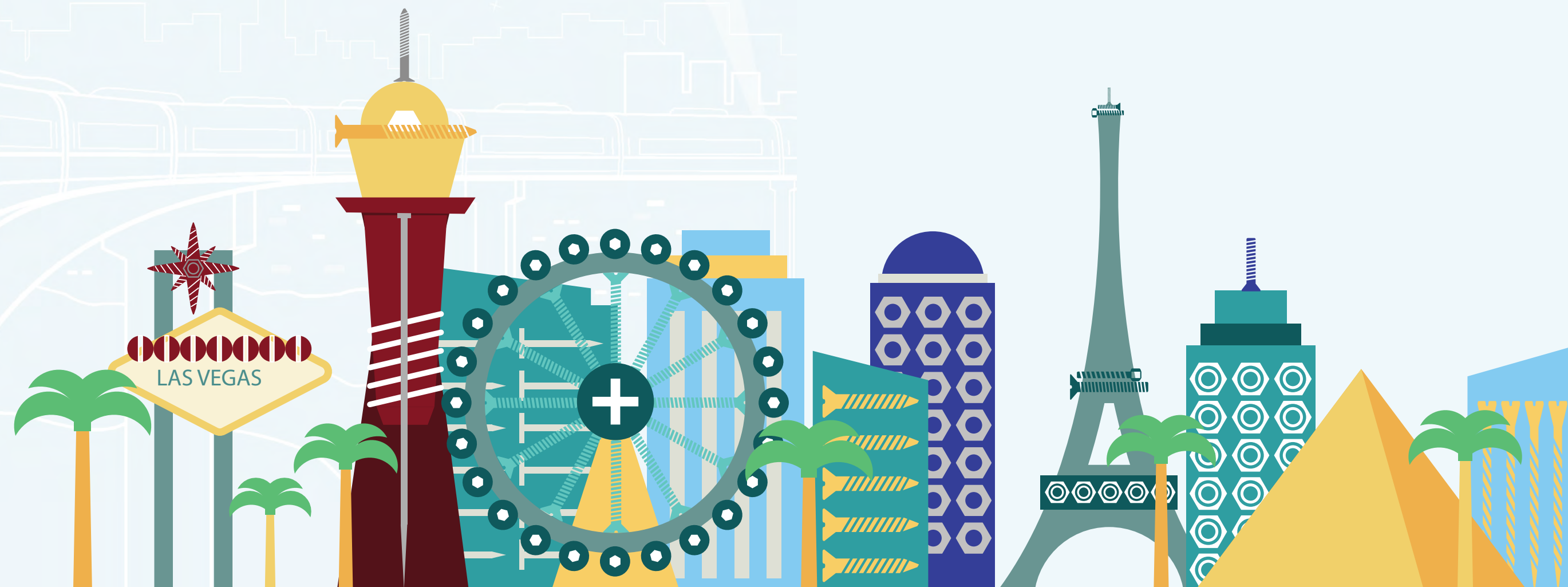


# INTERNATIONAL FASTENER EXPO 2023

OCTOBER 9-11, 2023

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

match program

ONSITE SPONSORSHIPS

- directory advertisements

lanyard sponsor

badge sponsor

tote bag sponsor

meterboard - double sided

above booth banners

hanging aisle banner

restroom sponsor

floor carpet decal

sessions on the floor sponsor

branded pen and notebook

matchingmaking lounge sponsor

coffee break sponsor
- 10' x 4' single rounded sign

10' x 3' single square sign

column graphic

water station

tv advertisement - mandalay bay

window signs - shark reef parking lot

welcome party sponsorships

GOLF TOURNAMENT SPONSORSHIPS

CONTACT

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 FREE	BRONZE \$395	SILVER \$795	GOLD \$1,195
IFE 2021 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

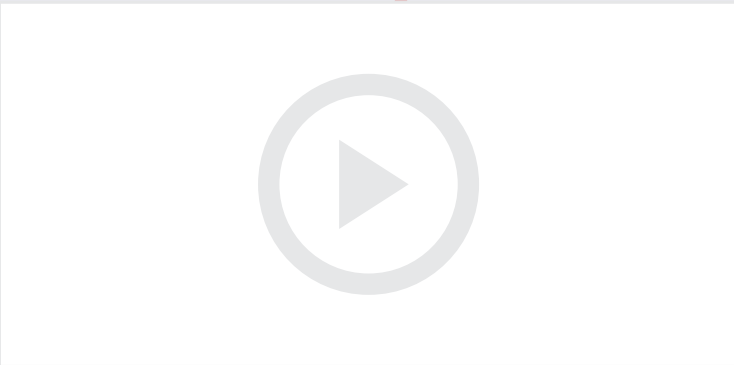
All attendees will check out the online event map. Catch their attention in this hot spot with a trackable banner ad.

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](mailto:exhibitsupport@a2zinc.net)



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restroom sponsor

floor carpet decal

sessions on the floor sponsor

branded pen and notebook

matchingmaking lounge sponsor

coffee break sponsor
- 10' x 4' single rounded sign

10' x 3' single square sign

column graphic

water station

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GOLF TOURNAMENT SPONSORSHIPS

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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.....\$6,000

- 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 .....\$3,000

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

RESERVATION ACKNOWLEDGEMENT EMAIL .....\$2,000

- 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.

RUN OF SITE (except buyer registration pages)

**Leaderboard (728x90)** ..... \$2,550 (avg impressions 29,000+)

**Anchor Banner (728x90)** ..... \$1,250 (avg impressions 10,000+)



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.  
  
• All ads will be removed 2 weeks post-show no matter your start date, so please take show date into consideration.

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 more than 25,000 show attendees including distributors, manufacturers, and independent sales representatives. Contact your Account Executive to learn more.

STARTING AT \$800





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# DIGITAL OPPORTUNITIES

## SOCIAL MEDIA

Featured Posts: Expand your reach during NPE with extra promotion of your booth through our social media posts!  
**\$500**

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.  
**\$2,000**





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# IFE MATCH PROGRAM

## PUSH NOTIFICATIONS

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

**\$500**



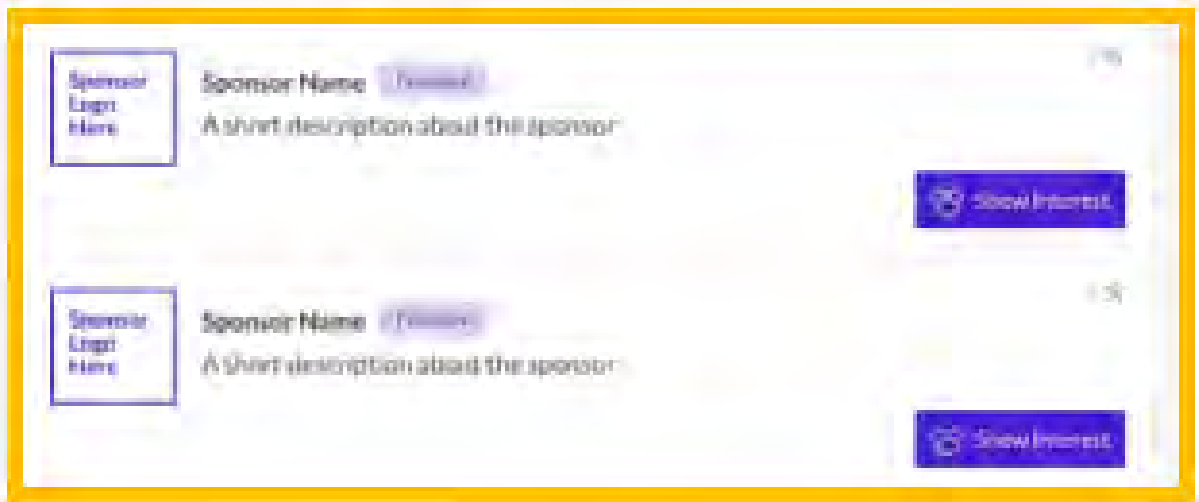
## FEATURED PROFILE

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.

**\$750**

### Exhibitors

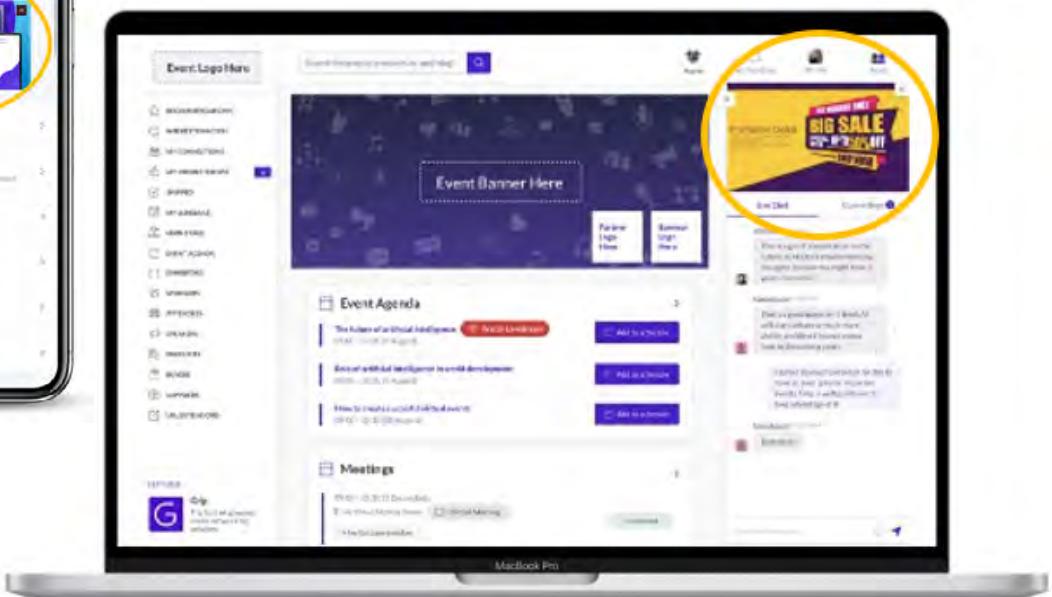
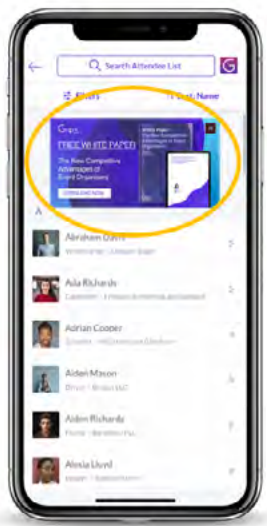


## BANNER ADVERTISEMENTS

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.

**\$1500**





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GOLF TOURNAMENT SPONSORSHIPS

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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: AUGUST 1, 2023**

<b>FULL PAGE AD</b> .....	\$1,450	<b>PREMIUM PLACEMENT FULL PAGE AD</b> .....	\$1,650
		- Ad placed toward start of directory	
<b>HALF PAGE AD</b> .....	\$1,050	<b>2-PAGE CENTER SPREAD</b> .....	\$2,850
<b>INSIDE BACK COVER</b> .....	\$1,750	<b>FLOOR MAP INSERT</b> .....	\$2,900
		- Full page ad included on back	
<b>INSIDE FRONT COVER</b> .....	\$1,850	<b>FLOOR MAP INSERT</b> .....	\$500
		- Ad size: 3.75" X 1.25"	
<b>BACK COVER</b> .....	\$2,150		
<b>LOGO BY COMPANY LISTING</b> .....	\$150		

LANYARD SPONSOR

BADGE SPONSOR

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

<b>LANYARD SPONSOR</b> .....	\$5,500
<b>BADGE SPONSOR</b> .....	\$5,600





# MENU

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## GOLF TOURNAMENT SPONSORSHIPS

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# ONSITE SPONSORSHIPS

## TOTE BAG SPONSOR

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.*

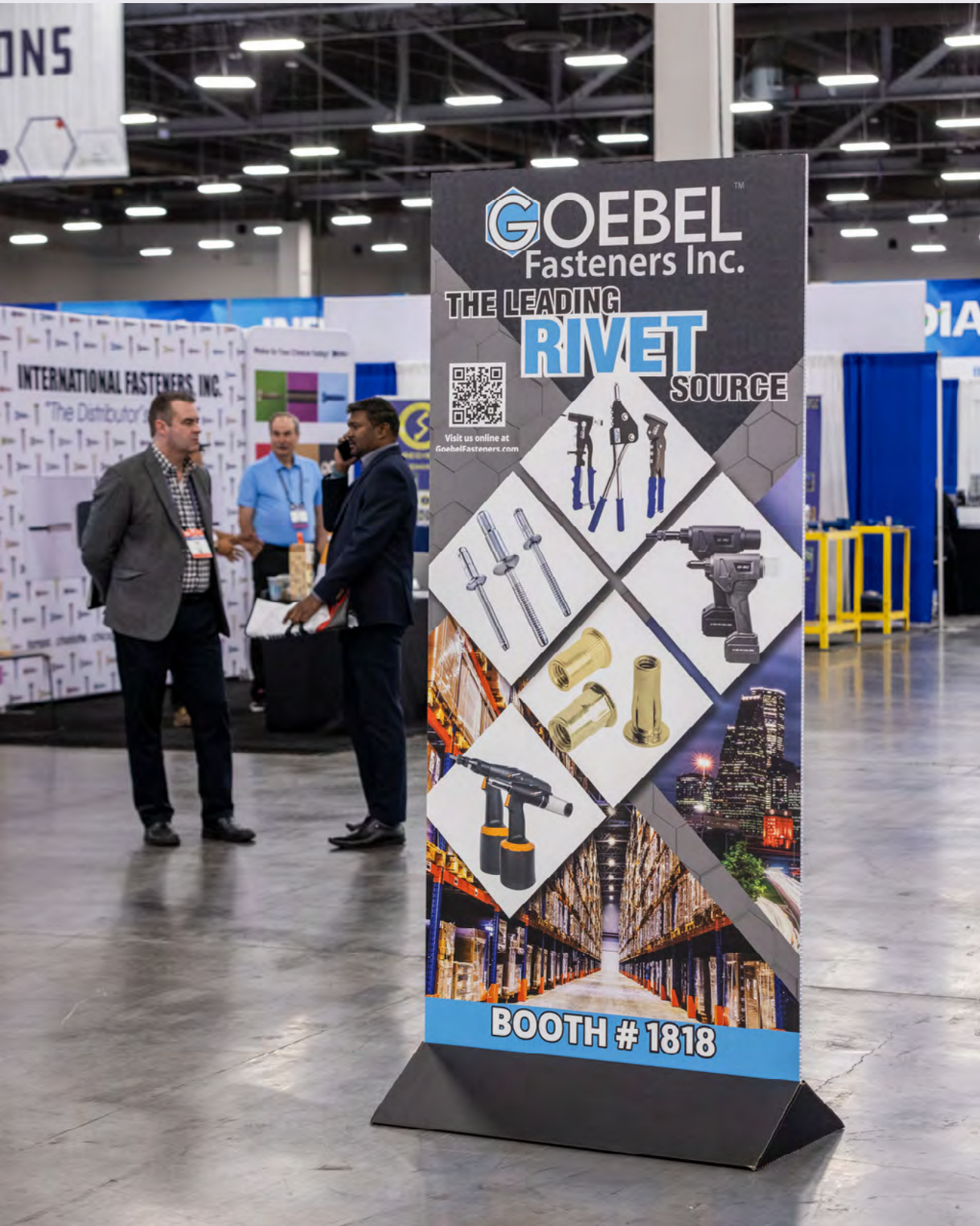
**TOTE BAG SPONSOR.....\$4,750**



## METERBOARD SPONSOR

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

**2-SIDED METERBOARD.....\$1,150**





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GOLF TOURNAMENT SPONSORSHIPS

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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' .....\$775



RESTROOM SPONSOR

Showcase your company with 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' .....\$800





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## GOLF TOURNAMENT SPONSORSHIPS

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# ONSITE SPONSORSHIPS

## SESSIONS ON THE FLOOR SPONSOR

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..*

**\$3,495**



## WATER STATION

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

**\$850**





# MENU

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- digital promotions packages - gold, silver, bronze
  - floor plan banner ad
  - video
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  - match program

## ONSITE SPONSORSHIPS

- directory advertisements
  - lanyard sponsor
  - badge sponsor
  - tote bag sponsor
  - meterboard - double sided
  - above booth banners
  - hanging aisle banner
  - restroom sponsor
  - floor carpet decal
  - sessions on the floor sponsor
  - branded pen and notebook
  - matchingmaking lounge sponsor
  - coffee break sponsor
- 10' x 4' single rounded sign
  - 10' x 3' single square sign
  - column graphic
  - water station
  - tv advertisement - mandalay bay
  - window signs - shark reef parking lot
  - welcome party sponsorships

## GOLF TOURNAMENT SPONSORSHIPS

## CONTACT

# ONSITE SPONSORSHIPS

## MATCHMAKING LOUNGE SPONSOR

Sponsorship includes the following:

- (3) Branded Nook Pods
- Logo on all relevant Matchmaking Lounge signage including overhead banner

**\$3,495**



## COFFEE BREAK SPONSOR

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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GOLF TOURNAMENT SPONSORSHIPS

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ONSITE SPONSORSHIPS

10' X 3' SINGLE ROUNDED SIGN

\$3,500



10' X 4' SINGLE SQUARE SIGN

\$3,600



ABOVE BOOTH BANNER

Point attendees right to your booth with a banner promoting your brand. Choose from three different size banners.

10' X 5' .....\$1,995

10' X 10' .....\$2,495

10' X 20' .....\$3,500





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ONSITE SPONSORSHIPS

COLUMN GRAPHIC

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

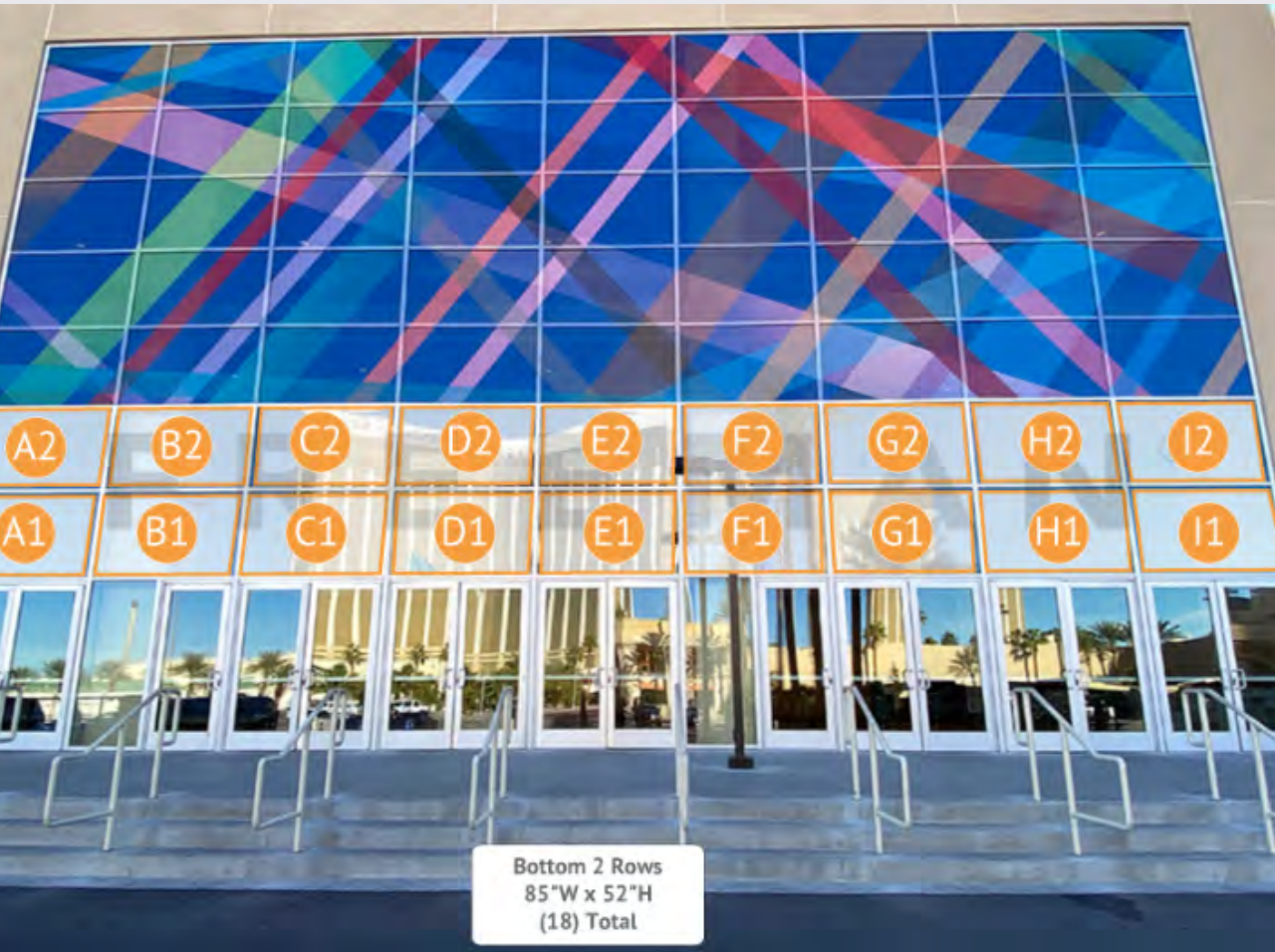
\$1,495



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



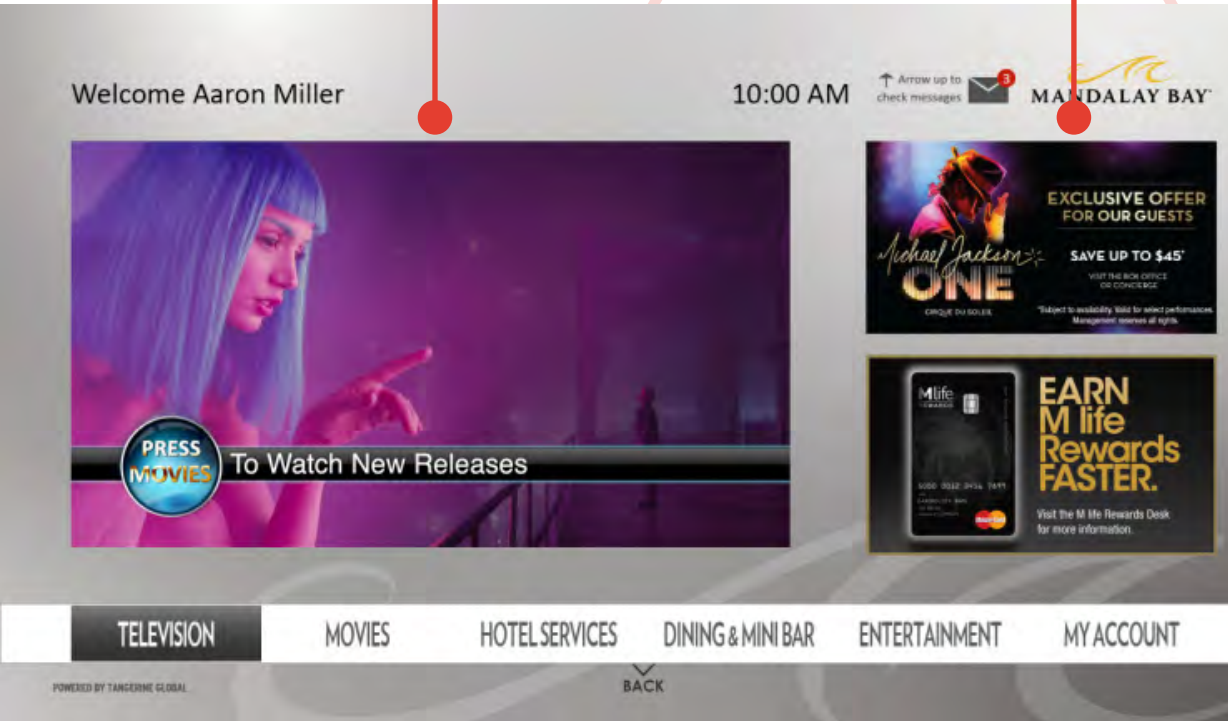
TV ADVERTISEMENT, MANDALAY BAY

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 \$795 - Contact your Account Executive to learn more

Static Image  
\$2,250/day  
\$5,500/5 days

Top or Bottom Ad  
\$795/day  
\$2,250/5 days





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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 .....	\$2,100
BRANDED BEACH BALLS .....	\$1,250
LOGO ON DIGITAL SIGN .....	\$350
GIVEAWAY STATION .....	\$1,600
SINGLE SIDED METERBOARD .....	\$750
CIGAR ROLLING STATION.....	Contact your Account Executive





# MENU

## DIGITAL OPPORTUNITIES

- |  |                                   |
|--|-----------------------------------|
| digital promotions packages - gold, silver, bronze | targeted email marketing          |
| floor plan banner ad                               | social media posts and interviews |
| video  | match program                     |
| hotel reservation sponsorships                     |                                   |
| website advertising (banners)                      |                                   |

## ONSITE SPONSORSHIPS

- |                               |                                       |
|-------------------------------|---------------------------------------|
| directory advertisements      | 10' x 4' single rounded sign          |
| lanyard sponsor               | 10' x 3' single square sign           |
| badge sponsor                 | column graphic                        |
| tote bag sponsor              | water station                         |
| meterboard - double sided     | tv advertisement - mandalay bay       |
| above booth banners           | window signs - shark reef parking lot |
| hanging aisle banner          | welcome party sponsorships            |
| restroom sponsor              |                                       |
| floor carpet decal            |                                       |
| sessions on the floor sponsor |                                       |
| branded pen and notebook      |                                       |
| matchingmaking lounge sponsor |                                       |
| coffee break sponsor          |                                       |

## GOLF TOURNAMENT SPONSORSHIPS

## CONTACT

# 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 was a 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 - \$1,995

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 - \$995

Bronze Sponsorship package includes:

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





# MENU

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## GOLF TOURNAMENT SPONSORSHIPS

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# GOLF TOURNAMENT

## BRANDED GOLF BALLS

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

\$1,050



## INDIVIDUAL HOLE SPONSOR

\$245



## BRANDED HATS

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

\$495



## SWAG OR PRODUCT SAMPLE FOR WELCOME BAG

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

\$495



## BRANDED GOLF TOWELS

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

\$495



## BOXED LUNCH SPONSOR

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

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

**\$500**



## LONGEST DRIVE SPONSOR

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

**\$500**



## BEAT THE PRO CONTEST SPONSOR

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**





# 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 - double sided

above booth banners

hanging aisle banner

restroom sponsor

floor carpet decal

sessions on the floor sponsor

branded pen and notebook

matchingmaking lounge sponsor

coffee break sponsor
- 10' x 4' single rounded sign

10' x 3' single square sign

column graphic

water station

tv advertisement - mandalay bay

window signs - shark reef parking lot

welcome party sponsorships

## GOLF TOURNAMENT SPONSORSHIPS

## CONTACT

# CONTACT US

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To learn more and for updates on the 2023 show, visit [fastenershows.com](https://fastenershows.com)