



INTERNATIONAL **FASTENER** **EXPO2025**

SEPTEMBER 15-17, 2025

Mandalay Bay Convention Center, Las Vegas, Halls E & F

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
- IFE mobile app

ONSITE SPONSORSHIPS

- Directory advertisements
- Lanyard
- Badge
- Tote bag
- Meterboard
- Lip balm
- Hanging aisle banner
- Restroom
- Floor decal
- Sessions on the floor
- Branded pen and notebook
- Water station
- Matchingmaking lounge
- Espresso bar
- Coffee break

- 10' x 3' single rounded sign
- Shark reef sign
- Above booth banners
- Column graphic
- Exterior window stickers
- Tv advertisement - Mandalay Bay
- International lounge
- Meeting room rental
- Hotel keycards
- Welcome party sponsorships
- Registration

GOLF TOURNAMENT SPONSORSHIPS

- Package options
- Branded golf balls
- Individual hole sponsor
- Welcome Bag
- Swag giveaway

- Closest to the pin sponsor
- Longest drive sponsor
- Beat the pro contest sponsor

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 - \$275

- Enhanced listing features (see chart for details)

Silver - \$695 at Registration - \$795 Post registration

- Bronze listing features + more! (see chart for details)
- Premium placement at the top of the exhibitor list

Gold - \$995 at Registration - \$1195 Post registration

- 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 FREE	BRONZE \$275	SILVER \$695 at Registration \$795 Post Registration	GOLD \$995 at Registration \$1195 Post Registration
IFE 2025 EVENT WEBSITE EXPOSURE				
Matchmaking with buyers in New Mobile App	✓	✓	✓	✓
Lead Retrieval (Additional \$275 **Mandatory**)	✓	✓	✓	✓
Priority Placement in Exhibitor Search Results			✓	✓
Company Listing Online Vendor Directory	Company Name, Address, Website, Social Links & Booth Number	Company Name, Address, Website, Social Links & Booth Number	Company Name, Address, Website, Social Links & Booth Number	Company Name, Address, Website, Social Links & Booth Number
eBooth Profile (add relevant company info)		1500 Characters	1500 Characters	1500 Characters
Product Categories	4	10	15	20
Keyword Search	✓	✓	✓	✓
Company Logo	✓	✓	✓	✓
Product Showcase Images with Description		Unlimited	Unlimited	Unlimited
Show Specials/ Press Releases		Unlimited	Unlimited	Unlimited
Buyer Meeting Requests	Unlimited, up to 35 pending at one time	Unlimited, up to 35 pending at one time	Unlimited, up to 35 pending at one time	Unlimited, up to 35 pending at one time
Floorplan Banner Ad				✓
Floorplan Booth Logo		✓	✓	✓
Videos		0	1	2

** All packages include a complimentary mobile app listing **

FLOOR PLAN BANNER ADS

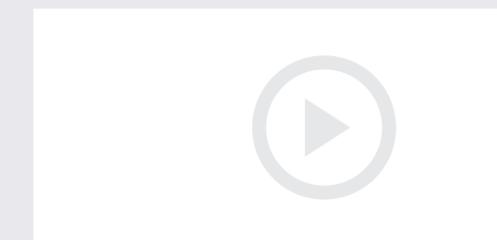
All attendees will check out the online event map. Catch their attention in this hot spot with a trackable banner ad.

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



Investment - \$795 each

Video



Investment - \$195 each

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DIGITAL OPPORTUNITIES

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

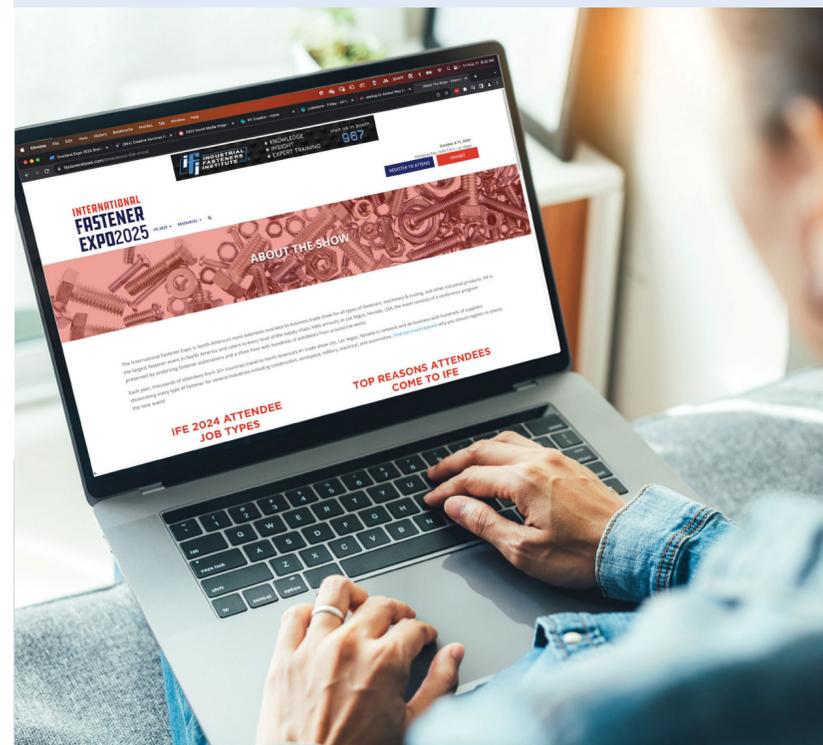
- Promo cube on the reservation acknowledgement email attendees receive when they book hotel rooms (120x90 px)
- 4 opportunities available

WEBSITE ADVERTISING

The **fastenershow.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 \$875



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SOCIAL MEDIA



Featured Posts: Expand your reach during IFE with extra promotion of your booth through our social media posts!
\$599

“Live” on Location Interviews: Reach attendees and non-attendees from your booth with a “live” interview at IFE. Build your authority and tell your story straight from the show floor with this semi-live interview. The interview will be conducted from your booth, immediately edited, and then posted to IFE social accounts.

Availability - 4
\$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



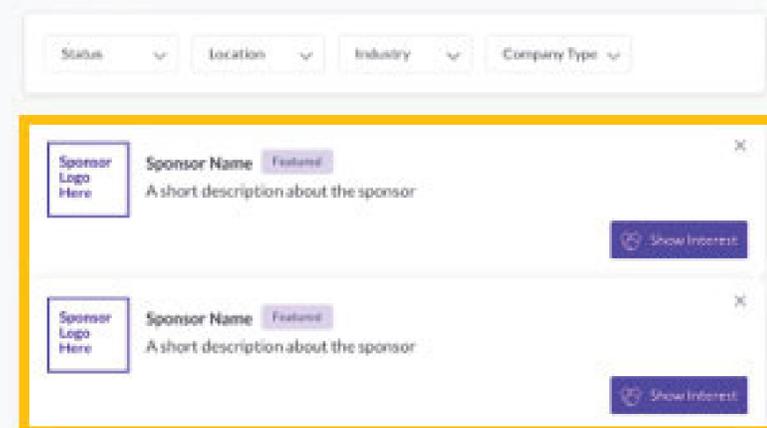
PUSH NOTIFICATIONS

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.

Availability - 5
\$350

Exhibitors

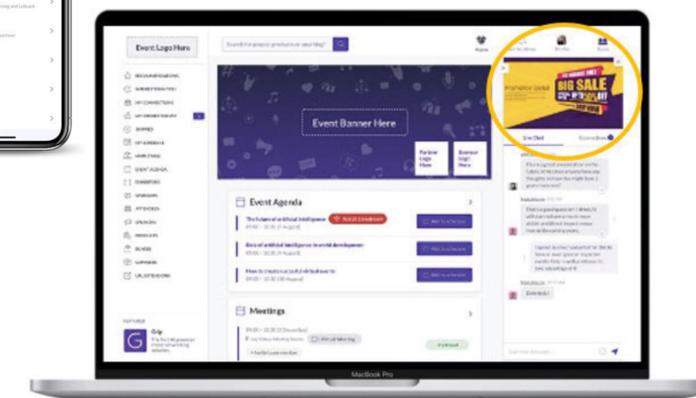
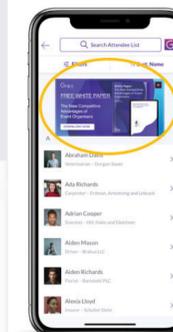


BANNER ADVERTISEMENTS

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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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 14, 2025**

FULL PAGE AD\$1,600	BACK COVER\$2,350	FLOOR MAP CENTER SPREAD SOLD - Full page ad included on back
HALF PAGE AD\$1,095	LOGO BY COMPANY LISTING\$150	FLOOR MAP INSERT SOLD - Ad size: 3.75" X 1.25"
INSIDE BACK COVER\$1,850	PREMIUM PLACEMENT FULL PAGE AD\$1,800 - Ad placed toward start of directory	FLOOR MAP BACK COVER\$1,495
INSIDE FRONT COVER SOLD	2-PAGE CENTER SPREA SOLD	



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Premium Exclusive



LANYARDS BADGES

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

LANYARD SPONSORSOLD

BADGE SPONSORSOLD



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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

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.....\$895

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.

SOLD



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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**



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'.....\$950



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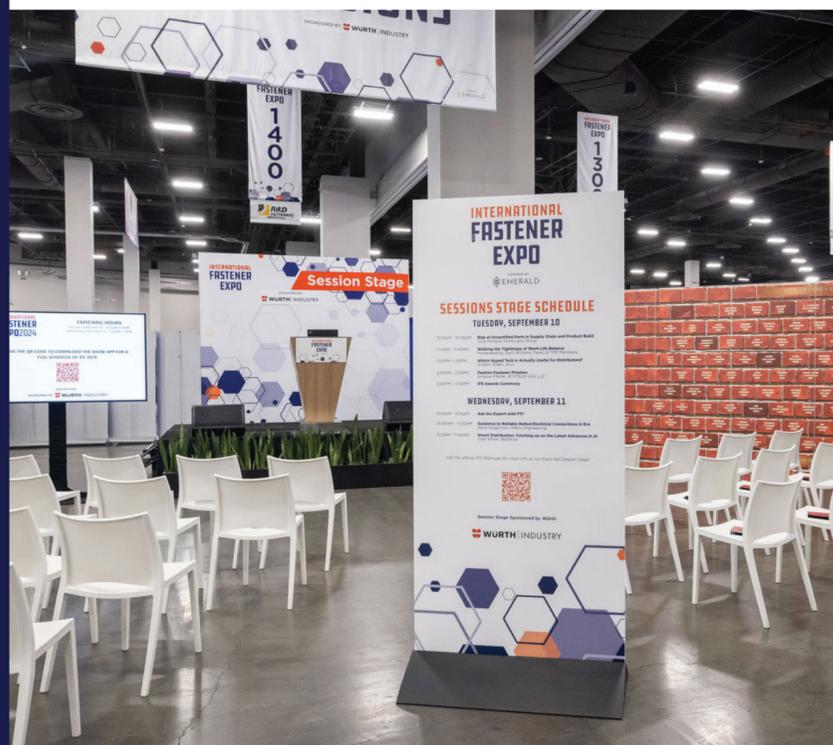
ONSITE SPONSORSHIPS

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.

\$3,595



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.*

\$1,995



WATER STATION

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

Availability - 3
\$1,000



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ONSITE SPONSORSHIPS

MATCHMAKING LOUNGE



Sponsorship includes the following:

Banner Dangler
Logo on all relevant Matchmaking Lounge signage including overhead banner

SOLD

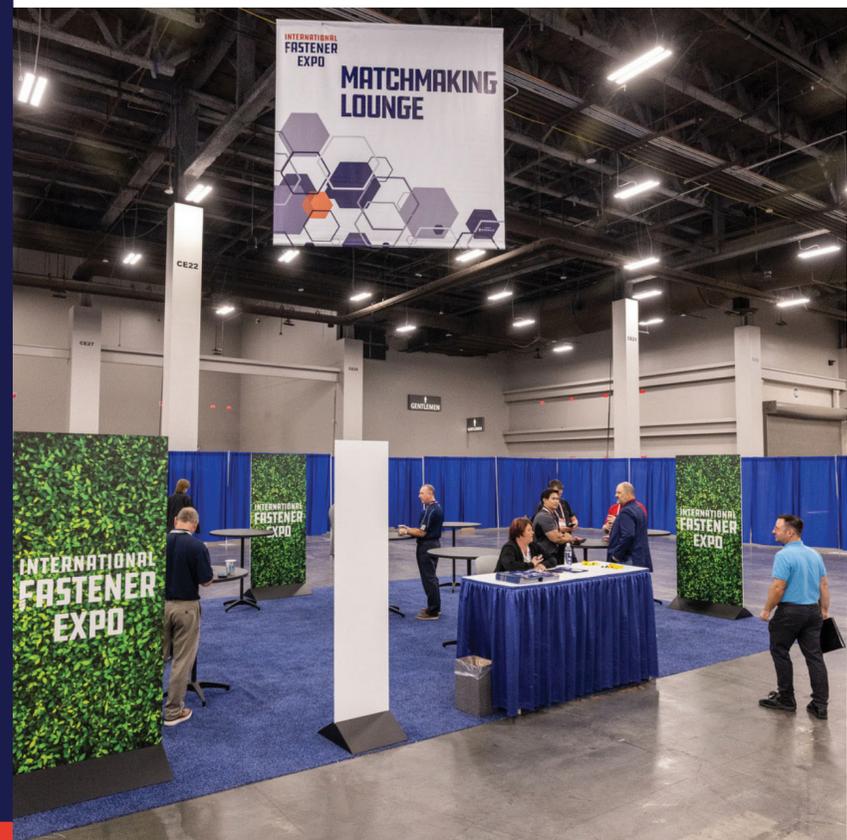
COFFEE BREAK

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'	\$2,500
10' X 10'	\$2,850
10' X 20'	\$3,950
10' X 3'	\$4,195
SINGLE ROUNDED SIGN		



REGISTRATION

Your company's logo will be featured on the registration website, confirmation emails, and the tablets attendees and exhibitors will use at the show to pick up their badges.

SOLD



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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 SOLD
Expo Hall -Contact for pricing



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

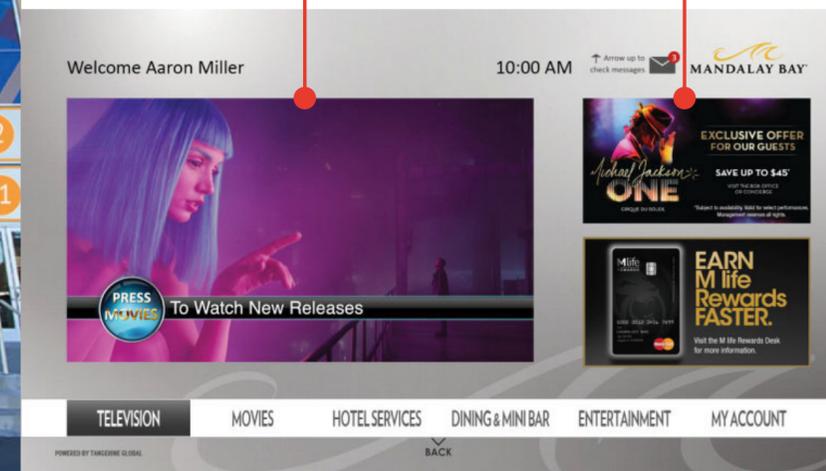
Make an impression on attendees staying at the Mandalay Bay Hotel by adding your logo or custom ad to the in-room TVs.

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

Video **\$3,500/day**

Static Image **\$2,250/day**

Top Ad **\$1,100**
Bottom Ad **\$995**



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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 \$700

Full Day \$1,100



HOTEL KEYCARDS

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

\$17,500



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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	\$2,350
LOGO ON DIGITAL SIGN	\$425
GIVEAWAY STATION	\$1,750
SINGLE SIDED METERBOARD	\$895
CIGAR ROLLING STATION (INCLUDES 200 CIGARS).....	SOLD



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Package options
Branded golf balls
Individual hole sponsor
Welcome Bag
Swag giveaway

Closest to the pin sponsor
Longest drive sponsor
Beat the pro contest sponsor

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 Lunch Boxes for all players
- Logo on Golf Cart
- Logo on Drink Tickets
- Logo on ticketing page and website
- Recognition in emails to attendees and awards

Silver Package - \$2,295

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 - \$2,295

Bronze Sponsorship package includes:

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



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
IFE mobile app

ONSITE SPONSORSHIPS

Directory advertisements
Lanyard
Badge
Tote bag
Meterboard
Lip balm
Hanging aisle banner
Restroom
Floor decal
Sessions on the floor
Branded pen and notebook
Water station
Matchingmaking lounge
Espresso bar
Coffee break

10' x 3' single rounded sign
Shark reef sign
Above booth banners
Column graphic
Exterior window stickers
Tv advertisement - Mandalay Bay
International lounge
Meeting room rental
Hotel keycards
Welcome party sponsorships
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BRANDED GOLF BALLS



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

SOLD



INDIVIDUAL HOLE

\$325



WELCOME BAG

Sponsor to produce and ship welcome bags to distribute to all players.

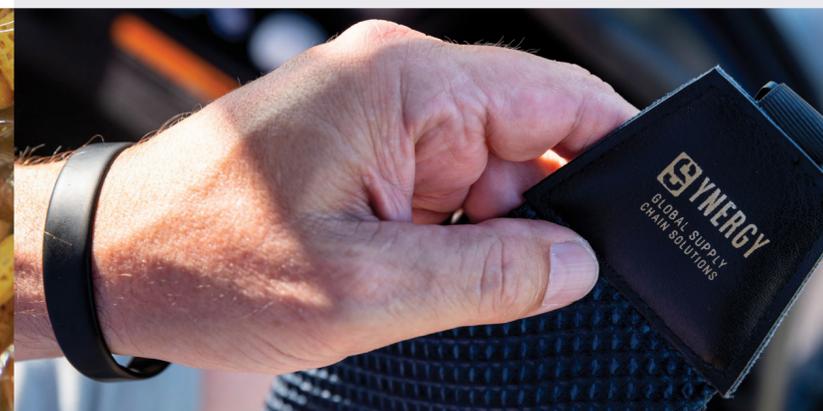
\$595



SWAG GIVEAWAY

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

\$595



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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

SOLD

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

\$600

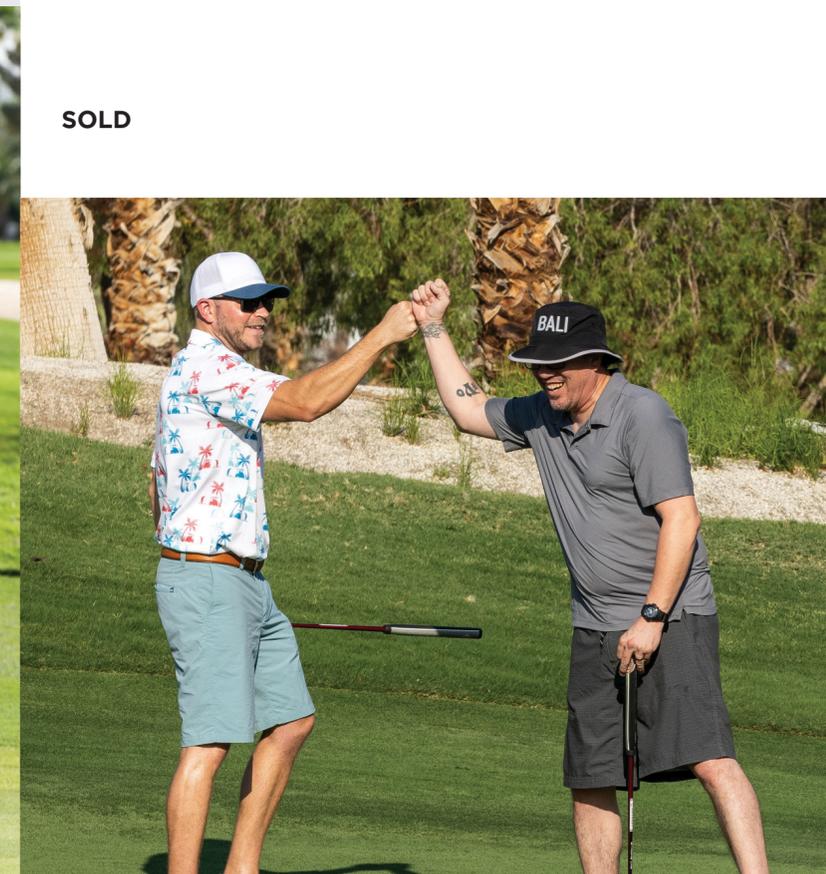
BEAT THE PRO CONTEST

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

SOLD



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To learn more and for updates on the 2025 show, visit fastenershows.com