

# 50th Anniversary Party Host Sponsorship



Only at WasteExpo 2018

## WasteExpo has been rockin' it since 1968

The sixties. A decade of innovation, social change and acknowledging Mother Earth. WasteExpo—the baby boomer success story of the solid waste industry—is inviting the entire industry to celebrate with us as we turn 50. Celebrate how far this industry has come.

We're pulling out all the stops for a 50th Anniversary Party unlike any other, and a golden sponsorship opportunity for one lucky host. Is it you?

Take a look at the exposure (and leads!) you'll get:

### Host Sponsor Exclusive:

You'll get Exclusive Naming Rights—WasteExpo's 50th anniversary party will be "presented by" your company in name and/or logo as media allows. With these naming rights, your brand receives exposure in ALL 50th anniversary party promotional campaigns including:

### Pre-Show:

- Host branding in the attendee brochure mailed to 70,000 prospective attendees (deadline for inclusion December 20th)
- Host branding in attendee promotional emails
- Host branding on the 50th Anniversary party invitations sent to 2018 pre-registered attendees and 2017 registered attendee list
- Host branding on wasteexpo.com as media allows
- Host branding on 50th anniversary editorial coverage this would include mention in editorial i.e. "Don't miss the WasteExpo 50th Anniversary party hosted by: <your name>"

## IDEAS:

Inquire about custom add-ons that will go a long way in making your brand the star of the show!

### At WasteExpo:

- Sponsor branding in the Show Guide on full page ad promoting the party
- 50th Anniversary badge in company listing in the show directory
- Host branding on signage throughout the event including common areas and attendee registration
- Host branding on the WasteExpo Video Wall
- Host mention in the mobile app alert reminding attendees about the event

### At the party:

- Host VIP section for invited guests
- Hosted by: signage throughout the event
- Host branded 60s themed sponsor cups, bar napkins, signature drinks, and photo booth
- Opportunity for Host to give a brief welcome to all party attendees (script approval by show team)
- Host branding on all Party drink tickets

### Post Show:

- Party Attendee list

**COST: \$30,000** (limited to 1 company)

## Want to maximize your WasteExpo exposure?