



2018 Sponsorship Opportunities

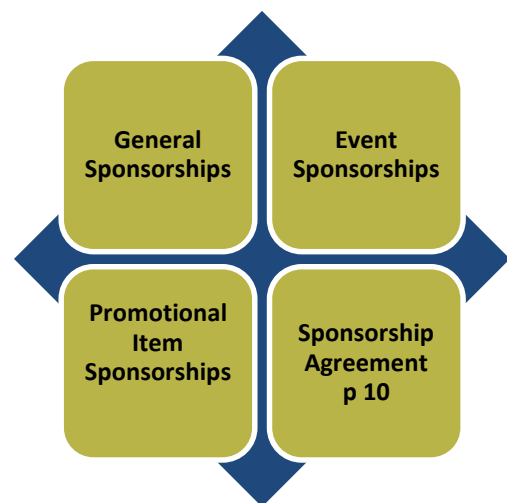
July 10-12, 2018

Why Should I Be a Sponsor?

Whether you are looking to boost sales or increase brand awareness, a Pawn Expo sponsorship provides the ideal context and credibility for you to have your company logo, and products effectively branded with this event.

The Pawn Expo sponsorship opportunities are designed to help you:

- Build brand recognition** – A sponsorship is the perfect way to compliment your advertising and marketing methods and add something new to the mix. Your sponsorship will be supported heavily through an integrated marketing, advertising, and public relations program.
- Reach new customers** – On average, 30% of pawnbroker Pawn Expo attendees are there for the first time.
- Raise your corporate profile** - Through Pawn Expo, your company will be projected as an industry player and leader committed to activities that benefit the pawn industry.
- Network with industry leaders** - Pawn Expo draws an average of 500 pawnbrokers of those, 80% that are store owners, executives, and upper level managers – in short, the decision makers. During the three-day convention, sponsors will obtain direct access to these pawn industry leaders.



Questions? Contact Helen at
PawnExpo@NationalPawnbrokers.org
or (817) 337-8830.

Sponsorship Benefits	Diamond \$10,000	Gold \$7,500	Silver \$5,000
Acknowledgement in pre and post convention literature	X	X	X
Inclusion of your company profile in the convention program distributed to all attendees	X	X	X
Company logo in convention program	X	X	X
Website promotion	Logo & link	Logo & link	Logo & link
Signage during Trade Show	Gobo light & sign in booth		
Cash drawing at booth – each attendee will receive a ticket to drop off at your booth on Wednesday for the drawing on Thursday	\$500	\$250	
One piece of promotional literature or product sample in registration packet/bag	X	X	X
Complimentary full convention registration(s)	2	1	
Complimentary trade show only registration(s) for your staff	4	2	
Complimentary Welcome & Closing Reception tickets for your staff	2		
Complimentary advertisement in the Spring 2018 issue of the <i>National Pawnbroker</i> magazine	Full page	Half page	
Recognition in email announcements	X	X	x

All sponsors receive the following:

Elite Sponsor Benefits

- Opportunity to pre-select booth for Pawn Expo 2019 prior to the exhibitor meeting at Pawn Expo 2018 (for sponsorship commitments of \$5,000 or more)
- Inclusion of your company profile and company logo in the convention program
- Acknowledgement in pre and post convention literature
- Company logo on Pawn Expo website, with a hyperlink to your website
- First right of refusal for same sponsorship for Pawn Expo 2019

WELCOME RECEPTION - \$10,000

The Welcome Reception is the convention's premier social event, boasting the highest attendance of all the convention events. Attendees come to celebrate the kickoff of Pawn Expo and see old friends and meet new ones.

Sponsored

Benefits include:

- Elite Sponsor Benefits (see above)
- One full page advertisement in Spring 2018 issue of the *National Pawnbroker* magazine
- \$500 cash drawing at booth – each attendee will receive a ticket to drop off at your booth on Wednesday for the drawing on Thursday
- Opportunity to distribute company promotional items to attendees during the reception
- Table tents with company name and logo at reception
- Welcome Reception drink tickets featuring your company logo. You will receive an additional 50 tickets to distribute to attendees directly
- Recognition in select Pawn Expo email announcements (logo & link)
- Gobo light displaying company logo during the Welcome Reception
- One piece of promotional literature or product sample in each attendee's registration packet
- Two tradeshow only registrations for your employees
- Two Welcome Reception tickets

AWARDS LUNCHEON - \$7,500

The Awards Luncheon will recognize the 2018 NPA Annual Award winners including Pawnbroker of the Year, Industry Partner of the Year, and more. The luncheon will take place on Tuesday.

Benefits include:

- Elite Sponsor Benefits (see page 3)
- Opportunity to distribute a company promotional item to attendees during the luncheon
- One half page advertisement in Spring 2018 issue of the *National Pawnbroker* magazine
- Verbal recognition of your sponsorship during the luncheon
- Company name and log displayed during the Awards Luncheon
- Table tents with company name and logo at luncheon
- Two tradeshow only registrations for your staff

BADGE HOLDERS - \$7,000

Receive unsurpassed recognition with your logo prominently placed on the name badge holders that are worn by all attendees during the convention. Name badges must be worn for entrance to all events, so high exposure is guaranteed.

Sponsored

Benefits include:

- Elite Sponsor Benefits (see page 3)
- Sponsor company name and logo featured on name badge holders for all attendees

NOTE PADS - \$6,500

Receive top recognition with your logo prominently placed on the note pads that are given to all attendees during the convention.

Sponsored

Benefits include:

- Elite Sponsor Benefits (see page 3)
- Sponsor company name and logo featured on note pads given to all attendees

TOTE BAGS - \$6,000

Receive exclusive recognition with your logo prominently placed on the tote bags carried by all attendees during and well after the convention.

Benefits include:

- Elite Sponsor Benefits (see page 3)
- Sponsor company name and logo featured on tote bags for all attendees

Sponsored

REGISTRATION PACKETS - \$5,000

Have your logo prominently printed on the registration packets that all attendees receive. Packets contain all of the critical information for the convention, so attendees are sure to see your logo again and again.

Benefits include:

- Elite Sponsor Benefits (see page 3)
- Sponsor company name and logo featured on registration packets for all attendees

Sponsored

NETWORKING RECEPTION - \$5,000

The Monday night Networking Reception focuses on making connections at Pawn Expo from the moment you arrive. Special attention will be given to first time attendees.

Benefits include:

- Elite Sponsor Benefits (see page 3)
- Opportunity to distribute a company promotional item to attendees during the reception
- Table tents with company name and logo at reception
- Networking Reception drink tickets will feature your company logo
- Two Networking Reception tickets

ANNUAL MEMBERSHIP MEETING & BREAKFAST - \$5,000

The NPA Annual Membership Meeting is the largest business gathering of our members in one place all year. Members come for updates on NPA and the pawn industry.

Benefits include:

- Elite Sponsor Benefits (see page 3)
- Verbal recognition of your sponsorship during the breakfast
- Opportunity to distribute a promotional item to attendees during the breakfast
- Table tents with company name and logo at breakfast

Sponsored

OPENING SESSION KEYNOTE SPEAKER - \$5,000

The Opening Session is the official opening event of the convention and will feature our Keynote Speaker.

Benefits include:

- Elite Sponsor Benefits (see page 3)
- Verbal recognition of your sponsorship during the Opening Session
- Opportunity to distribute promotional items to attendees during the session
- Signage featuring company logo

Sponsored

GENERAL SESSION SPEAKER - \$5,000

The General Session will feature an Industry Expert Speaker.

Benefits include:

- Elite Sponsor Benefits (see page 3)
- Verbal recognition of your sponsorship during the Opening Session
- Opportunity to distribute promotional items to attendees during the session
- Signage featuring company logo

PAWNBROKER NETWORKING

LUNCHEON - \$5,000

The Pawnbroker Networking Luncheon on Wednesday gives attendees the opportunity to network with fellow pawnbrokers as they take a break from the education sessions and get ready for the trade show ribbon cutting. There will not be a formal program during this luncheon.

Benefits include:

- Elite Sponsor Benefits (see page 3)
- Opportunity to distribute a company promotional item to attendees during the luncheon
- Table tents with company name and logo at luncheon
- Two tradeshow only registrations for your staff
- Opportunity for your staff to attend luncheon

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YOUNG PROFESSIONALS

SPONSOR - \$5,000

The Young Professionals Luncheon on Wednesday gives NPA young professionals the opportunity to network with their peers. This luncheon is open to pawnbrokers and industry partners. Plus a Young Professionals After Hours Cocktail Party (after the Welcome Reception) on Tuesday to continue networking.

Benefits include:

- Elite Sponsor Benefits (see page 3)
- Opportunity to distribute a company promotional item to attendees during the luncheon
- Table tents with company name and logo at luncheon
- Signage featuring company logo at After Hours party

Sponsored

TRADE SHOW BREAKFAST - \$5,000

The Thursday Trade Show Breakfast helps start the day right with breakfast in the lounge on the trade show floor.

Benefits include:

- Elite Sponsor Benefits (see page 3)
- Signage featuring company logo during the breakfast

Sponsored

TRADE SHOW RECEPTION - \$5,000

The Wednesday Trade Show Reception offers an opportunity for attendees to enjoy refreshments on the trade show floor, without ever missing a beat visiting the exhibitors.

Benefits include:

- Elite Sponsor Benefits (see page 3)
- Announcement of sponsor during the trade show, at the beginning of the reception
- Table tents featuring company logo during reception in lounge area
- 100 drink tickets to distribute to attendees directly. Other alcoholic beverages will be available for purchase.

Sponsored

CLOSING RECEPTION - \$5,000

The Closing Reception is the final Pawn Expo event. Attendees come to celebrate a great convention and to visit with old and new friends alike, while making their final memories of the event.

Benefits include:

- Elite sponsor benefits (see page 3)
- Opportunity to distribute company promotional items to attendees during the reception
- Table tents with company name and logo at reception
- Closing Reception drink tickets featuring your company logo. You will receive an additional 100 tickets to distribute to attendees directly
- Two Closing Reception tickets

EDUCATION SPONSOR - \$3,000

The education sessions offered at Pawn Expo empower pawnbrokers with the most current industry information and education available. Sponsorship is for one day of educational sessions.

Benefits include:

- Elite Sponsor Benefits (see page 3)
- Lit sign box featuring company logo in Calypso Court or Bermuda Foyer

COFFEE BREAK - \$3,000

Coffee breaks are offered between Pawn Expo sessions and help attendees get the energy they need for the day. Sponsorship is for one coffee break.

Benefits include:

- Elite Sponsor Benefits (see page 3)
- Signage in break area featuring company logo

PHONE CHARGING STATION - \$2,500

The charging station provides a convenient, onsite, cell phone and mobile device charging service for attendees without ever leaving convention area.

Benefits include:

- Elite Sponsor Benefits (see page 3)
- Feature your company name and logo at the station
- The station will be placed in convention common areas for the duration of the event.

Sponsored

WATER STATIONS - \$2,500

Water station offered in your tradeshow booth to keep attendees hydrated throughout the show..

Benefits include:

- Elite Sponsor Benefits (see page 3)



Sponsorship Agreement

Company Name _____

Contact Person (for sponsorship related items) _____

Contact Phone _____ Contact Email _____

The company information you provided on your Booth Contract will be used for all booth and sponsor promotion. If this information has changed, please contact us immediately at PawnExpo@NationalPawnbrokers.org or (817) 337-8830.

Additional information/items, such as company logos, will be requested from each sponsor. **If such information/items are not provided to NPA in a timely manner, NPA is not responsible for exclusion of these items in Pawn Expo marketing.**

General Sponsorships

- Diamond Sponsor - \$10,000
- Gold Sponsor - \$7,500
- Silver Sponsor - \$5,000

Promotional Item Sponsorships

- Badge Holders - \$7,000 **Sponsored**
- Note Pads - \$6,500 **Sponsored**
- Tote Bags - \$6,000 **Sponsored**
- Registration Packets - \$5,000 **Sponsored**
- Phone Charging Station \$2,500 **Sponsored**

Educational Sponsorships

- General Session Speaker - \$5,000
- Keynote Speaker - \$5,000 **Sponsored**
- Educational Sponsor - \$3,000

Event Sponsorships

- Welcome Reception - \$10,000 **Sponsored**
- Awards Luncheon - \$7,500
- Pawnbroker Networking Lunch - \$5,000 **Sponsored**
- Closing Reception - \$5,000
- Trade Show Reception - \$5,000 **Sponsored**
- Networking Reception - \$5,000
- Young Professionals - \$5,000 **Sponsored**
- Annual Membership Meeting - \$5,000 **Sponsored**
- Trade Show Breakfast - \$5,000 **Sponsored**
- Coffee Break - \$3,000
- Water Stations - \$2,500
- Back Cover of Pawn Expo Program - \$5,000 **Sponsored**

The person(s) signing this document expressly represents and warrants to the National Pawnbrokers Association that he or she is authorized by Company to execute this License Agreement. By signing this agreement, I acknowledge our commitment for sponsorship at **Pawn Expo 2018**. Companies will be responsible for payment of contracted sponsorship(s). I understand that sponsorship commitments may not be cancelled and no refunds will be given. Booth space will not be assigned to companies with outstanding ad and sponsorship invoices.

Name (Print) _____

Signature _____ Date _____

Title _____

Phone _____ Email: _____