

# 2012 EXHIBIT & SPONSORSHIP INFORMATION



Get in front of decision makers  
at the premier event for the meetings,  
education and exhibition industry.  
All in one day, at one place.

Presented by:



**RESERVE YOUR BOOTH ONLINE AT [WWW.SOUTHWESTSHOWCASE.ORG](http://WWW.SOUTHWESTSHOWCASE.ORG).**

# Exhibiting at Southwest Showcase

**Southwest Showcase is THE premier event for those involved in meetings, education, and exhibitions.** With keynote presentations, continuing education and a 175 booth trade show, this event allows professionals from associations, government entities and corporations to connect with you and take care of their needs on one day, in one place.

Our **new schedule** will give you even more valuable face time with potential clients as lunch will be served in the trade show. And, back by popular demand is the return of our popular closing reception to give you more time to meet with clients.

*The 12<sup>th</sup> Annual Southwest Showcase is presented by International Association of Exhibitions and Events–Central Texas Chapter (IAEE-CTC), Meeting Professionals International–Texas Hill Country Chapter (MPI-THCC) and the Texas Society of Association Executives (TSAE).*

## Why Should I Exhibit at Southwest Showcase?

- Enjoy a concentrated, one-day exhibition that gives you maximum marketing impact to your target audience at an affordable cost.
- Align yourself with industry organizations IAEE-CTC, MPI-THCC, and TSAE.
- Be part of exclusive group of exhibitors – the trade show is limited to 175 booths and will sell out based on history.
- Attend education sessions to receive professional development for your industry.

## Who Attends Southwest Showcase?

Meet with professionals representing more than 300 Southwest-based trade and professional associations, corporations and government entities.

- Association CEOs
- Meeting Planners from Associations, Corporations and Government Agencies
- Education Directors
- Exhibition Managers
- Multimanagement Companies
- Independent Meeting Planners and Show Organizers
- Destination Management Companies
- Professional Support Staff

## Who Exhibits at Southwest Showcase?

The trade show is limited to 175 booths and brings a variety of business and hospitality services. With a business-to-business focus geared to decision makers, exhibitors will include:

- Hotels and Resorts
- Convention Centers and Visitors Bureaus
- Technology Providers for Meeting Management and Education
- Special Advertising Companies
- General Service Contractors
- Attractions

**YOUR COMPETITION  
WILL BE THERE, WILL YOU?**

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## What Does My Booth Purchase Include?

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### When you purchase a booth you will receive:

- One (1) complimentary booth personnel registration for the full day per 10' x 10' space\* (includes general sessions, seminars, lunch, show entry and reception).
- One booth identification sign.
- Booth drape.
- Listing in Southwest Showcase program and website. (*Purchase a pre-show marketing package to receive a mailing list and live link on the Southwest Showcase website. See sponsorship information for details.*)

*\*Additional booth personnel after your one complimentary registration per 10' x 10' space must register at \$125 each (\$175 after December 9, 2011). Maximum of three (3) booth personnel allowed for each 10' x 10' space.*

**Booth spaces do not include furnishings, carpeting or utilities.** All equipment other than booth drape will be available for an additional cost through the general service contractor, Freeman. They offer a special package that includes carpet, one chair and one 6' draped table for \$152. Package must be ordered from Freeman using the Furnishings Order Form in the Exhibitor Service Kit found at [www.southwestshowcase.org](http://www.southwestshowcase.org). Exhibitors may provide their own equipment and furnishings. Individual charges for equipment and utilities are to be paid by the exhibitor.

Freeman contact information: 3323 IH 35, Suite 120, San Antonio, Texas 78219  
Phone: (210) 227-0341  
Fax: (210) 212-8049

### **NEW! Schedule-At-A-Glance:**

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#### **Wednesday, January 25:**

10:00 a.m. – 6:00 p.m. Exhibitor Move-In

#### **Thursday, January 26:**

7:00 a.m. – 8:00 a.m. Continental Breakfast

8:00 a.m. – 11:00 a.m. Exhibitor Move-In  
Continues

8:00 a.m. – 9:00 a.m. Opening Session

9:15 a.m. – 10:15 a.m. Breakout Sessions I

10:30 a.m. – 11:30 a.m. Breakout Sessions II

11:30 a.m. – 2:30 p.m. Exhibit Hall Open

11:30 a.m. – 12:30 p.m. Lunch Served in the  
Exhibit Hall

2:45 p.m. – 3:45 p.m. General Session

3:45 p.m. – 4:45 p.m. Reception in Foyer

4:45 p.m. – 9:30 p.m. Exhibitor Move-Out

### **What Does My Booth Cost?**

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Booth prices **start at \$895** for a regular inline booth and increase based on size and location on the show floor. [Click here to see a floor plan with prices for specific booth types.](#)

Booths will be assigned on a first-come, first-served basis.

**Booth prices increase after November 3 so secure your space soon!**

**Click [HERE](#) to go to the Southwest Showcase website for booth availability and to secure your booth and sponsorship for 2012.**

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# Sponsorship at Southwest Showcase

Interested in increasing your company's visibility and building relationships with potential clients at one of the year's premier education and tradeshow events? Become a sponsor of the 2012 Southwest Showcase and take advantage of this unique opportunity in the Meetings Industry.

Last year, Southwest Showcase featured over 125 exhibitor booths and 385 meeting planners from associations, corporations and the government sector. Sponsors this year will have numerous opportunities to market their company before, during and after the showcase. Opportunities range from keynote speaker introductions to corporate video presentations to company exposure in front of hundreds of decision makers.

## **Value Added Benefits of Sponsorship:**

- Pre-event marketing (company info displayed through emails and website promotion)
- Name recognition at tradeshow (through corporate videos, on-site program ads, logos on conference items and signage)
- Opportunities to speak in front of over 800 attendees
- Post-event recognition

These are just a few of the benefits sponsors may receive, but don't forget that sponsorship exposure extends well beyond the confines of the showcase. Becoming a sponsor gives you a leg-up over your industry competition, introducing your name and mission to a large and diverse audience. Southwest Showcase is a great opportunity for collaboration, both with potential clients and with other innovators in your field.

To learn which sponsorship opportunities fit your budget and needs, see the attached **Sponsorship Investment Levels** descriptions. Don't miss out on this chance to set your company apart through distinctive marketing.

For more information or questions, contact [Shirley Robinson](#) at 512-444-1974.



## **See Who Made the Investment in 2011**

**Amarillo Convention & Visitor Council**  
**Austin CVB**  
**Austin Convention Center**  
**Beaumont CVB**  
**City of Bastrop Convention & Exhibit Center**  
**Corpus Christi CVB**  
**Freeman (AVW)**  
**Galveston Island CVB**  
**Gaylord Texan**  
**Greater Houston CVB**  
**Hyatts of Texas**  
**Killeen CVB & Conference Center**  
**LogoStore USA**  
**Marriott & Renaissance Hotels of Texas**  
**Odessa CVB**  
**Omni Hotels & Resorts**  
**Pearland Destination Marketing**  
**Plano CVB**  
**Purple Sage Ranch Conference Center & Retreat**  
**Smart Reg International**  
**Starwood Hotels of Texas**  
**TOG Hotels of Texas**  
**TWG Plus**  
**Visit Lubbock**

## **What Attendees Said about the 2011 Southwest Showcase**

"Southwest Showcase is a fantastic single day event. Attending every year gives me enough CEUs to maintain my CMP, and all the vendors I do business with are under one roof. Can't beat the value!"

"The balance between education and networking was great! It is great to get fresh, new ideas to implement in our association and get to see familiar faces."

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# 2012 Sponsorship Levels

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## **Closing Keynote Sponsor \$10,000**

- 1<sup>st</sup> choice booth (2 10x10 corner booths, a credit towards booths of \$2,190, includes 2 booth personnel)\*
- Trade show ceiling banner sign
- Introduce closing Keynote Speaker
- Full page ad in program (back outside)
- Corporate video embedded on SWS main website on sponsor page\*
- Pre-recorded welcome video message by top corporate representative to SWS attendees\*
- Inclusion in Lottery Game Card Contest
- Info Center
- 3 additional booth personnel
- Premium Marketing Package

## **Opening Keynote Sponsor \$7,500**

- 2<sup>nd</sup> choice booth (2 10x10 inline booths, a credit towards booths of \$1,790, includes 2 booth personnel)
- Introduce Opening Keynote
- Full page ad in program (front inside)
- Corporate video to play during opening presentation
- Inclusion in Lottery Game Card Contest
- 2 additional booth personnel
- Premium Marketing Package

## **Conference Tote Sponsor \$7,500**

- 3<sup>rd</sup> choice booth (2 10x10 inline booths, a credit towards booths of \$1,790, includes 2 booth personnel)
- Inclusion of special item in each bag)\*
- Signage on bag tree
- Logo with corporate message on conference bag
- 1/2 page ad in program
- Inclusion in Lottery Game Card Contest
- 2 additional booth personnel
- Premium Marketing Package

## **Reception Sponsor \$5,000**

- Pre-registration selection of booth placement (includes 1 10x10 inline booth, a credit towards booth of \$895, includes 1 booth badge)
- Exclusive post-closing General Session Reception recognition
- 1/2 page ad in program
- Inclusion in Lottery Game Card contest
- Awards prize from Lottery Game
- 2 additional booth personnel
- Premium Marketing Package

## **Badge holder and Lanyard Sponsor \$5,000**

- Pre-registration selection of booth placement (includes 1 10x10 booth, a credit towards booth of \$895, includes 1 booth badge)
- Logo on (attendee) badge holders & lanyards
- Inclusion in Lottery Game Card Contest
- 2 additional booth personnel
- Premium Marketing Package

## **(4) Education Session Sponsors \$5,000**

- Pre-Registration Selection of booth placement (includes 1 10x10 booth, a credit towards booth of \$895, includes 1 booth badge)
- Branded on Twitter and premiere placement on on-site destination photo wall
- Introduce session speaker (1 session each time slot)\*
- Chair drop in 1 breakout session\*( session assigned by SWS Show Management)
- Inclusion in Lottery Game Card Contest
- 2 additional booth personnel
- Premium Marketing Package

## **Conference Notepad Booklet Sponsor \$3,500**

- Pre-registration selection of booth placement (includes 1 10x10 booth, a credit towards booth of \$895, includes 1 booth badge)
- Logo/message on notepad pages
- Inclusion in Lottery Game Card Contest
- 1 Additional Booth personnel
- Premium Marketing Package

## **(3) Lunch Station Sponsors \$2,500**

- Pre-Registration Selection of booth placement (includes upgrade booth credit allowance of \$250, based on availability of desired location)
- Branded video presence within lunch buffet design\*
- Logo on napkins\*
- Table top signage at lunch
- Inclusion in Lottery Game Card Contest
- 1 booth personnel
- Premium Marketing Package

## **(10) Industry Supporter \$1,250**

- Pre-registration selection of booth placement (includes upgrade booth credit allowance of \$100, based on availability of desired location)
- Sponsor Recognition
- 1 booth personnel

## **Sponsor Media Recognition**

All sponsors receive the following promotional benefits that vary according to your level:

- Recognition on SWS website & all industry event promotion,
- On-site event signage,
- Recognition through multiple emails,
- Social media promotion (Facebook, Twitter, LinkedIn)

## **The premium marketing package includes:**

- Premiere exhibitor symbol in on-site program exhibitor listing
- URL link (live) on SWS website
- Attendee mailing list

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