



NORTHWEST
EVENT SHOW

PRESENTS

SUMMIT AT THE SUMMIT

MARCH 15TH - 16TH 2023



THIS ISN'T YOUR AVERAGE INDUSTRY TRADE SHOW.

Event Professionals influence corporate strategy and impact business objectives. From personal development to team building, sales incentives, employee recognition, and client relationships, events inspire connection and shape corporate culture.

NORTHWEST EVENT SHOW IS YOUR DIRECT ROUTE TO EFFICIENT NETWORKING FOR SUCCESS.

Consider the value of sitting down with someone in-person over exchanging emails when building a relationship. One small interaction may spark innovation, creativity, and collaboration that will open doors you had only imagined.

More than **300+ exhibitors** and thousands of professionals will come together at NORTHWEST EVENT SHOW 2023 to invest in the power of connection.

" I decided I needed fresh ideas and new events/caterers, restaurants, fun things, locations, etc. So I hopped on the bus. This was, hands down, the BEST decision I made this week. "
- Attendee, Amazon

" 2018 was our first year in the NWES and I can't explain how beneficial it was to our business. We met so many wonderful companies and built relationships that have boosted our business and we look forward to seeing what the next NWES will bring us! "
— Exhibitor, Table Catering Co.

" NWES is an annual tradition that I look forward to every year. It's an opportunity to connect with my colleagues and see what new things they have to show off. "
-Attendee, Facebook



TOP COMPANIES IN ATTENDANCE:

Microsoft
Amazon
Alaska Airlines
University of Washington
BMI Hospitality

GENDER:

- Male 15%
- Female 85%

PROFESSIONAL EXPERIENCE:

Advanced Planner - 33%
Intermediate Planner - 21%
Expert Planner - 20%
Beginner Planner - 20%
Other - 6%

TOP JOB TITLES:

Owner
Executive Assistant
Event Director
Event Manager
Event Planner
Sales Manager
Event Coordinator
Director of Sales
Admin Assistant
Marketing Manager

MEDIA & MARKETING SUPPORT

- 300,000 Digital Impressions
- Monthly NWES Newsletter + Attendee & Exhibitor Announcements
- Sponsor Inclusion on nweventshow.com

AVERAGE EVENTS PLANNED PER YEAR

7-19 - 37%
20+ - 22%
3-4 - 17%
5-6 - 16%
1-2 - 8%

ARE YOU READY TO FEED THE DEMANDS OF THE DYNAMIC EVENTS INDUSTRY?

NWES is the place to showcase your unique ideas, ground-breaking technologies, have market-shifting conversations and land new deals. Become a sponsor and meet your potential customers in-person during this expanded two-day, unforgettable show.

ALL SPONSORSHIPS WILL INCLUDE:

- Logo on show signage and the NWES website
- Inclusion in social and digital promotion
- A live show announcement and/or inclusion in Event App
- Digital Listing in the 2023 Event Resource Guide Online

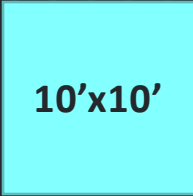
We offer a range of booth sizes with premium placement and expo ticket packages to add awareness and value to your sponsorship.

ALL BOOTH PACKAGES INCLUDE:

- Listing on NWEventShow.com
- On-line Profile on NWEventGuide.com
- 8' Tall Back Drape with 3' Side Walls
- One Black Skirted Table
- 5 amp Electrical Outlet



**NWES BOOTH
PRICING**



10'x10' Booth Package

\$4,800

Includes:

- Booth
- One digital profile page on NWEEventGuide.com

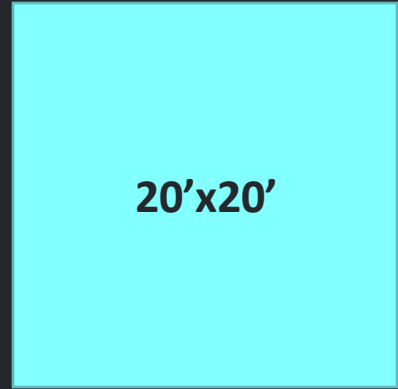


10'x20' Booth Package

\$5,800

Includes:

- Booth
- One digital profile page on NWEEventGuide.com



20'x20' Booth Package

\$7,800

Includes:

- Booth
- One digital profile page on NWEEventGuide.com

Custom booth sizes available on request.

**Corner Booth
Placement:**
+\$350

Note:
Early signup discounts available.
Booth placement will be made on a first-come-first-served basis.



\$150,000

**Presenting Venue Sponsor
SOLD**

Sponsor: Seattle Convention Center

\$150,000

**Presenting Tech Sponsor
SOLD**

Sponsor: GEVME

\$50,000

Platinum Sponsor

Includes:

- 20' x 20' premium booth space for maximum traffic
- 2 VIP, 2 Full Access and 6 General Admission Passes
- 3 Full Pages in 2023 Digital Event Guide

\$35,000

Enhanced Gold Sponsor

Includes:

- 10' x 40' booth or 20 x 20' booth space
- 2 VIP, 2 Full Access and 6 General Admission Passes
- 3 Full Pages in 2023 Digital Event Guide

\$25,000

Gold Sponsor

Includes:

- 10' x 20' booth
- 2 VIP, 2 Full Access and 4 General Admission Passes
- 2 Full Pages in 2023 Digital Event Guide

\$20,000

TECHbar Sponsor

Includes:

- Custom TECHbar 20'x30'
- 4 VIP, 2 Full Access and 2 General Admission Passes
- Branding throughout TECHbar
- 1 TECHbyte Session
- 1 Full Page in 2023 Digital Event Guide

\$15,000

Media Sponsor

Includes:

- 10' x 10' booth
- 2 VIP, 2 Full Access and 2 General Admission Passes
- Branding on Social Media Feed

\$15,000

Silver Sponsor

Includes:

- 10' x 10' booth
- 2 Full Access and 2 General Admission Passes
- 1 Full Page in 2023 Digital Event Guide

\$10,000

**Association Sponsor
(MPI, ILEA, NACE, etc.)**

Includes:

- 10' x 10' booth
- 2 Full Access and 2 General Admission Passes
- 1 Full Page in 2023 Digital Event Guide

ADDITIONAL NWES SPONSORSHIP OFFERINGS:

\$25,000 Option: Hospitality Lounge

Limited to 3 Sponsors - Lounges will be located throughout the two floors of exhibit space where attendees can gather and relax. Sponsor logo will be prominently featured. (Sponsorship covers one lounge.)

\$20,000 Option: Registration Sponsor

Your brand will be seen by thousands of attendees from their initial purchase of a ticket, through confirmation and communications leading up to the event, onsite check-in, printed on the attendee badge, and throughout the on-site interactive experience as attendees' badges are scanned.

\$15,000 Option: Keynote Sponsor

Exclusive branding in pre-event communication, onsite at breakfast food stations, table tents, chair drop, reserved VIP tables for your preferred guests, and on-stage delivery of opening remarks before introducing our Keynote Speaker.

\$10,000 Education Session Sponsorship

Have a favorite expert or motivational speaker you'd like to recommend for the Educational program? A topic for a panel moderated by your company? Enjoy brand visibility and input on content development. Speaker nomination and presentation subject to management approval.

\$15,000 NWES Show Reception Sponsor

Limited to 5 Sponsors - Industry Event will take place on March 15, 2023 / Location: MoPop / Time: 6-10pm

\$15,000 Show Bag Sponsor

Limited to 2 Sponsors - Exclusive branding on show bag

SOLD

\$10,000 Planner Sponsor Reception

Limited to 5 Sponsors - Industry Event will take place on Wednesday, March 15, 2023 / Location: TBD

\$10,000 Lanyard Sponsor

Logo Inclusion on Attendee Lanyards (3,500+)

\$10,000 Wi-Fi Sponsor

Exclusive sponsorship for both days of NWES

\$7,500 Coffee Station Sponsor (per day)

Open to numerous sponsors at various times, or one exclusive for both days

\$5,000 Charging Stations

Limited to 4 sponsors - Two custom charging stations featuring sponsor logos will be located in each of the four Hospitality Lounges.

\$3,500 Attendee Experiences

Pitch us your idea for a fun and engaging interactive experience pre, during or post event!

\$1,500 VIP Bag Insert

3,500 items needed by March 1, 2023

MAKE AN IMPACT:

Giant Floor Plan Tiles: \$10,000

Two branded floor tiles placed throughout showroom floor(s)

Floor Tiles: \$2,500

One 5'x10' custom tile (vendor supplied graphics): \$2,500
Four 5'x10' custom tiles (vendor supplied graphics): \$7,500

Fine Print:
*The 3% processing fee applied to all contracts paid by credit card.
*In order to participate in the NWES, you must first be an advertiser in the Butler Events 2023 Digital Event Guide.

We are dedicating the best real estate on the show floor to our NWES TECHbar! The NWES TECHbar is an entire area dedicated to providing tech education, recommendations, live demos and personalized Q&A assistance to event, marketing, small business and administrative professionals attending the show. The TECHbar area will also contain the TECHbyte Stage, where live short-form sessions will inform, inspire and showcase the discovery of technology companies that enhance meetings, conferences and event experiences, large or small.

The centerpiece of NWES TECHbar is the Gadget Lab – a genius bar-style staffed counter with over 40 gadgets and wearable devices for you to touch, try and evaluate. From AR & VR to wellness trackers, keyboards, and even tools to stay safe and sanitized, The Meeting Pool team will guide you through a tech ‘playground’ that’s informative and fun.

Tara Thomas and the Meeting Pool Team will join our NWES TECHbar. Team members will be available throughout all show opening hours for personal consultation so that attendees can touch, talk about and troubleshoot new apps and event technology. Attractive pod-style kiosks will surround the entire area, allowing participants to immerse themselves in the latest tech solutions ideal for their business.

The TECHbar and Innovation Stage are ideal sponsorship opportunities for companies desiring to present their technology solutions to the industry. The affordable kiosk solution, starting at just \$2,900, is a great way for even small startups to get in front of 5,000 professionals with technology purchasing power.

Sponsorship

\$20,000 Presenting Sponsor
\$5,000 TECHbyte Session - present a product or service to our attendees (only 4 available)

Booth Pricing

\$2,900 for a Tech Kiosk (inside TECHbar area)
\$3,500 for a 10x10 booth (adjacent to the TECHbar area)

Upgrades:

\$3,150 for kiosk w/ monitor (\$250)



Thank You for Considering Exhibiting & Sponsorship of NORTHWEST EVENT SHOW 2023!

We challenge you to innovate your presence at this year's NWES; play bigger, elevate visibility and earn points with corporate event and meeting planners—not to mention gain more leads and orders—by taking advantage of the Northwest Event Show's exciting range of marketing and sponsorship opportunities.

The Northwest Event Show can help you customize the ideal package for your company's marketing goals, trade show budget and sales strategy.

Please contact us! We can't wait to speak with you.

Sales Director: Marion Clifton marion@butlerevents.com

Owner & Producer: Stuart Butler stuart@butlerevents.com

Thank you!

NWES Team





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