



Imprinted Sportswear 2009 Advertising & Sponsorship Opportunities

Successful tradeshow participation often depends on your marketing efforts prior to, on show site, and after the event. We have designed a comprehensive sponsorship menu that will provide you with a multi-media approach to building your brand and increasing your results from participating in the ISS trade shows. The combination of print, online and onsite sponsorship opportunities will position your company for success at the ISS trade shows in 2009. Call today for details and availability!

PRE SHOW INVESTMENTS

ISSshows.com

The newly redesigned ISSshows.com offers opportunities for ad placements to directly reach all viewers of the website. With industry news, press releases and conference spotlights, the website is viewed throughout the year.

Pre-Show Mailing List

Contact: Dan McNamaraPhone: 703-740-4070

Hotel Worker Shirts

Employees at the official show hotels can display your logo to all guests.

Lanyard Sponsor

Wrap your company name and logo around every neck at the show. Sponsorship fee does not include production.

Registration Coffee

Display your company logo on signage and cups near the entrance of the show floor.

ON SITE INVESTMENTS

Attendee Conference Binders

Display your logo to all conference attendees with our new binders distributed in each conference room.

Badge Holder

Feature your logo on the name badges.

Entrance Unit

Logo and names on panels; 6 panels, 2 T-shirt sleeves.

Buyers Bag

Available to all attendees.

Exhibitor Lounge

Let all other exhibitors see your products and logo by sponsoring the lounge.

Green Pavilion

Join the Green movement by sponsoring this pavilion.

Hospitality Tents

Located on the show floor, these tents can offer a variety of drinks and food available through the catering menu at the convention center.

Hotel Keycards

For ISS select hotels.

Publication Bins

Display your publication at the ISS show near the registration desk.

Refreshment Bar/Show Mixer

includes signage and cups. (Not available at all ISS shows.)

Registration

Banners, registration counters, back of badge giveaway, other signage for giveaway, PA announcements, logo pencils, one page ad in show program.

Water Bottle

Let your logo be displayed to every thirsty attendee on the show floor.

Wearable Giveaways (t-shirts, caps)

Let your advertising be distributed on your choice of wearables.

Workshop Day

Sponsor a speaker workshop.



Imprinted Sportswear 2009 Advertising & Sponsorship Opportunities

VISUAL SPONSORSHIPS

Drive your message beyond the booth with visual signage advertising. The signs are placed in high traffic public areas of the show. This is a great way to gain additional exposure for your company's exhibit.

Aisle Signs
Badge Holders
Column Wraps
Escalator Wraps
Exterior Banner
Footprints (Directional Floor Signage)
Hanging Banners
Logo Carpet Inlays
You Are Here Locator Units

AUDIO SPONSORSHIPS

Announcement Sponsor (3-Day)
Show Opening Sponsor (Scissor & Ribbon)

OFFICIAL SHOW PROGRAM

To place your ad in the official show directory, please contact Jim Bauschka at 678-904-4441, ext. 11 or jbauschka@advantagemedia.org

Call today for details and availability!

Brian Thigpen

National Sales Manager
800-241-9034, x.5415
Phone: 770-291-5415
Email: brian.thigpen@nielsen.com

Jeanine Goforth

800-241-9034, x.5414
Phone: 770-291-5414
Email: jeanine.goforth@nielsen.com

Erin Cianciolo

800-241-9034, x.5486
Phone: 770-291-5486
Email: erin.cianciolo@nielsen.com



SPONSORSHIP