

Sponsor Our Home & Garden Show:



At Berg Productions we strive to sell beyond our sponsors expectations by taking the time to understand what our sponsors want to achieve through our events. We focus on the key success factors that make sponsoring our events so successful for our partners.

1. We will tailor a sponsorship to your marketing goals or objectives. So, we begin with a few questions, and tailor the sponsorship opportunities to achieve your branding objectives.
2. We know what we have to offer and we know the measurable metrics of these offerings.
3. We are available, communicate clearly and efficiently.
4. We are organized and detail oriented and design turnkey solutions – exhibits to contests.
5. We are flexible - understanding that sponsors needs require creative flexibility.
6. We make our partners stand out – by limiting the number of sponsorships in our events we assure that your brand will be visible and memorable to attendees.
7. We don't over promise & under deliver - we pride ourselves on value added benefits.
8. We will create measurable and documented ROI on your investment in our events.
9. We provide written post-show sponsor documentation – providing metrics and a plan for future activation.
10. We want long term partnerships with a limited number of a select group of sponsors.

We look forward to creating a custom sponsorship along with our representatives at USA Expos. Please call us for details on Title Sponsorship, Presenting Sponsorship, or Category Exclusivity, or one a Turnkey Sponsorships:

Contact: Karen Ramus, Show Director Phone: 541-484-9247 Email: Karen@EugeneHomeShow.com

Available Turnkey Sponsorships 2015-2016 Show Season

We can also customize the following sponsorships to meet your marketing objectives at our shows.

\$5,000 – Good Earth Product Pavilion or Spring Garden Showcase Sponsorship

Sponsor logo on Pavilion or Garden Showcase banners, signage, and promotions. This sponsorship includes a 10'x20' exhibit space along with the rights to hosting a party, or media event, in this sponsored area.

\$5,000 – Information Booth “Meet & Greet” Sponsorship

Your company will be front and center in the lobby where we assist our attendees. Sponsor rights include at information booth literature distribution. Sponsor logo on our approved welcome messaging at the information booth. 10'x10' static display abutting the information booth can include sampling, literature distribution, marketing and branding opportunities. This sponsorship is perfect for beverage companies, drug manufacturers, and publications.

\$7,500 - Official Show Bag Sponsorship - Excellent branding and frequency on every aisle!

Lobby rights for distribution of premium cloth or paper bags with sponsor logo, messaging, and stuffers if desired. The show provides: 5,000 paper or cloth bags, five lobby distribution stands, branded topper signage customized to drive traffic to your exhibit or business, and the staff to restock bags hourly throughout the show. Included is a premium 10x20' corner premium exhibit space corner in the show. Design and cost of the sample/coupon/credit application stuffers shall be the responsibility of the sponsor. Be the brand that goes home with thousands of guests.

\$15,500 - Celebrity Headliner Sponsorship – Embed your brand in our media blitz, and at the show.

Sponsor given credit for presenting headline speakers at the show. Sponsor name wherever the celebrity is promoted including radio, TV, print, social media, and during all live interviews with headliner pre-show. Sponsor logos on the keynote speaker stage signage, show seminar schedules, online seminar schedule, and at seminar schedule in program. Benefits include distribution rights in seminar stage of sponsor literature, coupons, samples or giveaways as desired. Rights include press kits, in stage rights, mentions in all press kits. Five related social media posts provided. Sponsor input on headline speaker selection if the sponsorship is contract six months in advance of the show.