

Sponsorship Kit 2018



JAVITS CENTER NYC
JA-NEWYORK.COM



What do you have that your competition doesn't?

JA New York isn't just exhibits. It is a "must-attend" industry event and an experience. For you, it is a multi-platform opportunity to generate interest in your brand before, during and after the show.

Choose from a creative mix of effective & affordable advertising and promotional opportunities that will drive business to your company and your booth.

Exhibitors that invest in sponsorship opportunities receive more leads!

Contact

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Exclusive Opportunities!



Cocktail Hour Sponsor

Situated in the main aisles throughout the show, your brand is sure to be noticed as the official happy hour sponsor. This sponsorship includes a signature branded cocktail, branded napkins and signage.

INVESTMENT:
Starting at \$3500



Espresso Bar Sponsor

Give the buyers the caffeine fix they need to keep going all day long! This sponsorship includes branded napkins, branded cups and ample signage around the espresso bar.

INVESTMENT:
Starting at \$4500



Lanyards

Put your company name and logo around the neck of every attendee. A creative way to be seen continuously throughout the show.

INVESTMENT: \$4500*

**Price does not include production or labor costs.*

Beyond the Booth Opportunities



Printed Show Directory

Drive traffic by promoting your brand, company and / or booth location with the #1 navigation tool on show site—the Show Directory!

Ads start at \$1750



Backlit Kiosks

Strategically placed on the show floor. A backlit kiosk is a great way to get buyers attention; a 2-sided ad.

INVESTMENT: \$2250



Show Floor Banners

Placed in various locations throughout the show floor. Banners are another great way to get your company and your message in front of buyers.

**INVESTMENT:
price upon request***

**Price does not include production or labor costs.*



Directory Inserts (limited to 5)

Insert a custom printed piece inside each copy of the Show Directory and get noticed by every buyer at the show. Promote a show special, new product, special program and booth location.

**INVESTMENT:
price upon request***

**Price does not include production or labor costs.*

Beyond the Booth Opportunities



Floor Graphics

Placed in various locations throughout the show floor. Floor graphics are another great way to get your company and your message in front of buyers.

INVESTMENT: \$650*



Brand Show Pens

An exclusive opportunity to have your branded pens at registration. A great way to promote your company before attendees walk on the show floor.

INVESTMENT: \$1500



Brand Hand Sanitizer

Brand your company name on customized hand sanitizer bottles. Promote your company before attendees walk on the show floor. This take away will provide continuous company recognition.

INVESTMENT: \$4500



Model Handout

Have your company message delivered to the buyers as soon as they step on the show floor.

INVESTMENT: \$3000