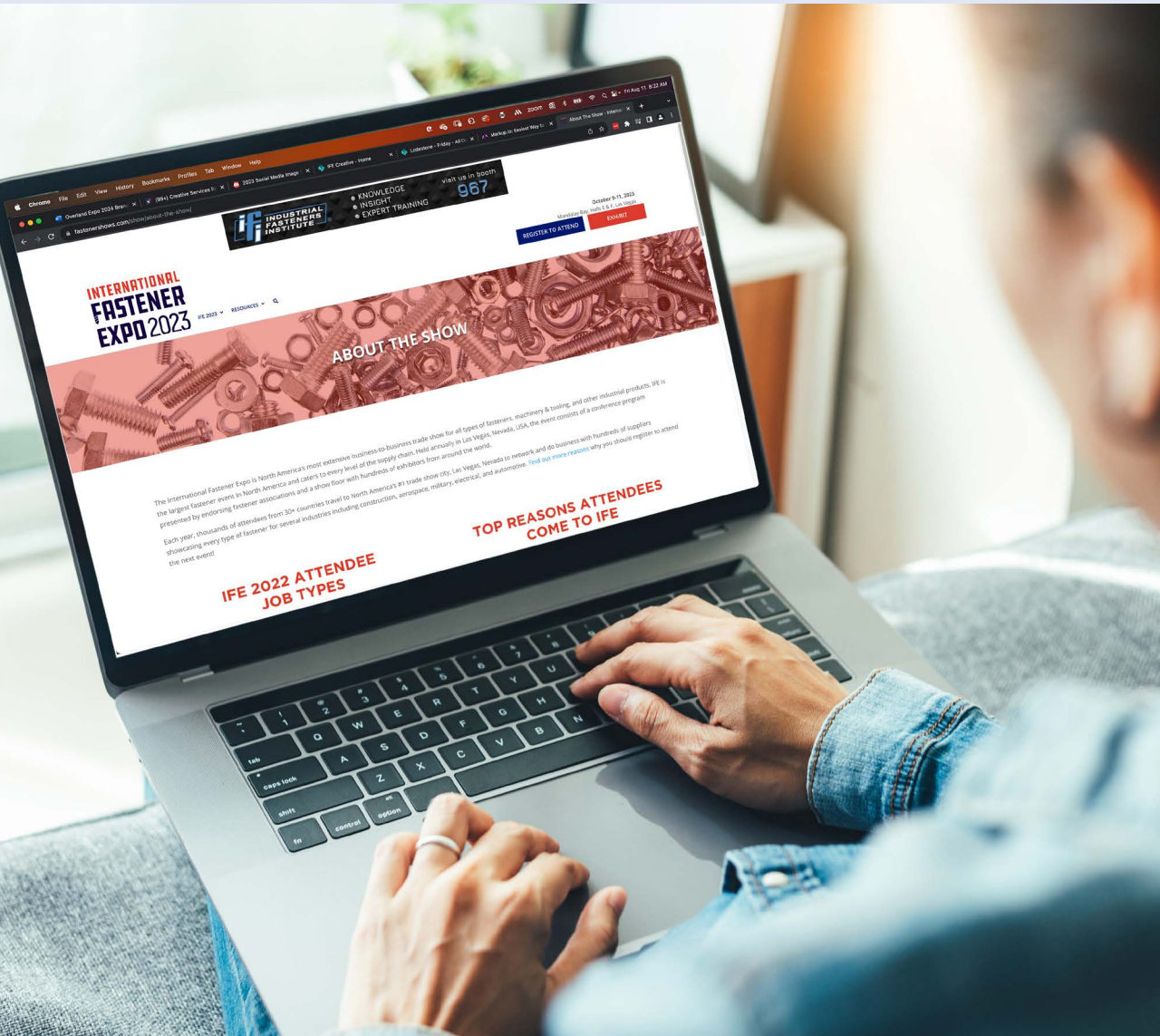
WEBSITE ADVERTISING

The **fastenershows.com** website attracts over 350,000 views annually. Premium placement on the website offers excellent exposure before, during and after the show. Take advantage of this opportunity and make an impression on customers today.

Leaderboard*	\$2,250
Inline**	\$1,950
Anchor banner*	\$1,350

**Run of Site | **Home page only*

Specs:
728x90/970x90 (desktop)
300x250 (mobile)
Submit all three for best results



Please note:
• Once ad materials are submitted, please allow 3-5 business days for ad to appear in the designated spot. All ads will run for one month. If ad materials are not submitted 2 weeks after sale date, space is considered forfeited with no refund.

TARGETED EMAIL MARKETING CAMPAIGN

Be prepared to engage with show attendees before you set foot on the show floor. Renting our attendee list to email them before show opens is a great way to start the conversation with potential customers about new products and special promotions and even send them meeting invitations. You will receive an email requesting deliverables (HTML file, subject line, opt-outs, etc.) and we will proof then deliver an approved message to thousands of show attendees including distributors, manufacturers, and independent sales representatives. Contact your Account Executive to learn more.

STARTING AT \$850



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international sales

DIGITAL OPPORTUNITIES

SOCIAL MEDIA

Featured Posts: Expand your reach during IFE with extra promotion of your booth through our social media posts!
\$499

Live On Location Interviews: Reach IFE Attendees and Non-Attendees from your booth with a Live Social Media Interview at IFE. Build your authority and tell your story straight from the show floor.
\$1,999



Brad Hazard & Cameron Orchard
ITW Shakeproof Industrial

**INTERNATIONAL
FASTENER EXPO** **October 9 -
Mandalay Bay,**



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IFE MOBILE APP

PUSH NOTIFICATIONS

These messages (150 characters) can link to an external website or to an exhibitor's profile.

\$350

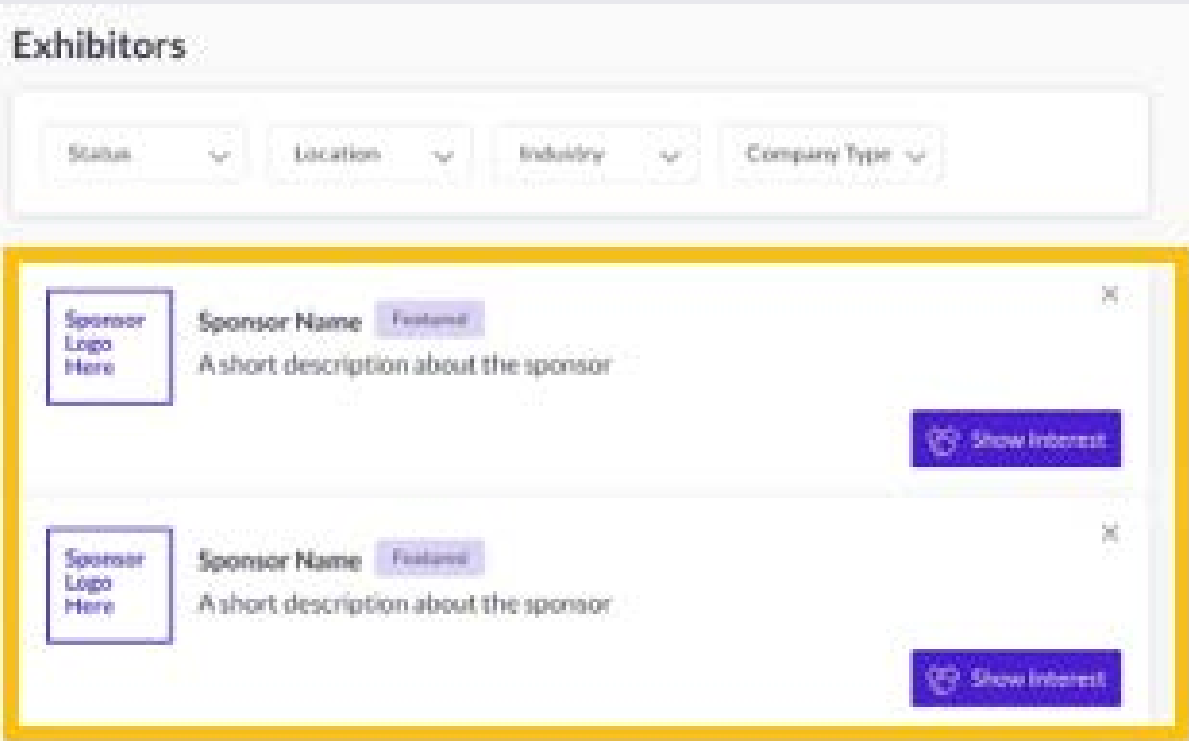


FEATURED PROFILE

Sponsors will be put at the top of the exhibitor list and match recommendations (once they match with an attendee).

Note: These will be shown in alphabetical order at the top of the lists on the web platform and app.

\$500

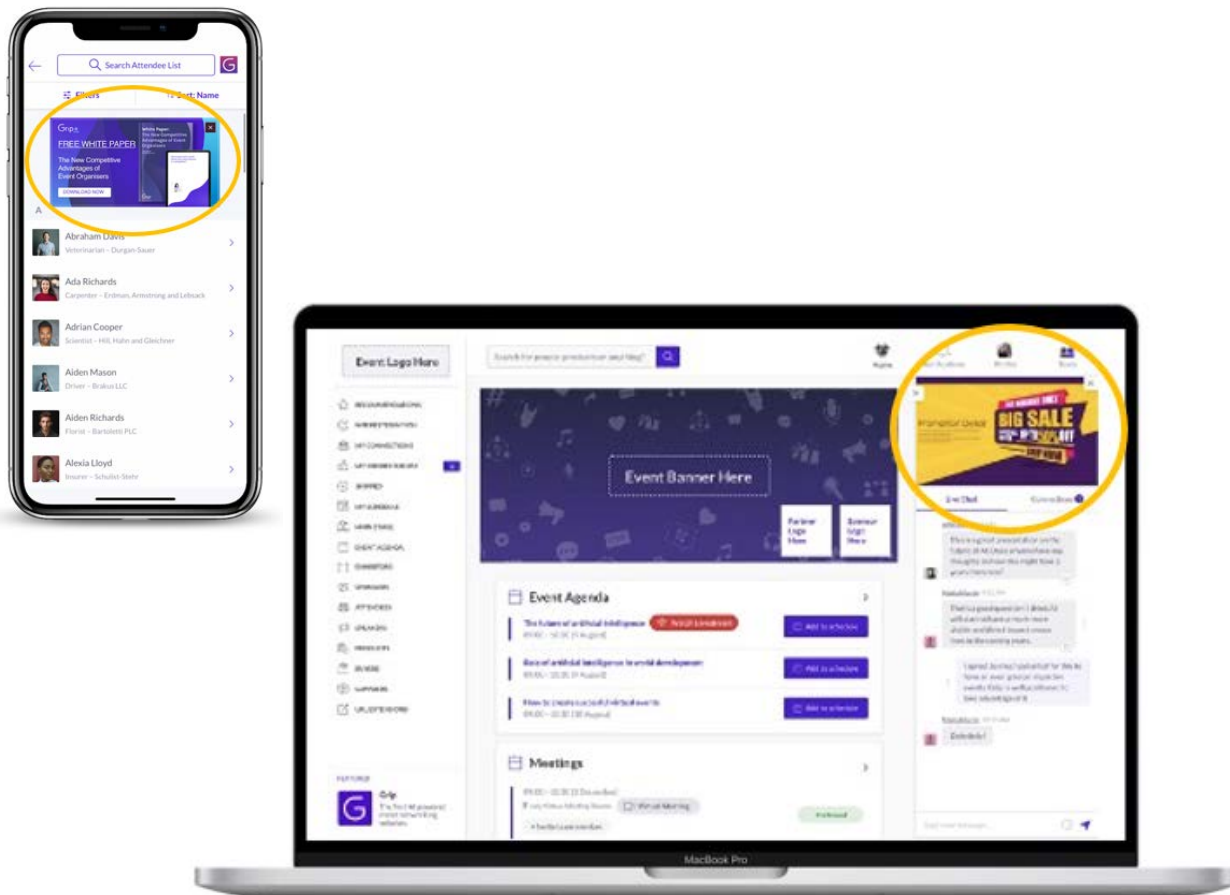


BANNER ADVERTISEMENTS

Ads will be shown in three locations in the app as well as on the top right corner of the web platform.

App locations include the Event Agenda page, each Profile list (exhibitors, visitors, speakers, etc), and the "More" page.

\$1000



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ONSITE SPONSORSHIPS

OFFICIAL SHOW DIRECTORY

Attendees will be picking up a copy of the official show directory at the event. Ensure your company stands out by securing ad or logo placement in the directory. You will be able to drive further traffic to your booth during the event! **AD DEADLINE: JULY 1, 2024**

FULL PAGE AD	\$1,495	PREMIUM PLACEMENT FULL PAGE AD	\$1,700
HALF PAGE AD	\$ 995	- Ad placed toward start of directory	
INSIDE BACK COVER.....	\$1,750	2-PAGE CENTER SPREAD.....	\$2,900
INSIDE FRONT COVER.....	\$1,900	FLOOR MAP INSERT	\$2,900
BACK COVER.....	\$2,250	- Full page ad included on back	
LOGO BY COMPANY LISTING.....	\$150	FLOOR MAP INSERT	\$500
		- Ad size: 3.75" X 1.25"	

LANYARDS
BADGES

By sponsoring lanyards or badges, each attendee will be wearing your logo for the the duration of the show.

LANYARD SPONSOR.....	\$5,750
BADGE SPONSOR.....	\$5,750



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TOTE BAG

▲▲▲
Get high exposure by putting your logo on bags that will be distributed and carried by attendees throughout the show.

** Sponsor is responsible for production and shipping of bags.*

TOTE BAG SPONSOR **SOLD** \$5,500

METERBOARD

Generate awareness in an effective and affordable way by putting your brand on signs located in key areas of the show.

2-SIDED METERBOARD \$1,500
SINGLE SIDED METERBOARD \$,850

LIP BALM

▲▲▲
Everyone needs some lip balm in Vegas and you can make sure every attendee has your company branded lip balm in their pocket.

Sponsorship includes (2) bins near the Main Entrance/Registration area, along with a sign to help attendees find your booth. Sponsor is responsible for producing/shipping lip balm. Bins will be restocked by IFE staff throughout the show day/s until supply runs out.

Contact your Account Executive for pricing



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ONSITE SPONSORSHIPS

HANGING AISLE BANNER

Get high visibility by putting your brand on IFE's aisle number signs, the most utilized directional signage at the show.

2' X 4'

SOLD

\$900



RESTROOMS

Everyone has to visit here eventually! Show case your advertisements in the restrooms on the show floor.”

EXCLUSIVE - Contact your Account Executive for pricing



FLOOR DECAL

Stand out from the competition and help attendees navigate to your booth.

3' X 6'

\$900



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SESSIONS ON THE FLOOR

Education and seminar sessions are a key part of IFE and heavily attended. Place your logo on all relevant Sessions on the Floor signage including the backdrop, podium, schedule, and overhead banner.

\$3,495



BRANDED PEN & NOTEBOOK

Be the exclusive provider of pens and notebooks complete with your company's branding.

**Sponsor is responsible for production and shipping of pens and notebooks.*

\$2,495



WATER STATION

Keep attendees hydrated while highlighting your brand. Your company will be prominently displayed on a water station on the show floor.

\$900



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MATCHMAKING LOUNGE

- Sponsorship includes the following:
- Banner Dangler

Logo on all relevant Matchmaking Lounge signage including overhead banner

\$3,495

ESPRESSO BAR IN SHOW FLOOR LOUNGE

Gain followers for your social media channels by sponsoring the Espresso Bar. Attendees will be able to get a FREE Latte or Cappuccino by simply following your company on social media. Espresso bar will be hosted on day 1 of the expo and will be limited to 200 cups.

\$2,250

COFFEE BREAK

Gain brand recognition at the official IFE Coffee Break Station in the expo hall. Sponsorship includes the following:

(1) 22 X 28 sign

(1,000) Branded coffee cup sleeves

(1,500) Branded napkins

Sponsor may also provide additional giveaway items such as coffee samples or swag.

\$3,000



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ABOVE BOOTH BANNER

Point attendees right to your booth with a banner promoting your brand.
Choose from five different banner options”

10' X 5'	\$2,250
10' X 10'	\$2,750
10' X 20'	\$3,750

10' X 3'	\$3,995
SINGLE ROUNDED SIGN	
10' X 4'	\$5,995
SINGLE SQUARE SIGN	

SHARK REEF SIGN

This is a premium opportunity for your company to seen by all IFE attendees as they make their way to the show each day. This digital sign is located in the main walkway coming from the Casino to the expo halls and will be running during IFE expo hours. Three (3) ad spots available.

Video specs:
MP4 format, 1920x1080 landscape, 72dpi.

\$1,950



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COLUMN GRAPHIC

Put your branding at the ideal spot to let attendees know where to find you on the show floor.

Lobby \$2,000
Expo Hall \$3,295

SOLD



WINDOW STICKERS ABOVE MAIN EXTERIOR ENTRANCE

Catch attendee's eyes as they enter from the outside walkway/parking lot

Contact your Account Executive for pricing

TV ADVERTISEMENT, MANDALAY BAY

Make an impression on attendees staying at the Mandalay Bay Hotel by adding your logo or custom ad to the in-room TVs.

Starting at \$950 - Contact your Account Executive to learn more

Video \$3,500/day

Static Image \$2,250/day

Top Ad \$995
Bottom Ad \$950

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INTERNATIONAL LOUNGE

Boost your brand recognition in the heart of the Source Global section of the show floor. Sponsorship includes logo on all relevant lounge signage, including overhead banner, as well as recognition on the IFE website and marketing materials.

\$2,995

MEETING ROOM RENTAL

Reserve a meeting space for your company at the Mandalay Bay Convention Center.

Half Day \$675
Full Day \$1,075

HOTEL KEYCARDS

Your branding will be featured on the Mandalay Bay Hotel keycards used by show attendees and exhibitors.

\$13,995



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WELCOME PARTY

▲▲▲ The Welcome Party is not only a great place to network, but also an excellent opportunity to increase your brand awareness. Hundreds of industry professionals will be exposed to your company before the show begins!

BRANDED NAPKINS..... \$2,250

LOGO ON DIGITAL SIGN.....\$375

GIVEAWAY STATION.....\$1,600

SINGLE SIDED METERBOARD.....\$850

CIGAR ROLLING STATION

Contact your Account Executive

Drive attention to your brand with these portable and unbreakable LED cubes. 16 color options and 4 color change modes with one remote. Rechargeable (wireless) 8 hour battery life.

LED TABLE CUBES..... \$350 each (4" H)
\$475 each (6" H)

BRANDED POOL GLOW ORBS

(8) 12 INCH DIAMETER\$1,500
(8) 16 INCH DIAMETER\$1,600
(8) 20 INCH DIAMETER\$1,700
(8) 24 INCH DIAMETER\$2,100
(8) 32 INCH DIAMETER\$2,495



MENU

DIGITAL OPPORTUNITIES

- digital promotions packages - gold, silver, bronze

floor plan banner ad

video

hotel reservation sponsorships
- website advertising (banners)

targeted email marketing

social media posts and interviews

match program

ONSITE SPONSORSHIPS

- directory advertisements

lanyard sponsor

badge sponsor

tote bag sponsor

meterboard sponsor

lip balm sponsor

hanging aisle banner

restroom sponsor

floor carpet decal

sessions on the floor sponsor

branded pen and notebook

water station

matchingmaking lounge sponsor
- espresso bar sponsor

coffee break sponsor

10' x 3' single rounded sign

10' x 4' single square sign

shark reef sign

above booth banner

column graphic

exterior window clings

tv advertisement - mandalay bay

Internaional lounge sponsor

meeting room rental

hotel keycards

welcome party sponsorships

GOLF TOURNAMENT SPONSORSHIPS

- package options

branded golf balls

individual hole sponsor

branded hats

swag or product sample for welcome bag
- branded golf towels

box lunch sponsor

closest to the pin sponsor

longest drive sponsor

beat the pro contest sponsor

CONTACT

- domestic sales
- international sales

GOLF TOURNAMENT

Tee off the show as you network with peers and get your brand in front of buyers beyond the show floor — on the golf course! Introduced in 2019, the Golf Tournament is now a mainstay highlight of the show.

Network with key buyers and ensure maximum visibility to your target audience through packages designed to put your brand at the forefront. Sponsorship packages for IFE's annual golf tournament allow you to stay top of mind as your buyers head to the show floor after a fun game of golf.



GOLF TOURNAMENT - PACKAGE OPTIONS

Gold Package - \$2,995

Gold Sponsorship package includes:

- Logo on 6 Holes
- Logo on Golf Cart
- Logo on Drink Tickets
- Logo on ticketing page and website
- Recognition in emails to attendees and awards

Silver Package - \$2,195

Silver Sponsorship package includes:

- Logo on 4 Holes
- Logo on Drink Tickets
- Logo on ticketing page and website
- Recognition in emails to attendees and awards

Bronze Package - \$1,495

Bronze Sponsorship package includes:

- Logo on 3 Holes
- Logo on ticketing page and website
- Recognition in emails to attendees and awards



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GOLF TOURNAMENT

BRANDED GOLF BALLS

▲▲▲ Sponsor to provide golf balls and IFE will distribute to each player.

\$1,100

SOLD



INDIVIDUAL HOLE

\$295



BRANDED HATS

▲▲▲ Sponsor to produce and ship hats and distribute to all players.

\$550



SWAG OR PRODUCT SAMPLE FOR WELCOME BAG

Sponsor to produce and ship product and include in welcome bag. Example: sunscreen, hand sanitizer, etc.

\$550



BRANDED GOLF TOWELS

Sponsor to produce and ship towels and distribute to all players.

\$550



BOXED LUNCH

Your company logo will be printed on stickers placed on lunch boxes for each player.

\$995



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GOLF TOURNAMENT

CLOSEST TO THE PIN

Sponsor the Closest to the Pin Contest with your company name and booth # on the hole sign.

Benefits include:

- Company name and booth number on hole sign
- Logo on Golf Tournament Flyer
- Logo inclusion in Golf Tournament emails to attendees
- Logo in social media/blog posts relating to the Golf Tournament or contest

\$550



LONGEST DRIVE

Sponsor the Longest Drive Contest on Hole 15 with your company name and booth # on the hole sign.

Benefits include:

- Company name and booth number on hole sign
- Logo on Golf Tournament Flyer
- Logo inclusion in Golf Tournament emails to attendees
- Logo in social media/blog posts relating to the Golf Tournament or contest

\$550



BEAT THE PRO CONTEST

Sponsor the Beat the Pro contest on Hole 16 with your company name, logo, and booth # on the hole sign. This pro will either hit for you or against you for a small donation fee. All donations collected by the players will go towards the Fastener Education Foundation.

Benefits include:

- Company name, logo, and booth number on hole sign
- Logo on Golf Tournament Flyer
- Logo inclusion in Golf Tournament emails to attendees
- Logo in social media/blog posts relating to the Golf Tournament or contest

\$600



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- branded golf towels

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closest to the pin sponsor

longest drive sponsor

beat the pro contest sponsor

CONTACT

- domestic sales

international sales

CONTACT US

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To learn more and for updates on the 2024 show, visit fastenershows.com