

INDY '22

OCTOBER 12-14, 2022
INDIANA CONVENTION CENTER
WWW.METALCON.COM

SPONSORSHIP & MARKETING OPPORTUNITIES

OCTOBER 12-14 '22



METALCON

INDIANA CONVENTION CENTER

METALCON IS THE ONLY GLOBAL EVENT DEDICATED EXCLUSIVELY TO THE USE OF METAL IN CONSTRUCTION AND DESIGN

**METALCON IS ROARING INTO INDY WITH EXCITING
NEW MARKETING & LEAD-GEN OPPORTUNITIES**

GAIN PREMIUM EXPOSURE AND CRUSH YOUR SALES GOALS

Want to boost your exposure, distinguish your brand and pack your pipeline with leads? METALCON has an extensive range of sponsorship opportunities available to help you crush your sales goals in 2022.

Grab the attention of your best prospects from the Metal Construction and Design Industry's most influential buyers. They are eager to embrace your products and services and kick-start their businesses.

WHY SPONSOR AT METALCON?

METALCON sponsorships shine a spotlight on your company BEFORE, DURING and AFTER the show, resulting in more traffic, more leads, more buzz and more bang for your marketing buck.

In addition to on-site branding and face-to-face time with key decision makers, you benefit from METALCON's extensive marketing campaigns that reach contractors, architects, designers, specifiers, developers, building owners, fabricators, and installers as we market the metal construction industry's most inspiring event.

- ✓ Create brand awareness and visibility
- ✓ Increase traffic to your exhibit
- ✓ Generate leads
- ✓ Cultivate relationships with decision makers
- ✓ Set up follow-up appointments to expedite deals

METALCON has been the best venue to introduce our new products to contractors, the architecture community as well as our distributors. I would encourage others to do the same and take a look at what METALCON is all about. — **Jim Bush, VP Sales & Marketing, ATAS International**



**METALCON is THE place is
where contractors, engineers,
developers, architects and
owners connect with vendors
and suppliers from 52+
countries for 3 remarkable
days of exhibits, education,
networking and inspiration.**

ATTENDEES WITH PURCHASING POWER

**88% OF ATTENDEES EVALUATE, RECOMMEND,
APPROVE AND AUTHORIZE PURCHASES.**

SOURCE: 2021 METALCON POST SHOW SURVEY

ORGANIZATIONS THEY WORK IN:

ARCHITECTURAL/ENGINEERING
DESIGN-BUILD
FABRICATORS
FACILITY MANAGEMENT
GENERAL CONTRACTORS
GUTTER CONTRACTORS
INSULATION & ACOUSTICAL CONTRACTORS
METAL BUILDING, ROOFING & SIDEWALL CONTRACTORS
MANUFACTURERS, DISTRIBUTORS & SUPPLIERS
SHEET METAL CONTRACTORS
SOFTWARE

METALCON

SET YOUR COMPANY APART

Optimize your investment and increase your ROI by choosing from a wide range of specially priced, pre-packaged opportunities geared to satisfy every budget. Browse through the sponsorship and marketing opportunities available. Can't find exactly what you're looking for? Let us tailor a package that fits your company's specific goals and budget.

METALCON PREMIERE SPONSOR (EXCLUSIVE) – \$35,000*

Dominate METALCON with the maximum visibility Premiere Package. Your company and brand will be on the minds of thousands of customers, attendees and prospects.

Boost Your Brand

Get the maximum of allotted opportunities to put your brand in front of prospects and attendees; BEFORE, DURING and AFTER the SHOW.

Digital Benefits

- › **Reach your target audience** with 3 pre, 1 during, 1 post event email sent to prospects and registered attendees. Create your custom HTML message and we deploy them on your behalf.
- › **METALCONLive!** includes 2 webinars with speaker and topic of your choice. Webinar registration list available post-webinar.
- › **Your hyperlinked full colored logo** will be featured on the footer of METALCON's attendee and exhibitor newsletters leading up to the show.
- › **E-Newsletter** allows three (3) e-newsletter inclusion with lead capture offer
- › **Website recognition** includes your hyperlinked full colored logo featured on the METALCON homepage, the footer of the digital floorplan, registration page and on the sidebar of subpages.
- › **Social media** includes 6 exclusive posts on Facebook, Linked-In, Twitter and the METALCON blog.
- › **Rotating banner** on the Mobile App.
- › **Unlimited product posts**, press releases and show specials on metalcon.com
- › **Lead Capture** includes a digital scanner to track attendees as they visit your booth. List of visitor will be received post-event.

Signage & Attendee Experience

- › **Hosted Happy Hour** – Host a happy hour with a keg in your exhibit space on one day for attendees to enjoy while they engage with your team.
- › **Your company's logo featured on:**
 - › Show signage and clings located in prominent locations in show entry way/foyer
 - › Escalator or staircase branding near entrance to exhibit hall
 - › Show signage in prominent locations in the exhibit hall
 - › One (1) aisle directional sign
 - › One (1) bench banner advertisement
- › **Innovation Station** – Your ad on a meter board (w/ QR code) on the show floor. Scans generate leads and will be provided upon request post show.
- › **25 Total Experience Passes** and 20 passes to *The Architect's Experience*.
- › **Opportunity** to provide a prominent guest speaker for a Keynote, General Session or "Meet 'n Greet"
- › **Private meeting room** which is available all 3 show days (includes lite continental breakfast or afternoon snacks for up to 10 guests).
- › **Thank you and recognition** from the podium during Keynotes and General Sessions.
- › **Special recognition** as Premiere Sponsor in Show Guide
- › **Insert** collateral into show bags distributed to all attendees on-site or in virtual backpack

Add-On

- › Opportunity to purchase a la carte add-on for discounted price



PLATINUM SPONSOR – \$25,000*

Increase your visibility with the flexible, high-impact exposure of a Platinum Sponsorship. You choose how you want to engage with your target audience.

Digital Benefits

- › **Reach your target audience** with 2 pre, 1 during, 1 post event email sent to prospects and registered attendees. Create your custom HTML message and we deploy them on your behalf.
- › **METALCONLive!** includes 1 webinar with speaker and topic of your choice. Webinar reg list available post-webinar.
- › **Your hyperlinked full colored logo** will be featured on the footer of METALCON's attendee and exhibitor newsletters leading up to the show.
- › **E-Newsletter** allows two(2) e-newsletter inclusion with lead capture offer
- › **Website recognition** includes your hyperlinked full colored logo featured on the METALCON homepage, the footer of the digital floorplan, registration page and on the sidebar of subpages.
- › **Social media** includes 4 exclusive posts on Facebook, Linked-In, Twitter and the METALCON blog.
- › **Rotating banner** on the Mobile App.
- › **Unlimited product posts**, press releases and show specials on metalcon.com
- › **Lead Capture** includes a digital scanner to track attendees as they visit your booth. List of visitor will be received post-event.

Signage & Attendee Experience

- › **Hosted Popup Station** - Host a snack or dessert bar in your exhibit space on one day for attendees to enjoy while they engage with your team.
- › **Your company's logo will be prominently featured on:**
 - › Show signage and clings located in prominent locations in show entry way/foyer
 - › Show signage in prominent locations in the exhibit hall
 - › One (1) aisle directional sign
 - › One (1) bench banner advertisement
- › **Innovation Station** - Your ad on a meter board (w/QR code) is on the show floor. Promoting your company's innovative product or service. Scans generate leads and will be provided upon request post show.
- › **10 Total Experience Passes** and 5 passes to *The Architect's Experience*.
- › **Opportunity** to provide a prominent guest speaker for a Keynote, General Session or "Meet 'n Greet".
- › **Private meeting room** which is available on one show day (includes lite continental breakfast or afternoon snacks for up to 10 guests).
- › **Thank you and recognition** from the podium during Keynotes and General Sessions.
- › **Special recognition** as Platinum Sponsor in Show Guide.
- › **Insert collateral** into show bags distributed to all attendees on-site or in virtual backpack

Add-On

- › Opportunity to purchase a la carte add-on for discounted price

GOLD SPONSOR PACKAGE – \$15,000*

Generate buzz, supercharge your visibility and generate leads from qualified decision makers as a Gold Sponsor.

Digital Benefits

- › **1 pre, 1 post event email** to registered attendees.
- › **Your hyperlinked full colored logo** featured on the footer of both attendee and exhibitor newsletters.
- › **E-Newsletter** allows one (1) e-newsletter inclusion with lead capture offer
- › **Website recognition** includes a hyperlinked full colored logo featured on the METALCON.com sponsor page.
- › **Social Media** includes 1 exclusive post on Facebook, Linked-In, Twitter and the METALCON blog.
- › **Rotating banner** on the Mobile App.
- › **Unlimited** product posts, press releases and show specials on metalcon.com.

Signage & Attendee Experience

- › **Logo on signage** in prominent locations in the exhibit hall
- › **Special recognition** as Gold Sponsor in Show Guide.
- › **Passes** (3) *Total Experience* and (2) *Architect's Experience*
- › **Insert collateral** into show bags distributed to all attendees on-site or in virtual backpack

Add-On

- › Opportunity to purchase a la carte add-on for discounted price

SILVER PACKAGE – \$10,000

Collect quality leads, build relationships and boost your brand as a Silver Sponsor.

Digital Benefits

- › **(1) One email** to registrants either pre or post event.
- › **Logo featured** on the footer of one attendee and exhibitor newsletter.
- › **Website recognition**, logo featured on sponsor page, linked to company webpage.
- › **Unlimited** product posts, press releases and show specials on metalcon.com.
- › **Rotating banner** on the Mobile App.

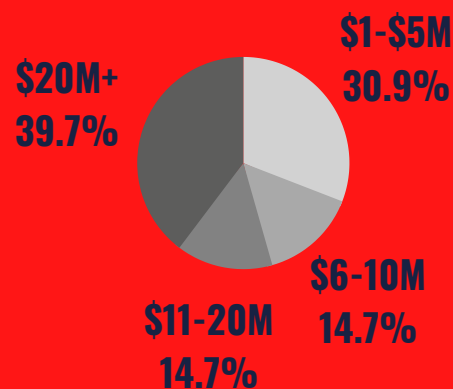
Signage & Attendee Experience

- › **Logo on signage** in prominent locations in the exhibit hall
- › **Logo** on show guide

Add-On

- › Opportunity to purchase a la carte add-on for discounted price

73% OF ATTENDEE SURVEY RESPONDENTS REPORTED ANNUAL COMPANY REVENUE EXCEEDING \$1,000,000 WITH 29% EXCEEDING \$20,000,000



67% OF METALCON ATTENDEES SERVE THE COMMERCIAL, INDUSTRIAL, RESIDENTIAL INSTITUTIONAL AND/OR RETROFIT MARKETS

SOURCE: 2021 METALCON POST SHOW SURVEY

SPONSORSHIPS ALLOW UP-CLOSE & PERSONAL ACCESS TO BUYERS FROM ACROSS THE GLOBE

THE ARCHITECT'S EXPERIENCE SPONSOR – \$10,000

Develop relationships, generate leads, and show off your expertise to the architects and specifiers who drive buying decisions for your product or service. *If architects are your target audience, this opportunity is for you!*

Boost Your Brand

Get the maximum allotment of opportunities to boost your brand in front of architects; it will be prominently displayed in all *Architect's Experience* marketing promotions and communications BEFORE, DURING and AFTER the SHOW.

- › **Exclusive name recognition** and logo associated with all digital (email, website, social, blog) and print marketing (signage on site, show guide) for *The Architect's Experience*.
- › **Show off your expertise** in a 10 x 10 complimentary exhibit space in *The Architect's Experience* Pavilion on the show floor (\$3,400 value). Your booth will also be a stop on the exclusive *Architect's Experience* **Floor Tour**.
- › **Reach your target audience** with 1 pre, 1 during, 1 post event email sent to all prospects and registrants to *The Architect's Experience*. Create your custom HTML message and we will deploy them on your behalf

The Architect's On-site Experience

- › **Sponsorship of pre-event tour** and reception area.
- › **Sponsorship of keynote session** and reception.
- › **6 guest passes** to *The Architect's Experience*.
- › **Thank you and recognition** from the podium during PSMJ educational sessions.
- › **Private meeting space** for one day.
- › **List of attendees** registered for *The Architect's Experience*.
To be provided post show upon request.



We have been coming to this show for years. The traffic has been great. The nice thing about coming to METALCON is you can catch up on the latest products companies are offering. –Mike Schweiss, Owner, Schweiss Doors

METALCON DIGITAL PACKAGE – \$5,000

Get your brand in front of the Metal Construction Industry when your company's logo/banner is placed on the METALCON website, guest post on METALCON blog, (1) pre or post email to registrants (1) METALCON Attendee Newsletter inclusion.

E-Marketing

Reach thousands of top decision makers in metal construction & design with purchase decision authority.

- › **Dedicated Email** – craft a custom HTML email & we will deploy it on your behalf to over 7K recipients
– \$3K for one or \$5K for two
- › **E-newsletter Inclusion** – reach over 67K potential new customers with an enticing lead capture offer featured in a METALCON newsletter – \$500
- › **Social Media** – promote your products or services in an exclusive post to METALCON's social media network
– Contact for pricing

À LA CARTE SPONSORSHIPS

Increase your reach and exposure, while generating leads with high-visibility opportunities.

Expand Your Brand On-Site

- › **Mobile App (Exclusive)** – Your company is featured in all promotions for the show Mobile App. provided free to all attendees. Includes hyperlinked logos on the App. landing page, directory and rotating footer, plus 3 event push notifications (pre, during and post-show). – **\$20K**
- › **Badge Holder Sponsorship (Exclusive)** – Your logo featured on attendee badge holders. – **\$20K**
- › **Lanyards Sponsorship (Exclusive)** – increase brand recognition, every lanyard is co-branded with your company's name. – **\$20K**
- › **On-Site Registration Sponsorship (Exclusive)** – Be seen by thousands throughout the registration process! Your company logo will be placed prominently on signage in the registration area, and on the footer of all digital registration screen pages at check-in. – **\$15K**
- › **Theater/Education Sponsorship (Exclusive)** – The show theater is named for your company and includes 2 keynote introductions, your company name/logo prominently displayed on all keynote/general session signage. – **\$15K**
- › **Show Bag Sponsorship (Exclusive)** – Promote with the Tote! Your company logo is featured prominently on all attendee bags along with the METALCON logo. – **\$10K**
- › **Photobooth** – Draw a crowd to your branded photobooth and give them a branded keepsake that will live long after the show is over. – **\$10K**
- › **Charging Station Sponsorship (Exclusive)** – Don't let your customers run out of battery. Your logo is prominently featured on the charging station located on the exhibit floor. – **\$10K**
- › **METALCON Notebook Sponsorship (Exclusive)** – Company logo included on cover of notebook distributed to each attendee – **\$10K**
- › **Escalator/Stair Rail Clings** – Capture attention with a company logo on the main stairways at the Indiana Convention Center. – **Contact for pricing**
- › **Custom Footprints** – Place your company logo on the path where attendees enter the Expo Hall. – **\$6,500**
- › **Hotel Room Gift Drop (Limit 10)** – **\$5K**
- › **Keynote Introduction** – **\$5K**
- › **Innovation Station** – Your ad on a meter board (w/QR code) on the show floor. Scans generate leads and will be provided upon request post show. – **\$1,500**
- › **Bench Banner (in high traffic aisles)** – **\$1,500 each**
- › **Aisle Sign Logo (1)** – **\$1K**
- › **Show Bag Insert** – **\$750**
- › **Digital Backpack offer inclusion** – **\$750**



It is very important, with the market today, that we have multiple avenues to get the products we need for our customers so this is an excellent event for that. – **Frank Whitehead, Sales Manager, Reed's Metals**

Food and Fun

- › **Oktoberfest** – This METALCON tradition begins at noon with a sponsored keg tapped hourly while supplies last! Get 1 keg of beer plus a bartender in your booth. Consider providing branded cups – **\$3,500**
- › **Pit Stop** – New this year! Throughout the show floor there will be scheduled pit stops for attendees to rest and recharge with a cold craft beer and snacks. Host a pit stop at your exhibit space & engage with potential customers – **Contact for pricing**
- › **Sips & Swings** – New this year! Host a happy hour on the show floor which includes a golf simulator, keg of beer and snack of choice. Option to provide branded golf balls as giveaway. Limited to one sponsor a day – **Contact for pricing**
- › **Start Your Engines** – New this year! Host an Indy Racing Experience. Company will be the presenting sponsor of the off-site event, where attendees can drive the iconic Indy Motor Speedway – **Contact for pricing**
- › **Breakfast in the Exhibit Hall** – A lot of business gets closed in the exhibit hall so connect more time with your prospects and fuel them up for a busy day – **Contact for pricing**
- › **Pop Up!** Surprise attendees with a customized pop-up snack station or dessert bar. For 1-2 hours your company will host a creative event such as an ice cream stand, hot soft pretzels, popcorn or a beverage stand for our guests to enjoy. – **Contact for pricing**
- › **Charity Sponsor Raffle** – Provide a raffle prize for the METALCON charity of choice to help raise funds for an important cause, while increasing your brand exposure. – **\$2,500**



INCREASE YOUR VISIBILITY AND FOOT TRAFFIC TO YOUR BOOTH BY PARTICIPATING IN OUR PASSPORT CHALLENGE!

UP TO 10 COMPANIES CAN PURCHASE A SPOT TO BE FEATURED IN THE OFFICIAL METALCON PASSPORT. ATTENDEES WILL BE ON A MISSION TO VISIT ALL 10 PASSPORT COMPANIES TO QUALIFY FOR 3 DIFFERENT CASH PRIZES! THESE 10 SPOTS WILL SELL OUT FAST, RESERVE NOW.
FEE: \$750

PASSPORT COVER SPONSOR

EXCLUSIVE OPPORTUNITY TO HAVE COMPANY GRAPHIC FEATURED ON THE BACK COVER OF THE METALCON PASSPORT. LIMIT TO ONE COMPANY. INQUIRE FOR PRICING.

DON'T SEE EXACTLY WHAT YOU ARE LOOKING FOR? AT METALCON, THE OPPORTUNITIES ARE TRULY UNLIMITED. WE CAN TAILOR A PACKAGE THAT MEETS YOUR MARKETING GOALS, GIVES YOU GREAT IMPACT AND FITS YOUR BUDGET.

LET'S TALK ABOUT WORKING TOGETHER TO BOOST YOUR MARKETING AND SALES SUCCESS IN 2022!

Brianne Creedon, Sponsorship Sales Director

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I've been coming to METALCON for at least 15 years because I like to network with people at the top of the industry. – **John Zolko, Owner, Preferred Contracting Services**



**GET IN
EARLY!**

*MARKED SPONSORSHIPS ARE AVAILABLE TO CONFIRMED EXHIBITORS.

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