

BE PART OF A
BRAND NEW
EXPERIENCE

2023
shop!
MarketPlace
ELEVATING THE IN-STORE EXPERIENCE

April 25-27, 2023 | Palmer Events Center | Austin, TX

Sponsorships

SO MANY WAYS TO PROMOTE!

AMPLIFY YOUR BOOTH PRESENCE, REACH MORE ATTENDEES, AND BRING TRAFFIC TO YOUR BOOTH.

Each sponsorship includes benefits such as, but not limited to:

- Enhanced presence on Shop! MarketPlace website
- Company logo in all promotions, print & digital
- Recognition throughout event on digital screens and signage
- Additional PAVE Social tickets based on level*
- Email marketing opportunity pre-show



SHOP-MARKETPLACE.COM

PRODUCED BY:

Smart
WRK·MEDIA

IN PARTNERSHIP WITH:

shop!

vmsd

Retail Design Institute

PAVE
Global

PARTY SPONSORSHIP PACKAGES

Party packages give you the most exposure throughout the event as they extend your visibility off the show floor! Each package includes recognition at **both** of the following:

Industry Welcome Reception supporting PAVE, Tuesday, April 25: Held at the Palmer Events Center and open to everyone to enjoy complimentary appetizers and drinks while getting reacquainted with industry friends and peers the night before the show floor opens.

PAVE Social, Wednesday, April 26: This after-hours event invites attendees to let their hair down and party Austin-style! There'll be live music, light snacks and an open bar in the unique setting of The Rustic Tap (only 1.3 miles from the show floor). Sponsoring is the perfect way to invite your industry peers to come play while supporting PAVE!

PRESENTING:

- Top billing of each party as “Presented by ...”
- Eight (8) tickets to the PAVE Social
- Opportunity to Welcome Guests to the PAVE Social
- Logo with designation in all communications across PAVE, Shop! & VMSD websites
- Logo recognition on all printed materials (ads, napkins, tickets etc.)
- Logo recognition on all on-site signage (printed & digital where available)
- Inclusion on all email marketing through PAVE, Shop! & VMSD databases
- One (1x) e-blast to our full database of over 75,000 contacts (sponsor responsible for content)
- VIP email link provided for special registration & tickets for sponsor use
- Banner/product ad in Shop! MarketPlace promotions in all VMSD channels



\$5,000

GOLD:

- Five (5) tickets to the PAVE Social
- Logo with designation in all communications across PAVE, Shop! & VMSD websites
- Logo recognition on all printed materials (ads & tickets only)
- Logo recognition on all on-site signage (printed & digital where available)
- Banner/product ad in Shop! MarketPlace promotions in all VMSD channels

\$3,500

SILVER:

- Three (3) tickets to the PAVE Social
- Logo recognition on all printed materials (ads & tickets only)

\$2,500

OMA 2023 SPONSORSHIPS



Sponsorship packages are the best way to maximize your exposure at the **largest event supporting marketing at retail**. Packages are available offering prime exposure to the industry during a celebratory evening to honor recipients of the **65th Annual Shop! Outstanding Merchandising Achievement (OMA) Awards 2023** on Wednesday, April 26.

<p>PLATINUM: (exclusive)</p> <ul style="list-style-type: none">• Table of eight (8) at awards ceremony• 2-page spread in SHOP! MarketPlace Show Guide• On-stage recognition by emcee• Opportunity to welcome guests to the ceremony• Premium signage at awards ceremony• Logo placement on stage• Top logo placement at showcase• Logo with designation in all SHOP! MarketPlace and OMA communications• Custom e-blast to all SHOP! members• Logo on SHOP! website and showcase• OMA Awards list of attendees	<p>\$9,000*</p>
<p>DIAMOND:</p> <ul style="list-style-type: none">• Table of eight (8) at awards ceremony• Full-page spread in SHOP! MarketPlace Show Guide• On-stage recognition by emcee• Logo placement on stage• Logo placement at showcase• Logo with designation in all SHOP! MarketPlace and OMA communications• Logo on SHOP! website and showcase• OMA Awards list of attendees	<p>\$6,500*</p>
<p>SUPPORTING:</p> <ul style="list-style-type: none">• Table of eight (8) at awards ceremony• Logo placement on stage• Logo with designation in all SHOP! MarketPlace and OMA communications	<p>\$3,000*</p>

* \$500 additional sponsor fee for non-members

SHOW FLOOR SPONSORSHIPS

GENERAL SPONSORSHIPS	MEMBER	NON-MEMBER
Lanyards: (Exclusive)*	\$5,000	\$7,500
Tote Bags: (Exclusive)*	\$12,000	\$15,000
Tote Bags: (Shared)*	\$3,000	\$5,000
Refreshments on Floor: (Exclusive)*	\$5,000	\$7,500
EDUCATION OPPORTUNITIES		
Content Theater Keynote:		
Platinum: (Exclusive)*	\$10,000	\$12,000
Gold: *	\$5,000	\$7,500
Bronze: *	\$3,500	\$5,000
Experiential Stages and Smart Stations: *	\$2,500	\$4,000
Smart Stations: Power Presentation / Demo *	\$1,500	\$2,500
DESIGN AWARDS (At Show-Floor Content Theater)		
Premier: * PLUS: Top sponsor designation; podium exposure with a welcome to guests; email marketing pre & post-show; enhanced directory listing.	\$2,500	\$2,500
Supporting: * PLUS: Enhanced directory listing	\$1,500	\$1,500

* Each sponsorship includes benefits such as, but not limited to:

- Enhanced presence on SHOP! Marketplace website
- Logo in all promotions (print & digital)
- Logo recognition on all on-site signage (printed & digital where available)
- Email marketing opportunity pre-show

BE A PART OF SOMETHING GREAT!



CONTACT US TODAY

TO LEARN MORE ABOUT EXHIBITOR & SPONSORSHIP PACKAGES!



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[Sign Up for Sponsorships Now!](#)

NOTE: Non-exhibiting companies must spend a minimum of \$5,000 in sponsorships