

Maximize exposure for your brands by taking advantage of these high-profile advertising and sponsorship opportunities available for CMC Gift & Home Market.

>> PROMOTIONAL OPPORTUNITIES

▪ **opening night party***

Be the exclusive sponsor for the CMC Gift & Home Market opening night party for maximum promotion of your brand. Guests are treated to cocktails, hors d'oeuvres and live music. Benefits to this sponsorship include: your company name and logo on the party invitation, press releases, Directory Book, and on all signage. CMC staff to handle set-up.

cost: \$7000 | includes free full-page Directory Book ad



▪ **official show bag**

Feature your company's logo on the official CMC Gift & Home Market bag. Show bags are distributed to attendees and press at registration and are an ideal opportunity to have your logo transported everywhere. Sponsor to provide bags which must feature both sponsor and official show logos.

cost: \$4000 | includes bags

▪ **attendee continental breakfast**

Capture the attention of attendees by sponsoring CMC Gift & Home Market ' official attendee breakfast. Includes: signage with company logo and sponsorship credit, company logo on cups and other paper products, opportunity for distribution of promotional and give-away materials, and credit in the Directory Book.

cost: \$2000 duration of market or \$500 per day

▪ **lanyards***

Lanyards are the neck cords used by all attendees for their CMC Gift & Home Market show badges - be the exclusive sponsor for this great marketing tool. Imprinted with your logo, show lanyards will be distributed to every attendee. Sponsor to provide lanyards which must feature both sponsor and CMC logos.

cost: \$2000 | minimum 10,000 lanyards

▪ **bottled water**

Take advantage of this highly visible branding opportunity and have your company's logo featured on water bottles given out to attendees and carried around throughout CMC Gift & Home Market. Sponsor to provide bottles featuring sponsor logo.

cost: \$1500

▪ **coffee bar**

The CMC Gift & Home Market coffee bar is a premium traffic driver. Attendees are always enthusiastic about a complimentary cup of gourmet coffee. Benefits of this sponsorship include your company name and logo surrounding the station. Sponsor to choose main lobby or CMC Gift & Home Market exhibit floor. Coffee vendor to handle set-up.

cost: \$1500 per day

▪ **promotional show bag inserts**

Ensure your company's marketing messages are received by attendees when you have your promotional materials inserted into complimentary CMC Gift & Home Market show bags handed to every registered attendee.

cost: \$1500

>> CMC GIFT & HOME MARKET | SIGNAGE OPPORTUNITIES

▪ floor decals*

Lead attendees directly to your CMC Gift & Home Market exhibit space with a trail of floor decals that start from either the A, B, or C elevator bank and ends in front of your door.

cost: \$6500 | includes printing & installation, plus free full-page Directory Book ad

▪ double-sided lobby banner*



Make your company the main attraction in the lobby by hanging your double-sided banner prominently in the center of it during CMC Gift & Home Market

cost: \$6000 | includes printing, installation, and full-page Directory Book ad

▪ large column wrap in main lobby*



Increase your exposure in our high-traffic lobby by wrapping a column with your company's image for CMC Gift & Home Market.

cost: \$5000 | includes printing, installation, and full-page Directory Book ad

▪ elevator wrap*



Wrap your company's image on an A, B, or C-wing elevator door and leave a lasting impression with every attendee that heads upstairs for CMC Gift & Home Market.

cost: \$7000 for A-wing or B-wing elevator bank (4 doors total) or \$9000 for C-wing elevator bank (6 doors total) | includes printing, installation, and full-page Directory Book ad

▪ door decals | main entrance



Feature your company's image at CMC's main entrance with eye-level window decals and see your brand hit every visitor that opens those 9th Street doors for CMC Gift & Home Market.

cost: \$6000 | 9 interior/exterior doors total | includes printing, installation, and full-page Directory Book ad

▪ overhead signage | main entrance



CMC's main entrance is the optimal location for exposing your brand to the bustle of daily activity in CMC's Front Patio and through the building's front doors during CMC Gift & Home Market.

cost: \$5000 | 5 overhead panels total | includes printing, installation, and full-page Directory Book ad

>> CMC GIFT & HOME MARKET | ADVERTISING OPPORTUNITIES

▪ **cmc gift & home market directory book advertising**



Spotlight your brands with the visual impact of a full-page, color advertisement in the resource book handed to every buyer shopping CMC Gift & Home Market.

page options	rate
Full page	\$500
Full page (page 1)	\$1,200
Back cover	\$2,500
Inside Front cover	\$1,200
Inside Back cover	\$1,000

▪ **media wall advertising**



Take advantage of our introductory price for advertising on our brand new media wall seen prominently as every visitor walks through our main lobby during CMC Gift & Home Market.

media options	rate
Fashion Show Reel	\$2500 (5 minutes maximum)
5 second Logo/Ad	\$500
10 second Logo/Ad	\$800

*Denotes sponsor exclusivity

Fees do not include production and installation costs unless noted.

All items are subject to final creative approval by CMC.

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