

Trade Day offers a range of sponsorship opportunities to promote your company to a targeted audience of educators, librarians, retailers, and health professionals. You don't need to be a Gen Con Indy exhibitor or have purchased marketing to take advantage of these offerings. Bundle with both Trade Day and Gen Con Indy sponsorships to create unique marketing opportunities!

## EVENT SPONSORSHIPS

### KEYNOTE

\$1600

Start the day off with the "Sponsored by" designation for this event wherever it is mentioned. Sponsorship also includes:

- Banner outside or inside the room on stage
- Acknowledgement in opening speech
- Logo on Trade Day signage with sponsored event designation
- Up to 2 Guest Trade Day Badges

### DEMO NIGHT & SOCIAL MIXER

\$2850

Leave a lasting impression with a "Sponsored by" designation for this culminating event wherever it is mentioned. Sponsorship also includes:

- Signage/banner in room
- Table at event (prime location or location of choice/in or outside of the room, space dependent).
- Logo on Trade Day signage with sponsored event designation
- Up to 2 Guest Trade Day Badges

### PEN SPONSOR

\$300

- Provide pens to Trade Day attendees.
- Sponsor to provide a minimum of a TBD quantity, based on number of Trade Day badges sold.
- Sponsor is responsible for all cost associated with printing, shipping, and on-site delivery.

### EMAIL NEWSLETTER

\$250

Targeted email to exclusive Trade Day audience. Up to 80 words, one image, and one link.

## ON-SITE OPPORTUNITIES

### TRADE DAY SIGNS - PARTNER LOGOS

\$150

Have your logo featured on all Trade Day signs placed in high-trafficked areas during Trade Day.

### POP-UP BANNERS

\$350

Promote your brand to the Trade Day audience with a banner in a high trafficked area.

### COLLATERAL PLACEMENT/ PROMOTIONAL DISTRIBUTION

starts at \$450

A personal touch with greeters distributing and/or placement of print collateral during Trade Day programming.

[gencon.com](http://gencon.com)

FOR INQUIRES OR QUESTIONS, PLEASE CONTACT:

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