



# ASPE Convention & Expo 2022

Indiana Convention Center // September 16-21

The Largest Event for Plumbing  
System Design Professionals



*Build meaningful connections with the attendees you  
need to reach at the 2022 ASPE Convention & Expo.*

# Sponsorship Brochure

# Sponsorship Opportunities



*Maximize your visibility  
at the largest event for  
plumbing system design  
professionals*

Whether your goal is to launch a new product, differentiate yourself from competitors, increase brand awareness or simply attract more prospects to your booth, the 2022 ASPE Convention & Expo offers a wide range of opportunities at every budget level to provide your company with maximum exposure to qualified plumbing engineering design professionals.



# Select Your Visibility Level

DIAMOND - \$25,000 | PLATINUM - \$12,500 | GOLD - \$9,500 | SUPPORTING - \$5,000

	DIAMOND	PLATINUM	GOLD	SUPPORTING
ASPE Breakfast & Award Ceremony Sponsorship				
- Number of attendee tickets:	8	6	4	2
- Logo placement on an event banner and in the breakfast program	♣	♣	♣	♣
- Opportunity to provide breakfast attendees with a gift	♣			
Sponsor sign in booth designating sponsor level	♣	♣	♣	♣
Access to the ASPE hospitality lounge, where members congregate for coffee and snacks	♣	♣	♣	♣
Sponsor designation and logo placement on event website and onsite signage	♣	♣	♣	♣
ASPE Convention & Expo logo provided for promotional purposes	♣	♣	♣	♣
Logo placement on 2 outside banners promoting event	♣			
Diamond Sponsor designation and logo placement on napkins used during lunch and snack breaks	♣			
Carpet logo recognizing you as the Diamond Sponsor in the aisle in front of your booth space	♣			
Attendee list for post-show follow up – <i>email not included</i>	♣			
Diamond Sponsor designation, logo placement and hyperlink in 1 attendee retention email sent to registered attendees	♣			
Web banner ad	♣	♣	♣	
Tabletop tents in concession area	♣			
Bathroom mirror clings	♣			
Logo placement in mobile app video loop by registration area	♣			

## Tier Options

<b>TIER 1: (number of options offered for this level)</b> <ul style="list-style-type: none"> <li>Web banner ad</li> <li>Sponsor designation and logo placement on napkins used during lunch and snack breaks</li> <li>Tabletop tents in concession area</li> <li>Bathroom mirror cling</li> </ul>	INCLUDED IN DIAMOND	2	1	0
<b>TIER 2: (number of options offered for this level)</b> <ul style="list-style-type: none"> <li>Attendee list for post-show follow up – <i>email not included</i></li> <li>Logo placement in mobile app video loop by registration area</li> <li>Carpet logo recognizing you as a sponsor in the aisle in front of your booth space</li> </ul>		3	1	1

# VIP Packages & Premium Engagement

*Engage with attendees at the highest level to increase your brand strength and stand above your competitors with the following opportunities. Custom sponsorships are available. Contact us to build your own.*

## | Sunday Night Welcome Party **SOLD**

- Be the life of an exclusive industry-wide party that kicks off the Expo and is sure to leave a lasting impression on attendees all year long.
- This is a custom promotional package consisting of unique, high-exposure opportunities for your brand/company.

## | First-Timers Reception – \$12,000 **SOLD**

- ASPE will invite first-time Convention attendees to the reception with sponsor's logo.
- Reception will be in the ASPE Pavilion on September 19, 2022 from 5–6 p.m.
- Limited to 75 invited guests (must be registered for the 2022 Convention & Expo).
- Event signage with sponsor logo
- Napkins with sponsor logo
- Sponsor can bring their company's marketing collateral materials.
- Bar with beer, wine, and soda and appetizers
- List of RSVPs with emails provided after the Expo

## | Attendee Hospitality Lounge – \$12,000

- Prominently showcase your company in front of attendees in this environment where they eat, network, and meet with colleagues.
- Logo will be placed in promotional materials prior to the show, including website, emails, and conference brochure.
- Logo will be displayed on signage in the lounge as well as on napkins in the lounge.
- Sponsor can bring their company's marketing collateral materials.

## | Advertising Opportunities

*Let attendees know where to find and connect with you onsite with these advertising opportunities leading up to and throughout the event.*

- **Promotional email blast** – You design your message and provide us with HTML, and it will be sent on your behalf to all registered attendee. \$5,000 for pre-show blast, \$7,000 for pre-show and post-show blasts (Pre: late August / Post: October)
- **Online registration banner** – \$2,500 / 2 opportunities / Horizontal and vertical
- **Web banner ad** – \$1,750 / 5 opportunities / Runs in slider of footer on homepage (Materials needed: 200x200px banner; file type: png, gif, or jpg, URL)
- **Logo placement** in the mobile app instruction video loop by registration area – \$800

## | Branding/Traffic Drivers

*Give your brand maximum exposure onsite! Increase your brand power and make a lasting impression with the following high-impact, high-visibility opportunities.*

- **Banners** – Custom pricing based on size, call for details
- **Convention & registration area bags** – \$7,500 (Event logo will also be included plus vendor supplies 4,000 bags)
- **Mobile App** – \$7,500 – Logo incorporated on ASPE-branded splash/intro screen; 2 rotating banner ads with the potential for other sponsored banner ads; clickable navigation item; logo link to sponsor website or online profile; 2 promotional push notifications; brand exposure where mobile app is promoted
- **Lanyards** – \$4,500 (plus vendor supplies 4,000 lanyards) **SOLD**
- **Charging lounge** – \$4,000 – Call for details
- **Bathroom mirror clings** – (\$2,500 / 2 restrooms)
- **Tabletop tents at concession area** – (\$1,500 / 10 double-sided tents)
- **Logo on directional signs onsite** – \$3,500
- **Logo floor decal in front of your booth** – \$1,200
- **Aisle signs** – \$5,000
- **Innovation Showcase** – \$400 per product
- **Innovation Theater slot on show floor** – \$400 per presentation

# Are You Part of the Patron Program?

*Enhance your company's awareness and show floor traffic before and during the show by becoming a Patron. More than 60% of exhibitors participate in the Patron program.*

**This unique-  
to-ASPE  
offering is  
only available  
to exhibitors.**

## **Patrons receive these exclusive benefits:**

- Additional ½ priority point for every 100 net square feet of exhibit space your company reserves
- Prominent recognition onsite via signage in the exhibit hall and at registration
- Eye-catching Patron counter sign for your booth
- Company name and URL to your website highlighted on ASPE's website
- Post-show attendee mailing list in electronic format (ideal for post-show follow-up)



Contact Annmarie Kennick to upgrade to the Patron level.

**Annmarie Kennick**

ASPE Sponsorship Account Executive

Phone: 716-200-9000 // Email: [akennick@taffyevents.com](mailto:akennick@taffyevents.com)





## 2022 ASPE Convention & Expo Sponsorship Contract

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

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

Most influential in my decision to sponsor: Taffy Events ASPE Board ASPE Staff

### TERMS & CONDITIONS:

- An invoice for your sponsorship fee will be issued to you with instructions for payment by check, wire or credit card.
- Payment by credit card may be done by completing the information below.
- Prior to January 1, 2022, a deposit of 50% is required. On or after January 1, 2022, sponsorship fees must be paid in full.
- Exhibitor is liable for 50% of the sponsorship fee if canceled before January 1, 2022 and 100% of the fee after that date. Notice of cancellation must be sent in writing to: Taffy Event Strategies, 2300 Clarendon Blvd., Suite 305, Arlington, VA 22201 USA or by email: [akennick@taffyevents.com](mailto:akennick@taffyevents.com)
- Questions: contact Annmarie Kennick at [akennick@taffyevents.com](mailto:akennick@taffyevents.com)

### I AGREE TO PURCHASE THE FOLLOWING:

Sponsorship Description and Itemized Deliverables:

TOTAL AMOUNT DUE: \_\_\_\_\_

Authorized Company Representative Signature: \_\_\_\_\_

Show Management Signature: \_\_\_\_\_

Return to:

**Annmarie Kennick**

ASPE Sponsorship Account Executive

Phone: 716-200-9000 // Email: [akennick@taffyevents.com](mailto:akennick@taffyevents.com)