

SPORTS EXPRESS

January 16-18, 2018

SPONSORSHIP GUIDE

2018 Sports Express Tradeshow
Las Vegas, NV



Hosted by:

Sports
Anaheim

LUXOR
LAS VEGAS

LAS
Vegas


GET SPORTS
TRAVEL & EVENT SERVICES
A WorldStrides Company

2018 Schedule of Events*

*Schedule is subject to change

| TUESDAY, JANUARY 16TH | |
|------------------------------|---------------------------------------|
| 8:00 am - 5:00 pm | Hotel check in and registration |
| 11:00 am - 5:00 pm | Rights Holders booth set up |
| 5:30 pm - 6:00 pm | Luxor Rights Holder Welcome Reception |
| 6:00 pm - 7:00pm | Sports Express Welcome Reception |
| 7:00 pm - 11:00pm | Celebrity Charity Poker Tournament |

| WEDNESDAY, JANUARY 17TH | |
|--------------------------------|-------------------------------|
| 7:30 am - 8:30 am | Breakfast |
| 8:45 am - 12:00 pm | Morning Appointments |
| 12:00 pm - 1:30 pm | Lunch |
| 1:45 pm - 5:00 pm | Afternoon Appointments |
| 5:00 pm - 6:30 pm | Vendor Reception |
| 7:00 pm - 10:00 pm | Sports Express Closing Event* |

| THURSDAY, JANUARY 18TH | |
|-------------------------------|-----------------------------------|
| 7:00 am | Sponsor/Rights Holder Golf Outing |

*Transportation Included

Sports Express'18 will be held in the Number One Trade Show Destination - Las Vegas!

Sports Express was created as an “express” conference – a one day tradeshow consisting only of appointments and social functions. You will have quality networking opportunities (no more than a 2:1 ratio) while visiting the oasis in the desert - Las Vegas, Nevada.

As a sponsor, you will have intimate access to decision makers in the sports-event industry. Enjoy networking opportunities with these key decision makers in both formal and informal settings. These opportunities allow you to develop and deepen your professional relationships and achieve your business objectives.

Please contact us for more information or to develop your custom sponsor package, today.

Michelle Rouleau

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Sponsorship Levels

| GOLD LEVEL SPONSORSHIP OPTIONS | \$10,000 |
|---------------------------------------|-----------------|
| Welcome Reception | |
| Thursday Breakfast | |
| Thursday Lunch | |
| Celebrity Charity Poker Tournament | |
| Closing Functions | |

| SILVER LEVEL SPONSORSHIP OPTIONS | \$7,500 |
|---|----------------|
| Registration | |
| Morning Session Appointments | |
| Afternoon Session Appointments | |
| Transportation | |

| BRONZE LEVEL SPONSORSHIP OPTIONS | \$5,000 |
|---|----------------|
| Appointment Clock | |
| Thursday Snacks & Refreshments | |
| Room Keys, Credentials, Lanyards | |
| Rights Holders Accommodations | |

Gold Level Sponsorship Options

\$10,000

BENEFITS:

- 2 Registrations
- 2 Entries for Event Owner Outing
- Half-Page ad in Sports Express Program
- 1st Choice of Appointments
- Logo on Website
- Signage
- 2 Rooms for 2 Nights
- Complimentary Airport Shuttle
- Items for Welcome Gift Bags

Wednesday Lunch - Sports Express will provide a plated lunch for all Rights Holders and Attendees. This sponsorship will provide the opportunity to present a 10 minute speech during lunch to all Rights Holders.

Wednesday Breakfast - Sports Express will provide a breakfast buffet for all Rights Holders and Attendees. This sponsorship will provide the opportunity to present a 10 minute speech during lunch to all Rights Holders.

Welcome Reception - All attendees are invited to attend the Sports Express Welcome Reception on Tuesday evening, prior to the Charity Poker Tournament. Sponsor may provide promotional material on tables/bars and signage.

Celebrity Charity Poker Tournament - Compete against colleagues, former pro athletes and celebrities at the Tuesday evening Poker Tournament! Sponsors will enjoy entry for 1 player plus first choice for which celebrity table to sit at. Sponsors will also benefit with signage and name recognition.

Closing Function - All attendees will have the opportunity to enjoy a closing function in Las Vegas. Sponsors may sit with rights holders at the function.

Silver Level Sponsorship Options \$7,500

BENEFITS:

- 1 Registration
- 1 Entry for Event Owner Outing
- 1/4 Page ad in Sports Express Program
- 1st Choice of Appointments
- Logo on Website
- Signage
- 1 Room for 2 Nights
- Complimentary Airport Shuttle
- Items for Welcome Gift Bags

Morning Session Appointments, Afternoon Session Appointments - Increase visibility and logo recognition with the opportunity to present brand and logo to all Sports Express attendees. Morning session appointments will include tradeshow logo and sponsor logo to be projected and visible throughout the tradeshow from 8:45 am to 12:00 pm. Afternoon session appointments will include tradeshow logo and sponsor logo to be projected and visible throughout the tradeshow from 1:45pm to 5:00pm

Transportation - Sports Express will ensure rights holders airport shuttle is booked. Sponsorship will include the opportunity to welcome rights holders aboard the airport shuttle, and hand out gifts or materials while on the shuttle to the hotel. Sponsors will show a commercial/short video on the bus ride to the closing function.

Registration - Registration will take place on Tuesday, January 16th. Greet all rights holders and attendees and check them in. Sports Express will provide and design all aspects of registration needs such as tables, chairs, signage, to include the tradeshow logo, and the sponsor logo.

Bronze Level Sponsorship Options \$5,000

BENEFITS:

1 Registration
1st Choice of Appointments
Logo on Website
Logo on Sponsor Page of Program
Signage

Appointment Clock - The appointment clock is used to ensure prompt transitions between each appointment. Sports Express will provide the appointment clock, Sponsor may provide a personal announcement every hour.

Wednesday Snacks & Refreshments - Attendees will enjoy snacks and refreshments throughout the day. Sports Express will provide food, beverage, and refreshment station. Sponsor may provide promotional material and personal announcements every half hour.

Room Keys, Credentials & Lanyards - Gain exposure with room keys and attendee credentials. All attendees will be required to present their credentials to access all aspects of the tradeshow and all attendees will make their accommodations at the official tradeshow hotel. Sports Express will produce and design all credentials and lanyards and will include the tradeshow logo and sponsor logo. Room keys will also include tradeshow logo and sponsor logo.

Rights Holders Accommodations - Sports Express will provide rights holders travel accommodations and provide all travel registration forms needed. Sponsorship of rights holders accommodations will include sponsor logo on all travel related documents, and website. Sponsors will also have the opportunity to include material upon hotel check in.