

ASPE Convention & EXPO '24

Columbus, OH October 18-23



2024 ASPE Convention & Expo

October 18-23 | Columbus, OH

Exposition: October 21-22

Convention: October 18-23

The Largest Event For Plumbing System Design Professionals

UNLOCK THE POWER OF PARTNERSHIP

Become a Sponsor at the Premier Plumbing Systems Design Event

Join us as a sponsor at the must-attend event of the year for the plumbing systems design industry. 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 2024 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.



CASPE
American Society of
Plumbing Engineers™

Select Your Visibility Level

DIAMOND - \$25,000 | PLATINUM - \$15,000 | GOLD - \$10,000 | SUPPORTING - \$6,000

	Diamond \$25K	Platinum \$15K	Gold \$10K	Supporting \$6K
ASPE Breakfast & Award Ceremony Sponsorship				
Tickets to attend ceremony	8	6	4	2
Logo Placement on event signage and materials	•	X	X	X
Opportunity to provide 700 branded gifts to attendees	•			
Sign in booth identifying sponsor level	•	•	•	•
Access to ASPE's Regional Chapter Hospitality Lounge	•	•	•	•
Sponsor designation and logo on homepage slider on ASPE's website**	•	•	•	•
Sponsor designation and logo on five (5) meter boards strategically placed	•	•	•	•
ASPE Convention & Expo logo provided for your marketing materials	•	•	•	•
One (1) online banner ad in ASPE's run-of-site website footer (200x200 png)	•	•		
Sponsor provides posts for ASPE to review and be posted on social media channels	8	6	4	2
Additional Priority Points	8	6	4	2
Logo added to Sponsor slide during General Session	•	•	•	
Attendee list for post-show follow up (emails not included)	•	•	•	
Tabletop tents at concession area	•	•	•	•
Logo included in ASPE full page print ads in partner publications*	•	•		
Logo placement and booth number on carpet sticker near show entrance	•	•		
One (1) banner ad included in mobile app	•	•		
Designation and logo placement on napkins used for lunch and snack breaks in Expo hall	•			
Two restroom mirror clings	•			
Logo placement on two (2) onsite banners promoting event	•			

*Contingent on date sponsorship contract is signed and publication deadlines

** Ad to run on the website when contract is signed (not prior to one year before the event) until six months after the event.

Interactive Opportunities!



Sunday Night Welcome Party!

Call for Pricing

Garner unprecedented branding before, during and after the party which hosts nearly 900 engaged attendees. This exclusive opportunity kicks off the 2024 Expo and leaves a lasting impression on party goers. This package is highly customized and provides one of the highest levels of branding and engagement opportunities available.

First-Time Attendee Reception \$12,000

Be top of mind with engineers new to the ASPE Convention & Expo to be held Monday, October 21, 2024! Be the first to forge a lasting impression on up to 75 highly-qualified first-time attendees. Sponsor receives event branding along with an hour-long complimentary bar and appetizers. Sponsor logo will be on all event signage and napkins. Sponsor will have the opportunity to say a few words kicking off the reception and provide branded gifts to attendees. List of RSVPs (with emails) provided to sponsor after the show.



ASPE Pavilion Charging Lounge \$8,000

Make the most of attendee dwell time and be their “low battery” hero by branding a six-person charging station with your company branding! This lounge will be strategically located in the Delegate meeting before moving to the immensely popular ASPE Pavilion when the show opens! The charging lounge footprint includes charging station with seating for those waiting for phones to charge, table tents and a floor sticker with sponsor branding and booth number. Sponsor can also provide QR code for users to scan to learn more. Logo and lounge information will be included in information sent to attendees prior to the show.

R.A.C.K (Random Acts of Kindness) Sponsorship \$2,000

(2 Opportunities Available)

Drive traffic and reach the coveted ASPE Delegates by providing the more than 350 delegates with a voucher to be exchanged at your booth for a gift card of \$5 or more. Sponsor logo will be on voucher distributed to delegates prior to the show. Sponsor to provide gift cards.

Extreme Branding Opportunities

Banners

Call for pricing

Invest in a high-impact, high-visibility banner at the heart of the 2024 ASPE Convention & Expo. Each banner is in high traffic areas including the main lobby at the convention center, registration or close to the exhibit hall entrance.



Aisle Signs \$5,000

Choose one the most visible branding opportunities available that attendees can't miss walking aisle after aisle. Sponsor logo will also be placed on the website.

SOLD

Wi-Fi Sponsor \$10,000

Be the brand everyone sees when they log in to the Columbus Convention Center Wi-Fi available in all meeting rooms (excludes the show floor)!

- Sponsor can create unique network SSID
- Sponsor can create a unique password that attendees enter for access
- Branded standard Wi-Fi splash page
- Sponsor logo will also be placed on the website
- Sponsor recognition in the Know Before You Go email all attendees will receive
- Sponsor recognition anywhere Wi-Fi instructions are provided
- Sponsor recognition presented with Wi-Fi information included in all slide presentations during educational sessions.



Mobile App Sponsor \$8,000

Put your brand in everyone's hands! Sponsor logo will be incorporated on the ASPE branded splash screen. Sponsor will also receive:

- Two (2) rotating banner in-App ads
- Logo and link to sponsor website or online profile
- Clickable navigation item
- Two (2) push notifications
- Sponsor logo will also be placed on the website
- Plus brand exposure wherever the App is promoted

Promotional Email Message

\$6,000 Pre-Show (only 1 available)

8,000 Pre and Post Show (2 available)

Let attendees know who, where and what your company will be offering on the show floor! Sponsor provides subject line, HTML message that will be sent to all prospective attendees in September for pre-show and/or November for post-show.

Lanyards \$4,500 Exclusive

Let attendees advertise your brand across the ASPE Convention & Expo. Sponsor supplies 4,000 lanyards for distribution. Sponsor logo will also be placed on the website.

SOLD

Extreme Branding Opportunities

Show Bag Sponsor

\$7,500 Exclusive

Attendees love a bag. Be the brand that everyone carries through the show. Sponsor to supply 4,000 bags. Sponsor logo will also be placed on the website.

SOLD

Registration Welcome Sponsor

\$10,000 Exclusive

Be the first brand registered attendees engage with by becoming the Registration Welcome Sponsor. Sponsor receives:

- Digital ad on ASPE Attendee registration website
- Logo on attendee confirmation letters
- Sponsor branding of the very popular Ribbon Zone
- Two (2) Floor stickers directing to registration (shared with ASPE branding)
- Sponsor logo will also be placed on the website

Water Cooler Sponsorship \$3,500

Keep attendees hydrated on the show floor by sponsoring 10 water stations strategically placed around key areas of the show. Each station's 5-gallon water jug will be wrapped with Sponsor's branding. Branded cups may also be provided for an additional charge. Sponsor's logo will appear anywhere the hydration stations are promoted. Sponsor logo will also be placed on the website

Coat/Luggage Check Sponsor

\$2,500

Sponsor a service used by ALL attendees. Sponsor's company name on coat/luggage check tickets. Sponsor branding anywhere that the area is mentioned on the website, mobile app or onsite signage. Sponsor has the option to provide luggage tags to attendees. And attendees receive service at no charge.



Keynote Sponsor \$7,000

- Logo on screen before and after Keynote thanking them for sponsorship
- Signage indicating Keynote Brought to you by company logo
- Logo prominently displayed where Keynote is promoted (website and mobile app)
- Opportunity to provide gift to Keynote attendees
- Opportunity to provide marketing collateral in chairs prior to the session
- Sponsor logo will also be placed on the website

Areas of Innovation



Innovation Wall \$600 Be a part of the Innovation Wall prominently displayed in high traffic area near registration. Sponsor logo will also be placed on the website. This eye-catching area is comprised of 20-30 panels to include:

- Company logo
- Innovation name and description
- Booth number
- Optional QR code
- Custom artwork designed by sponsor



Innovation Theater \$800 per slot

Take advantage of the opportunity to present and discuss your Innovation in the ASPE Pavilion Theater. Presentations can be 15 to 20 minutes long and are prominently advertised. Companies presenting will be promoted on a dedicated show website page and in dedicated email to prospective attendees. In addition, presenting companies will also be provided scanned information from attendees who view the presentation.

In-Booth Hospitality Options

A max of two hospitality breaks per day. First come, first served.

Sweet Spot! \$5,000

Be the sweetest spot on the show floor by hosting a Hot Sundae Donut Bar! Assorted donuts served warm to create the perfect contrast to your favorite ice cream flavors, toppings and sauces. Includes service attendant for up to 3 hours of service. Satisfies a quantity of 200 portions. Sponsor logo will also be placed on the website.

Cookie Break! \$2,000

Draw attendees to your booth with the irresistible smell of homemade cookies! Sponsorship includes an Otis Spunkmeyer cookie oven for baking an assortment of cookie dough including chocolate chip and oatmeal raisin. Includes service attendant for up to 3 hours of service Satisfies quantities for up to 200 portions. Sponsor logo will also be placed on the website.

Ice Cream Social! \$4,000

Jeni's Ice Cream Display Tricycle Cooler – Local to Columbus Individual "Street Treats" single serving 3.6 oz. cups Included flavors: Honey Vanilla Bean, Pistachio & Honey, Salty Caramel,

Darkest Chocolate, Lemon Buttermilk Frozen Yogurt (GF). Tricycle is placed in requested booth and stocked with Jeni's Ice Cream. Service attendant for 3 hours of service satisfies quantity of 200 cups of ice cream. Sponsor logo will also be placed on the website.

Coffee Break \$5,000

Be a hit with attendees by providing the fuel they need! Espresso Machine provided for coffee preparation, featuring an assortment of espressos, cappuccinos and lattes for guest selection. Sponsorship includes service attendant for up to 3 hours of service and satisfies a quantity of 200 portions. Sponsor logo will also be placed on the website.

Snack Break! \$3,000

Be a hit with the salty and savory crowd! House made kettle chips pre-portioned into brown shaker bags. Sea Salt and Columbus Convention Center signature Hitchcock seasonings for guest selection. Satisfies quantities for up to 200 portions. Sponsor logo will also be placed on the website.

*Take your in-booth hospitality up a notch by providing a customized logo sticker in black and white or full color and have every bowl, cup etc. branded with your logo. Logo stickers provided for 200 portions.



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. Patrons receive these exclusive benefits:

- Additional 1 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 (no emails) in electronic format - ideal for post-show follow-up!

BONUS: All Patrons will be placed in a drawing to win a post show email to attendees (\$6,000 value)! The patron program is a unique-to-ASPE offering and is only available to exhibitors.

Don't miss the chance to align your brand with the industry's leading event at the 2024 ASPE Convention & Expo, where influential professionals converge to exchange knowledge, explore cutting-edge solutions, and shape the future of plumbing systems design. Secure your sponsorship today and unlock unrivaled opportunities to connect, engage, and grow your business.

To learn more about our sponsorship options or discuss a customized package, please contact our dedicated sponsorship professional:

Annamarie Kennick
ASPE Sponsorship Account Executive
Phone: 716-200-9000
Email: akennick@taffyevents.com