

# LBM EXPO

Mohegan Sun Earth Expo, Uncasville, CT  
Wednesday, Dec. 7 – Thursday, Dec. 8, 2022

**PAYMENT  
MUST  
ACCOMPANY  
APPLICATION**

## EXHIBITOR SPONSORSHIP APPLICATION

### SPONSORSHIP OPPORTUNITIES **EXHIBITING MEMBERS ONLY**

Sponsorships are available to exhibiting companies that are members in good standing and are assigned based on a first-come, first-served basis. **Payment is due in full with application.** All logos and/or supporting material should be received by NRLA by Wednesday, Sep. 7, 2022.

Name of Exhibiting Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

☐ I agree that this company meets the eligibility requirements set forth within and that I am in agreement with the terms above, the guidelines posted, and the terms and conditions set forth for LBM Expo.

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

#### EVENT SPONSORSHIPS

- ☐ Chris Lambton, HGTV's "Going Yard",  
Keynote in the Exhibit Hall ..... \$15,000
- ☐ NRLA Annual Business Meeting &  
Holiday Reception ..... \$10,000
- ☐ Discover Mohegan Sun Event Sponsor ..... \$6,500
  - ☐ Location Sponsor (limit 4) ..... \$2,000

#### EXPO DAILY SPONSORSHIPS

- ☐ Premier Banner (Entire Week).....\$1,500
- ☐ Medium Rectangle Banner (Entire Week).....\$1,000
- ☐ Sponsored Content (Per Day).....\$750
- ☐ Sole Sponsorship (All 3 Placements, All Week)..\$4,000

#### AREA SPONSORSHIPS

- ☐ Scan & Go: Self Check-In and Registration.....\$5,000
- ☐ Wall of Fame.....\$3,000
- ☐ Entrance Unit (Limit 3).....\$1,500 or 3 for \$3,500

#### DIGITAL SPONSORSHIPS

- ☐ Exhibit Hall WiFi.....\$3,000
- ☐ Registration Email Confirmation .....\$3,000
- ☐ Mobile App .....\$1,500
- ☐ Pre-Show Email Blasts (limit 4).....\$1,500
- ☐ Post-Show Email Blasts (limit 2).....\$1,250
- ☐ Push Alert (via Expo App) .....\$250

#### OTHER SPONSORSHIPS

- ☐ Badge Lanyards ..... **SOLD**
- ☐ Expo Badges .....\$5,000
- ☐ Room Keys..... **SOLD**
- ☐ Aisle Signs ..... **SOLD**
- ☐ Expo Bags .....\$3,500
- ☐ Expo Pens .....\$3,000
- ☐ Marketing Banners (limit 5).....\$2,500
- ☐ Exhibit Hall Entrance Logos (limit 3) .....  
.....\$2,500 ea or 3 for \$6,000
- ☐ Show Carpet Logos (limit 3).....\$2,000

**METHOD OF PAYMENT:** (Check One) (You must fax or mail a credit card number. We cannot accept information via email or phone.)

☐ **Check or Money Order** (payable to NRLA) **Check in the amount of:** \_\_\_\_\_ **Check number:** \_\_\_\_\_

☐ **Credit Card:** ☐ VISA ☐ MasterCard ☐ Amex ☐ Discover Payment Amount \_\_\_\_\_

**Credit Card Number:** \_\_\_\_\_ **Exp. Date:** \_\_\_\_\_ **Security Code #:** \_\_\_\_\_

(A code either on the front of AMEX card (four digits) or in the signature box on MasterCard, VISA, or Discover (three digit))

**Name on Card:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_ **City/State/Zip:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Please mail form with payment to the NRLA, 585 N. Greenbush Rd., Rensselaer, NY 12144 or fax to 518-285-1755.

**Have other ideas? Looking for a sponsorship that doesn't appear above? Let us customize your vision.**  
Contact Melena Henzel at 518-880-6354 or mhenzel@nrla.org.