



SPONSORSHIP KIT 2017

Target JA New York Special Delivery buyers by taking advantage of our pre-show, at-show, and post-show promotional opportunities. Take a look at our mix of affordable and effective strategies that will help you stand out and beat the competition.

PRE-SHOW

Barcode Reminder Email: \$7500

Buyers receive their badge electronically in their inbox! Showcase your ad on this bar code email so that buyers will have your company front and center when they print out their badge to bring to the show.

Online Directory Profile

In addition to your complimentary on-line directory listing you also have the opportunity to upgrade your on-line company profile to increase exposure and generate more leads.

Basic Package: \$49

- Free package plus upload ONE product image (product images are searchable, listed on your profile, and visible on the interactive floor plan)
- Company profile up to 900 characters

Enhanced Package: \$99

- Everything from Basic Package, PLUS
- Upload TWO product images
- Upload TWO press releases
- Company profile up to 1200 characters
- Enhanced Listing Icon

Premium Package: \$199

- Everything from the Enhanced Package, PLUS
- Upload a Sponsorship Image with a live hyperlink (image appears on all pages of the JA connect portal)

Video Enhancement: \$499

- Everything from the Premium Package, PLUS
- Upload your video to your online profile
- Company profile up to 2000 characters

PRE-SHOW

Website Advertising

Advertise on ja-newyork.com and have your brand seen by over 10,000 attendees.

Leaderboard: **\$1260**

Middle Rectangle: **\$945**

Anchor: **\$525**

Leaderboard ad on Registration website: **\$1260**

Anchor ad on Registration website: **\$525**

Leaderboard digital ad package: **\$2205**

- Includes leaderboard ads on both ja-newyork.com and the attendee registration pages

AT-SHOW



Show Directory Ad

Spread: **\$3600**

Standard Full Page: **\$1750**

Inside Front Cover/Inside

Back Cover: **\$2400**

Back Cover: **\$3500**



Lanyards

\$5000



Floor Graphics

• (4) 24" x 24": **\$650**

• (4) 36" x 36": **\$850**



Backlit Kiosks

\$2250



Product Showcase

\$395

- Feature 3 pieces in one of our product showcases at the front of the show



Brand Show Pens

\$1500

AT-SHOW



Directory Inserts

- Insert a custom ad for your brand inside each copy of the Show Directory (price upon request)



Hanging Aisle Banner

Price upon Request



Model Handouts

- Opportunity to provide one model to hand out your company's brochure at one entrance of the show (price upon request)



On-site Banners

Price upon Request



Brand Hand Sanitizer

\$3000

POST-SHOW

Buyers continue to buy after the show! Keep your brand seen by advertising on our website ja-newyork.com. Contact your Account Executive for more details.