



2017 World Pork Expo Sponsorship

Each year, 20,000 pork producers and other professionals make the World Pork Expo the world's largest pork-specific trade show. There are various opportunities to advertise your company and promote your products and message through sponsorship at the event. If you are part of the swine industry, these are opportunities you won't find anywhere else. Don't pass up an opportunity for marketing at the event with the largest swine audience you will find.

All sponsorships listed below are sold on a first come, first served basis. If you are interested in any of the opportunities listed below, have questions or would like additional information, please contact Cally Fix, NPPC Director of Industry Resource Development, at fixc@nppc.org or (515)645-9659. Specific details, benefits and what each sponsorship opportunity entails are available for each sponsorship opportunity by request from Cally Fix.

Available sponsorship opportunities include:

- WPX Mobile App.
- World Pork Open Golf Tournament (various event sponsorships available)
- World Pork Open Clay Target Championship (various event sponsorships available)
- One-Day Agriculture Industry Tour
- Business Seminars
- Public Talking Tables
- Parking Pass Window Hanger Advertisement
- Sidewalk Decal Signage (various sidewalk signage sponsorships available)
- Fence & Gate Signage (various fence & gate signage sponsorships available)
- Varied Industries Building Column Signage
- Varied Industries Building Staircase Signage
- Mobile Specialty Bathroom
- Bathroom Inside Signage
- Bathroom Outside Signage
- HD TV Screen Advertisements
- Water Bottle Distribution
- Information Booths
- Cell Phone Charging Stations
- Billboard Park Benches
- Gate Handouts or Bags
- Registration Handouts or Bags
- Mobile Product or Information Handouts
- Hotel Room Drops
- Hotel Sponsorships (various hotel sponsorships available)
- Press Conferences
- Wi-Fi Internet

New sponsorship ideas are always welcome, as well, so feel free to pass along any potential new ideas that you have brainstormed and Cally Fix will be happy to work with you on logistical coordination and accommodation of the sponsorship.

Sponsorship Levels

Gold Sponsor (\$20,000+)

If the sum of a company's sponsorship package reaches or exceeds \$20,000, they are considered a WPX gold sponsor.

Gold sponsor benefits include the following:

- Special Presentation of 2017 WPX Gold Sponsor Gift of Appreciation at Company's Booth or Tent with NPPC Official Photograph
- Company Logo, Name & Link to Company Website listed in the 2017 WPX Website (www.worldpork.org) Gold Sponsor Section
- Company Logo, Name & Sponsorship Package listed in the 2017 WPX Program Gold Sponsor Section
- Company Booth and Tent Space highlighted in the 2017 WPX Program Maps
- Company Logo & Name Highlighted in 30-Second HD TV Video advertisements in (3) locations throughout WPX Grounds
- Company Logo on the Sponsor Meter Board Signage at WPX Registration
- Company's Gold Sponsorship announced over PA System throughout Event
- Company's Gold Sponsorship highlighted on WPX's Facebook and Twitter Pages

Silver Sponsor (\$5,000-19,999)

If the sum of a company's sponsorship package reaches or exceeds \$5,000, but is under \$20,000, they are considered a WPX silver sponsor.

Silver sponsor benefits include the following:

- Company Name listed in the 2017 WPX Website (www.worldpork.org) Silver Sponsor Section
- Company Name listed in the 2017 WPX Program Silver Sponsor Section
- Company Logo & Name Highlighted in 30-Second HD TV Video advertisements in (3) locations throughout WPX Grounds
- Company Logo on the Sponsor Meter Board Signage at WPX Registration
- Company's Silver Sponsorship announced over PA System throughout Event
- Company's Silver Sponsorship highlighted on WPX's Facebook and Twitter Pages

Available Sponsorship Opportunities

WPX Mobile App.

For the event, the WPX has a Mobile App. that is available for attendees to download and enhance their experience. The WPX Mobile App. includes rotating sponsor banner ads, a “My Schedule” feature where users can create individualized schedules by choosing particular events and speakers, a list of exhibitors and the ability to bookmark certain exhibitors, an event map, a “Locate Me” map feature, a schedule of events, business seminar information, swine show schedules, speaker list and bios, twitter link, alerts, local places, downloads, weather and various additional features.

In 2015, almost 2,500 individual attendees downloaded the WPX Mobile App. and there were over 30,500 visits to the WPX Mobile App. dashboard. When the event is over, NPPC provides the sponsor with metrics, including the number of total clicks, total impressions and total click-through rate of their live rotating banner ad throughout the duration of the WPX.

Each WPX Mobile App. sponsorship package receives:

- Rotating Dashboard Banner Ad
- Custom Landing Page (full-screen creative)
- (5) Custom Text Alerts
- Highlighted Exhibitor Listing
- Ability to post Video and Brochures to your Exhibitor Profile
- Enhanced Content and Company Logo on Exhibitor Profile
- Company Logo on Floor Plan Interactive Map
- Company Logo on National Hog Farmer Digital & Print Mobile App. Promotion and Advertisement

WPX Mobile App. Sponsorship is \$5,000.

World Pork Open Golf Tournament

The World Pork Open Golf Tournament is a fun, relaxing afternoon spent with key producers, corporations, employees and customers. All interested parties are invited to participate in the event that will take place at the Otter Creek golf course in Ankeny, IA on Wednesday, June 7, where 144 spots are available.

Available sponsorship opportunities at the World Pork Open Golf Tournament include the following:

- Underwriting Sponsor = \$8,000
- Golf Cart Sponsor = \$1,500
- Lunch Sponsor = \$2,500
- Putting Green Contest Sponsor = \$1,000
- Beverage Cart Sponsor = \$2,500
- Hole-in-One Contest Sponsor = \$500
- Golf Hole Sponsor:
 - Premium Hole Sponsor = \$1,000 each
 - Par 3 holes and “special holes” that are the first, middle and last holes of the game (#1, #9, #10 and #18) are all considered premium holes.
 - Premium Holes include:
 - Hole #1 (par 4)
 - Hole #4 (par 3)

- Hole #6 (par 3)
- Hole #9 (par 4)
- Hole #10 (par 4)
- Hole #13 (par 3)
- Hole #18 (par 4)
- Standard Hole Sponsor = \$600 each
 - Par 4 and 5 holes (with the exception of the four “special holes” listed above) are considered standard holes.
 - Standard Holes include:
 - Hole #2 (par 4)
 - Hole #3 (par 5)
 - Hole #5 (par 5)
 - Hole #7 (par 4)
 - Hole #8 (par 4)
 - Hole #11 (par 5)
 - Hole #12 (par 4)
 - Hole #14 (par 4)
 - Hole #16 (par 4)
 - Hole #17 (par 4)

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World Pork Open Clay Target Championship

The World Pork Open Clay Target Championship is one of the most popular events of the week. The fun will take place at the New Pioneer Gun Club in Waukee, IA on Thursday, June 8. 5-person teams compete throughout the entire day, starting with a practice 5-stand for warm-up, followed by three side games.

Available sponsorship opportunities at the World Pork Open Clay Target Championship include the following:

- Underwriting Sponsor = \$17,500
- Lunch Sponsor = \$2,500
- Ear & Eye Protection Sponsor = \$3,000
- Break Refreshment Station Sponsor = \$3,000
- Ammunition Sponsor = \$3,000
- Field 1 Game Sponsor = \$3,000
- Field 2 Game Sponsor = \$3,000
- Field 3 Game Sponsor = \$3,000
- Field 4 Game Sponsor = \$3,000

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One-Day Agriculture Industry Tour

NPPC has developed two tours WPX attracts attendees from over 20+ countries. A number of these international attendees spend the whole week in the Midwest and have the desire to better understand US agriculture. Recognizing this demand, we have organized these two tours in conjunction with the 2017 WPX for visitors who want a further glimpse into U.S. agriculture; a two-day long tour and a one one-day long tour. The one-day tour will highlight agribusiness in central Iowa.

Taking place on Tuesday, June 6, it will feature insights about crop research and production at the DuPont Pioneer Research & Development Center, stop at a commercial wean-to-finish facility and a Hy-Vee grocery store and finish with dinner at the Machine Shed Restaurant. The tour starts and stops in Des Moines, IA.

This sponsorship opportunity allows a company to be the underwriting sponsor and be involved with the event and its development and execution.

Sponsor benefits include:

- Company logo included in all one-day agriculture industry tour marketing material.
- Company logo on tour name tags, agenda and website.
- Opportunity to present or address the group over a meal, on the tour bus or at a tour stops.
- Ability to show a video on the bus ride.
- Ability to provide promotional handouts or bags to tour attendees.
- Ability to send two representatives from the sponsor company on the tour.

NPPC promotes the tours on the WPX website, with other companies and associations, via e-mail to NPPC membership and through various other avenues.

One-Day Agriculture Tour Underwriting Sponsorship is \$5,000.

Business Seminars

There are four, half-day business seminars that take place at WPX. These free business seminars are some of the best attended events at WPX. This forum allows producers to engage with industry professionals while attending the world's largest pork-specific event. Deliver your message by sponsoring a half-day business seminar on-site during the show.

Business seminars are held in the Varied Industry Building in two separate meeting rooms. The space is available to the sponsor for the given 4-hour time slot agreed upon (there are four, half-day sessions available on a first-come, first-served basis). The sponsor chooses the topic and the speakers for the seminar. It is up to the sponsor to decide how they would like to utilize the space—hold one 4-hour seminar, two 2-hour seminars, four 1-hour seminars, etc.

Business seminars are promoted in the following outlets:

- Loudspeaker announcements during the event.
- Seminar listing in the WPX Mobile App. Seminar section.
- Seminar listing and sponsorship recognition in the WPX official show program.
- Seminar listing and sponsorship recognition on the WPX Website (www.worldpork.org) in the Events & Activities tab.
- Promotion of seminar in WPX e-alerts leading up to the show.
- Prominent signage inside and outside of the seminar room.
- Recognition in WPX news articles and pre-event publicity.

One of the features available for business seminars is the ability for the attendees to rate and comment on the session directly from the WPX Mobile App.

There are four slots for business seminars:

- Wednesday, June 7 from 8 a.m.-Noon
- Wednesday, June 7 from 1-5 p.m.
- Thursday, June 8 from 8 a.m.-Noon
- Thursday, June 8 from 1-5 p.m.

Sponsorship of a Business Seminar is \$5,000.

Public Talking Tables

A new addition to the 2017 World Pork Expo is the Public Talking Table area that will provide much needed space for exhibitors and attendees to have meetings, discuss business and have conversations. Located in the Varied Industries Building south hallway outside of the business seminar rooms will be six separate 32” cocktail talking tables, each with three chairs, spread out throughout the area. Sponsors have the opportunity to sponsor one or more talking tables, allowing them the opportunity to showcase their advertisement which will be adhered to the table top. The public talking tables will be busy non-stop throughout the event with producers, exhibitors and attendees meeting, doing business and having conversations—don’t miss the opportunity to have them looking at your advertisement on the table top while doing so!

Sponsorship includes an adhesive decal with the sponsor’s advertisement covering the 32” cocktail table. NPPC is responsible for providing the decal, table and chairs and the costs associated with each.

Public Talking Table Sponsorship is \$1,000 per table, or \$5,000 for all (6) tables.

Parking Pass Window Hanger Advertisement

Nearly 10,000 parking passes are distributed to attendees of World Pork Expo. These bright-colored cardstock parking passes are vehicle mirror hangers, sized 8.5”x3.5”, that must be hung on the rearview mirror of each vehicle in order for them to park in certain areas during the WPX.

A 4”x3.5” section on the backside of the parking pass vehicle mirror hangers is available for a sponsor to showcase their logo, advertisement or messaging. One of the only ways to reach every single WPX attendee in a given category, purchasing this sponsorship would ensure that WPX attendees would have a clear visual of your logo/advertisement/messaging hanging on their rearview mirror throughout the duration of the WPX.

The parking passes are divided into two separate categories, VIP/SIP Parking passes and Swine Show Exhibitor parking passes:

- **VIP/SIP Parking Pass Advertisement = \$3,000**
 - 78% of America’s 60,000+ pork producers voluntarily invest a percentage of the sales of each market hog sold to strengthen NPPC’s mission to enhance and defend opportunities for U.S. pork Producers at home and abroad. This producer investment program is called the Strategic Investment Program, or SIP for short.
 - The VIP/SIP category includes all of the NPPC Strategic Investment Program (SIP) participants and other attendees that are considered VIP status.
 - This category includes a total of 2,500 parking passes.
- **Swine Show Exhibitor Parking Pass Advertisement = \$3,000**
 - The WPX houses a junior national swine show which has grown into the largest swine show of the year for the two purebred swine junior organizations, bringing together 1,294 youth exhibitors from 29 states in 2016. An open swine show is also held with 585 breeders and exhibitors participating. The World Pork Expo is the Super Bowl of the show pig season,

bringing families and their showpigs from all corners of the nation. The WPX has recently exploded and had 5,183 hogs entered in the 2016 junior show alone!

- The Swine Show Exhibitor category includes all of the junior and open swine show exhibitors and their families.
- This category includes a total of 3,000 parking passes.

- **WPX Tradeshow Exhibitor Parking Pass Advertisement = \$3,000**
 - The WPX Tradeshow Exhibitor category includes all of the exhibitors in attendance at WPX.
 - This category includes a total of 4,000 parking passes.

OR

- **ALL WPX Parking Pass Advertisement = \$5,000**
 - The VIP/SIP and Swine Show Exhibitor parking passes are both included.
 - This includes a total of 5,500 parking passes.

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Sidewalk Decal Signage

There are numerous sidewalks throughout the Iowa State Fairgrounds that close to 20,000 attendees see throughout the day as they walk through the WPX. This sponsorship allows a sponsor to place promotional decals on the sidewalk area that is chosen. It is completely up to the sponsor how they would like to use the chosen area—where they would like to place decals, how many decals and of what size to display, etc.

Available sidewalk signage opportunities include the following:

- Ruan Plaza:
 - Ruan Plaza Sidewalk East Signage = \$3,000
 - Ruan Plaza Sidewalk West Signage = \$3,000
 - Ruan Plaza Sidewalk Center Signage = \$1,000
- OR
- Ruan Plaza ALL Sidewalk Signage (includes east, west and center) = \$6,000

 - WPX Grounds:
 - Gate 16 to WPX Registration Sidewalk = \$3,000
 - WPX Registration to WPX Checkpoint Sidewalk = \$3,000
 - Agriculture Building Walkways & Entryways = \$3,000
 - Agriculture Building to Swine Barn Sidewalk = \$3,000
 - Administration Building to Swine Barn Sidewalk = \$3,000
 - WPX Checkpoint to Varied Industries Building Sidewalk = \$3,000
 - Premium Outdoor Space North Sidewalks = \$3,000
 - Premium Outdoor Space South Sidewalks = \$3,000
 - Varied Industries Building North Sidewalk = \$3,000

 - Varied Industries Building:
 - Varied Industries Building North Entry Walkway = \$3,000
 - Varied Industries Building South Entry Walkway = \$3,000

OR

- Varied Industries Building BOTH Entry Walkways = \$5,000

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Fence & Gate Signage

There are numerous gates and fences throughout the Iowa State Fairgrounds that close to 20,000 attendees see all day throughout the WPX. These gate and fences include entrance and exit gates and fences and all gates and fences located throughout the fairgrounds. This sponsorship allows a sponsor to hang a banner on the chosen gate or fence to display and advertise their company and message.

Available fence and gate signage sponsorship opportunities include the following:

- (4) Gate 16 separate Signage Sections = \$1,000 per Spot
- Gate 16 to WPX Registration (380') = \$6,000
- Gate 7 Exit Gate Signage = \$1,000
- Gate 8 Fence Signage = \$1,000
- Gate 9 Entrance Gate Signage = \$1,000
- Gate 9 Exit Gate Signage = \$1,000
- (4) Gate 10 separate Signage Sections = \$1,000 per Spot

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Varied Industries Building Column Signage

There are three rows of (8) columns showcased in the Varied Industries Building, the busiest building in the entire WPX where the majority of exhibitors are located. This sponsorship allows a sponsor to wrap one of the three rows of (8) columns with advertisement signage. The sponsor is responsible for ordering the signage and the production costs and coordination of the signage.

Available Varied Industries Building column signage opportunities include the following:

- North (8) Columns = \$3,000
- Center (8) Columns = \$3,000
- South (8) Columns = \$3,000

OR

- ALL (24) Columns = \$7,500

Varied Industries Building Column Signage Sponsorship is \$3,000 per row, or \$7,500 for all (3) rows.

Varied Industries Building Staircase Signage

There are two sets of staircases in the Varied Industries Building that are used during the WPX. Not only are these staircases located in one of the busiest places during the event, the business seminar hallway, but they each lead up to spaces that are utilized by select audiences throughout the event. This sponsorship allows a sponsor the opportunity to place decal graphics/signage on the front of the steps of the staircase to market to WPX attendees walking by the staircase in the business seminar hallway, and up the staircase in order to access the given meeting space/area above.

Available staircase signage opportunities include the following:

- **Varied Industries Building East Staircase Signage = \$2,500**
 - This staircase leads to the Upper East Meeting Room where NPPC hosts two lunch receptions for producers involved in the Strategic Investment Program (78% of America's 60,000+ pork producers that voluntarily invest a percentage of the sales of each market hog sold to strengthen NPPC's mission), and other VIP events throughout the WPX.

- **Varied Industries Building West Staircase Signage = \$2,500**
 - This staircase leads to the Upper West Meeting Room where the National Swine Registry's America's Best Genetics utilizes the space for all of their partner's booths and lounge space.

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Mobile Specialty Bathroom

The mobile specialty bathroom is placed in a premium location on Grand Avenue, right outside of the Varied Industries Building along the row of hospitality tents and the main bathroom used for Music Fest. This sponsorship allows the sponsor to completely wrap the mobile specialty bathroom with an advertisement to showcase and market the company and their products, serving as a large billboard that stands out in the busiest section of the entire WPX. The bathroom will also be listed in the WPX program and the WPX Mobile App. as the "*Sponsor Name Restroom.*"

Sponsorship of a mobile specialty bathroom includes rental of the bathroom unit and the outdoor space in a premium location. NPPC is responsible for the placement, removal and servicing (waste management, cleaning, restocking) of the unit throughout the event. The sponsor is responsible for signage, branding and the application/removal of graphics.

Mobile Specialty Bathroom Sponsorship is \$10,000.

Bathroom Signage—Inside

This sponsorship allows a sponsor to advertise in the one place every attendee is assured to go—inside the bathrooms. Possible signage inside the bathrooms include stall door clings/wraps, urinal wall signage, urinal floor mats, mirror decal clings and floor decal clings.

(6) Bathrooms that are located in highly trafficked areas during the WPX are sold in (4) separate packages according to the building they are located in. Each of the five packages listed below allow the sponsor exclusive sponsorship inside of the chosen bathroom. It is up to the sponsor how they choose to advertise inside the area, as long as Iowa State Fairgrounds gives approval.

Available bathroom signage—inside sponsorship opportunities include the following:

- Varied Industries Building (6 bathrooms inside) = \$3,000
- WPX Registration/Animal Learning Center (2 bathrooms inside) = \$1,000
- Agriculture Building (1 bathroom outside) = \$1,000
- Administration Building (2 bathrooms outside) = \$1,000

OR

- ALL WPX Bathrooms = \$5,000

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Bathroom Signage—Outside

This sponsorship allows a sponsor to advertise outside of the one place every attendee is assured to go—the bathrooms. Outside each of the main doors to the chosen bathrooms, an A-frame sign will be placed and advertise the sponsoring company with whatever design and layout they choose.

The (6) bathrooms inside the Varied Industries Building are sold together in one package. (5) Additional bathrooms that are located in highly trafficked areas during the WPX are sold in (4) separate packages according to the building they are located in. Each of the five packages listed below allow the sponsor exclusive sponsorship inside of the chosen bathroom. It is up to the sponsor how they choose to advertise inside the area, as long as Iowa State Fairgrounds gives approval.

Available bathroom signage—inside sponsorship opportunities include the following:

- Varied Industries Building (6 bathrooms) = \$3,000
- WPX Registration/Animal Learning Center (2 bathrooms inside) = \$1,000
- Agriculture Building (1 bathroom outside) = \$1,000
- Administration Building (2 bathrooms outside) = \$1,000

OR

- ALL WPX Bathrooms = \$5,000

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HD TV Screen Advertisements

Reach WPX attendees by showcasing an image or an HD commercial in various highly trafficked areas during the event. One 50-60" HD TV screen will be displayed in three areas throughout the WPX grounds. Sponsors can choose to purchase a space for 30 seconds of content or a space for one minute of content, and can choose to showcase their advertisement at one, two or all three locations. Each screen will be limited to a maximum of 10 minutes of content, so sponsors are guaranteed that their advertisement will play continuously on a 10-minute loop the entire time that the WPX is open.

Available Locations:

- WPX Registration (Animal Learning Center)
- Varied Industries Building Business Seminar Hallway
- Swine Barn

Package #1: 30 seconds of Content = \$500 per Location or \$1,250 for all (3) Locations

Package #2: 1 minute of Content = \$1,000 per Location or \$2,500 for all (3) Locations

HD TV Screen Advertisement Sponsorship is \$500-\$1,000 per location, or \$1,250-\$2,500 for all (3) locations.

Water Bottle Distribution

Sponsoring water bottles is an effective way for your brand to reach the entire fairgrounds. Water bottles are not passed out, but are available for attendees to take at water stations set up in chosen locations with bins packed with ice and stocked with bottles of water throughout the event grounds. NPPC will provide the bins and ice and set-up the distribution stations. NPPC will also take care of refilling the water bottle distribution stations and keeping them stocked with ice and water.

This sponsorship grants the sponsor the opportunity to choose three locations from the list below to have a water bottle distribution station. The sponsor will have the only sponsored water bottles at the given station locations that they choose, however other sponsors will have the opportunity to purchase the remaining locations and provide water bottle stations there.

Water Bottle Distribution Station Locations:

- WPX Registration Entrance (Animal Learning Center)
- WPX Registration #1 (Animal Learning Center)
- WPX Registration #2 (Animal Learning Center)
- WPX Registration Exit (Animal Learning Center)
- WPX Checkpoint/Main Entrance Tent #1
- WPX Checkpoint/Main Entrance Tent #2
- Varied Industries Building Business Seminar Hallway
- Varied Industries Building South Foyer #1
- Varied Industries Building South Foyer #2
- Varied Industries Building North Foyer
- Swine Show North Show Office
- Swine Show South Show Office

The sponsorship cost includes the right to distribute sponsored water bottles at agreed upon locations throughout the WPX—the cost of the water bottles is not included. It is the sponsor's responsibility to provide the water, and NPPC will coordinate efforts for distribution. Roughly 4,000 water bottles per location is suggested, but it is up to the sponsor to decide how many water bottles they would like to provide for distribution.

Water Bottle Distribution Sponsorship is \$3,000 per package (each package includes (3) locations).

Information Booths

Showcase your company where attendees go to ask questions and to get more information about the WPX—information booths! There are (3) information booths in operation during the WPX—one outside of the Varied Industries Building, one near the WPX Checkpoint, and one outside of the Cattle Barn. This sponsorship opportunity allows the sponsor to display signage on each of the (3) information booths.

Information Booth Sponsorship is \$2,000 per location, or \$5,000 for all (3) locations.

Cell Phone Charging Stations

Cell phone charging stations are a great way to have advertisement in prime areas and reach attendees on a multitude of levels as they charge their cell phone or other mobile devices. Depending on the cell phone charging station the sponsor chooses to use, QR code and NFC chip capabilities, customizable apps, interactive touchscreens and photobooth technology are features in addition to the charging capabilities part of the cell phone charging stations that you can use to reach attendees and market your products and message.

Cell phone charging stations are sold individually. There are three available options and it is up to the sponsor to decide which station they would like. The three available packages for cell phone charging station sponsorship each include a different location:

- Package #1: Varied Industries Building South Foyer
- Package #2: Varied Industries Building Business Seminar Hallway
- Package #3: Swine Barn

The sponsorship price does not include the cost of the custom branded exterior or freight for the station to be delivered to and shipped from the Iowa State Fairgrounds for the 2017 World Pork Expo. NPPC will provide the cell phone charging station and coordinate set-up and tear-down before and after the event. The sponsor is responsible for the cost and coordination of the design and development of the custom branded exterior and freight costs to and from the Iowa State Fairgrounds.

Cell Phone Charging Station Options:

Basic Cell Phone Charging Station: \$3,000 per Location + \$395 Custom Branded Exterior Cost

- Charges up to 18 Devices
- (12 cords, 4 USB & 2 outlets)
- Rapid Charge Technology
- QR Code & NFC Chip
- Height: 7 ft.
- Footprint Diameter: 12 in.

Enhanced Cell Phone Charging Station: \$3,500 per Location + \$495 Custom Branded Exterior Cost

- Charges up to 22 Devices
- (10 cords, 8 USB & 4 outlets)
- Rapid Charge Technology
- QR Code & NFC Chip
- Photobooth
- Customizable Apps
- 23" Interactive Touchscreen
- Height: 60 in.
- Width: 24 in.
- Depth: 5 in.

Enhanced PLUS Cell Phone Charging Station: \$6,000 per Location + \$595 Custom Branded Exterior Cost

- Charges up to 24 Devices
- (12 cords, 8 USB & 4 outlets)
- Rapid Charge Technology
- QR Code & NFC Chip
- Photobooth
- Customizable Apps
- 50" Interactive Touchscreen
- Height: 84 in.
- Width: 32 in.
- Depth: 5 in.

Billboard Park Benches

Showcase a 15" x 47.5" advertisement in one of the most highly trafficked areas of the entire WPX, the business seminar hallway. Billboard park benches are located in the Varied Industries Building south hallway, outside of the business seminar rooms. The backrest of the bench is a billboard showcasing an

advertisement chosen and provided by the sponsor. The imprint area on the backrest is 15" high by 47.5" long. NPPC will provide the bench, which is included in the sponsorship cost, however the sponsor is responsible for the costs of development, application and removal of the promotional graphics on the backrest of the bench.

Billboard Park Bench Sponsorship is \$1,000 per bench.

Gate Handouts or Bags

Handing out a promotional item, informational piece, bag or any other item at entrance gates are a great way to ensure you reach all attendees that enter the WPX, regardless of if they make it to your booth or not.

This sponsorship gives a sponsor the opportunity to provide a hand out, informational piece, bag or any other item at a chosen entrance or exit gate for one or more chosen days of the 2017 WPX. The sponsor is responsible for the development and production of the handout, and the item can be handed out to attendees by the sponsor or NPPC, whichever the sponsor prefers. Pricing for this sponsorship is based on a per gate, per day rate.

Gate Handout or Bag Sponsorship is \$1,000 per Gate, per Day.

Registration Handouts or Bags

Handing out a promotional item, informational piece, bag or any other item at WPX registration is a great way to ensure you reach all attendees that come through registration, regardless of if they make it to your booth or not.

This sponsorship gives a sponsor the opportunity to provide a hand out, informational piece, bag or any other item at registration for one or more chosen days of the 2017 WPX. The sponsor is responsible for the development and production of the handout, and the item can be handed out to attendees going through registration by the sponsor or NPPC, whichever the sponsor prefers. Pricing for this sponsorship is based on a per day rate.

Registration Handout or Bag Sponsorship is \$1,000 per Day.

Mobile Product or Information Handouts

If you do not have a booth or tent at WPX, walking throughout the event handing out a promotional item, informational piece or any other item is a great way to still market your company to WPX attendees.

This sponsorship gives a sponsor that does not have a purchased booth or tent space at the 2017 WPX the opportunity to handout promotional material, information or any items for one or more chosen days of the 2017 WPX. The sponsor is responsible for the development and production of the handout, and the item can be handed out to attendees by the sponsor or NPPC, whichever the sponsor prefers. Pricing for this sponsorship is based on a per item, per day rate.

Mobile Product or Information Handout Sponsorship is \$1,000 per Item, per Day.

Hotel Room Drops

Hotel room drop sponsorship is a great way to ensure attendees take home a promotional product or piece of information from your company. This sponsorship grants a sponsor the ability to have a product, giveaway, item or any type of promotional material placed in each of the Des Moines Marriott Hotel rooms that are part of the WPX block on a chosen day(s) during the 2017 WPX, June 7-9, 2017. There are approximately 250 rooms in the WPX room block at the DSM Marriott Hotel and the sponsorship would include the per room drop charge by the hotel. The sponsor is responsible for the development, production and delivery of the item for the room drop and NPPC will coordinate logistical details with the sponsor and the DSM Marriot Hotel.

Hotel Room Drop Sponsorship is \$1,500.

Hotel Sponsorships

The WPX host hotel is the DSM Marriott, which has approximately 725 rooms sold to WPX attendees throughout June 7-9, 2017. There are various opportunities to advertise and market your company and products at the hotel and reach attendees in an area where hardly any other companies have a presence.

Available sponsorship opportunities at the DSM Marriott Hotel include the following:

- Gobo Signage (company logo projected onto the lobby pillars) = TBD
- Hotel Front Entry Door Cling Signage = TBD
- Hotel Lobby Window Cling Signage = TBD
- Hotel Fitness Room Sponsorship (decals on the mirrors and other signage) = TBD
- Hotel Bar Sponsorship (promotional napkins, coasters and drink stirrers) = TBD
- Elevator Outer Door Clings = TBD
- Elevator Inside Signage = TBD
- Other Lobby Signage = TBD

If you are interested in any of the opportunities listed above, have questions or would like additional information, please contact Cally Fix, NPPC Director of Industry Resource Development, at fixc@nppc.org or (515)645-9659, and she will provide you with additional information and pricing when it is available. Specific details, benefits and what each sponsorship opportunity entails are available for each sponsorship opportunity by request from Cally Fix.

Press Conference

Numerous press conferences take place at the WPX and are a great way to publicize your company or products. Usually 100-130 reporters register to attend WPX. Sponsored press conferences are coordinated by NPPC and take place in the WPX official press center.

Some of the benefits of a sponsored press conference include:

- Ability to hold event in front of official WPX backdrop.
- Use of elite sound equipment for optimal quality reporting of press conference content.
 - Podium with Microphone
 - Sound System with Mult Box
- Maximal attendance of media and reporters at event.
 - The East Theater is just down the hall from the Media Center, where the reporters are located for the duration of WPX, so the location is ideal for maximal reporter and media attendance.
 - A schedule of all sponsored press conferences is sent to all registered media prior to WPX, so they can pre-plan to attend your event.

Press Conferences are \$1,000.

Wi-Fi Internet

This sponsorship opportunity is in the process of being finalized. If you are interested in sponsoring Wi-Fi internet, have questions or would like additional information, please contact Cally Fix, NPPC Director of Industry Resource Development, at fixc@nppc.org or (515)645-9659, and she will provide you with additional information and pricing when it is available.

Wi-Fi Internet Sponsorship is TBD.