

**Woodworking  
Network**

proudly presents



**Cabinets  
& Closets**  
Conference & Expo  
**2017**

# Sponsorship Packages and Branding Opportunities

Available Only To Current CCCE 2017 Exhibitors

**Conference:** Tuesday, April 11 • **Expo Hall:** Wednesday, April 12 & Thursday, April 13  
Renaissance Schaumburg Convention Center & Hotel

***Ready to take your show  
visibility to the next level?***

**Reserve a 2017 Cabinets & Closets event  
sponsorship package or branding opportunity!**

Cabinets & Closets sponsorship packages can build greater awareness for your business before, during and after the event, position you as an industry leader and generate leads from show audiences.

Contact your Woodworking Network market manager to reserve your 2017 sponsorship or email Mike Litwicki at [ccce@heiexpo.com](mailto:ccce@heiexpo.com).

**[cabinetsandclosetsexpo.com](http://cabinetsandclosetsexpo.com)**

# Cabinets & Closets Sponsorship Packages

## PLATINUM

The Platinum package includes sponsorship of either the April 11 Networking Reception for conference attendees and ticket holders or the April 12 Top Shelf Closet Design Awards Reception (one exclusive sponsor per reception)

Platinum Benefits:

- Conference and expo attendee mailing lists
- Logo and link on all CCCE promotional material
- Opportunity to welcome attendees at April 11 or April 12 reception
- Opportunity to distribute literature to all conference attendees
- Recognition throughout the conference
- 22" x 28" sponsor sign at the reception
- Two pre-show e-messages (provided by sponsor) to more than 25,000 cabinets and closets professionals
- 300 x 250 digital ad on event landing page
- 6" x 10" Full page 4-color ad in CCCE 2017 show directory.
- Logo on Thank You page in the show directory
- Mention in show articles on woodworkingnetwork.com, in FDMC and Closets & Organized storage magazines
- Tote bag insert; 1,500 qty. provided by sponsor (if available)

**2**  
PACKAGES  
AVAILABLE  
\$7,500 Each



## GOLD

The Gold package includes sponsorship of the April 11 Conference Luncheon for conference attendees and ticket holders

Gold Benefits:

- Conference and expo attendee mailing lists
- Logo and link on all CCCE promotional material
- Opportunity to welcome attendees at April 11 Conference Luncheon
- Opportunity to distribute literature to all conference attendees
- Recognition throughout the conference
- 22" x 28" sponsor sign at conference luncheon
- One pre-show e-messages (provided by sponsor) to more than 25,000 cabinets and closets professionals
- 300 x 250 digital ad on event landing page
- 6" x 10" full page 4-color ad in CCCE 2017 show directory.
- Logo on Thank You page in the show directory
- Mention in show articles on woodworkingnetwork.com, in FDMC and Closets & Organized storage magazines
- Tote bag insert; 1500 qty. provided by sponsor (if available)

**3**  
PACKAGES  
AVAILABLE  
\$5,500 Each

## SILVER

Silver packages include sponsorship of April 11 conference breakfasts and breaks OR the April 11 conference plant tour (only one plant tour sponsorship available)

Silver Benefits:

- Logo and link on all CCCE promotional material
- Recognition throughout the conference
- 22" x 28" sponsor sign at breakfast/breaks or shuttle pick up area
- 6" x 10" full page 4-color ad in CCCE 2017 show directory.
- Logo on Thank You page in the show directory
- Mention in show articles on woodworkingnetwork.com, in FDMC and Closets & Organized storage magazines

**6**  
PACKAGES  
AVAILABLE  
\$3,500 Each

***New this year! We've upgraded the Top Shelf Awards Reception and are giving it a premium timeslot!***

## TOP SHELF AWARDS RECEPTION

**Wednesday, April 12**

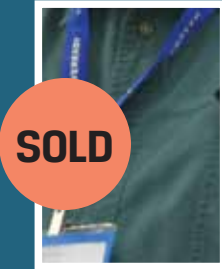
Woodworking Network will announce the Winners of its popular Top Shelf Closets Design Awards competition. Contest finalists, designers and ticketholders will be in attendance.

“Very informative as to where the market is heading – *Mint Closets*”

# Branding Opportunities

On-site branding opportunities make sure you stand out above the rest at Cabinets & Closets 2017.

**LANYARDS - \$1,500** - Have your brand on every attendee! Sponsor provides 1500 double clipped lanyards



**KICK PANELS - \$2,000** - Be the first thing attendees see when they arrive for the conference & expo. Registration kick panels allow your organization to brand an area every attendee has to stop

**CARPET DECALS - \$1,600** - Stand out from the crowd with high-impact aisle carpet decals. A package of four - 4'x4' decals with your company name or logo front and center

**STANDING SIGN BOARDS - \$850** - A one meter, double sided sign with your messaging will be placed in a high traffic area in the lobby

**TOTE BAGS - \$1,500** - Your logo on a tote bag and insert given to every conference and expo attendee at check-in! Sponsor provides 1,500 qty of tote bags and inserts

**TOTE BAG INSERTS - \$750** - (only available if tote bag is secured) Sponsor provides 1,500 qty

**LOGO/LINK ON ATTENDEE CONFIRMATION - \$1,000** - Every Cabinets & Closets attendee will receive an email registration confirmation with your 300 x 250 ad on the email. One available

**EXPO KEY NOTE SPEAKER (2 AVAILABLE) - \$1,500** - Sponsor the keynoter before the show floor opens on Wednesday, April 12 or Thursday, April 13. Speakers TBA



**CREATE YOUR OWN BREAKFAST, LUNCH AND LEARN OR RECEPTION - \$1,500/EVENT** - Sponsor hospitality that advances your business objectives. We will help coordinate a subject specific event or social gathering for any size group invited from your own client list and Cabinets & Closets attendees. Sample event themes include: Panel Trends, Design Technology and Marketing How-To's. Sponsor will be responsible for all food & beverage, room rental or other AV expenses. Six available

1  
SOLD



“ Wonderful presentation...I greatly enjoyed! – *California Interior* ”

Advertising and branding opportunities are on-site opportunities that do not include sponsor promotional benefits available in the sponsorship packages.

“ Very helpful & informative...helped me refine bidding strategies – *Scane Custom Cabinets California Interior* ”



## Advertising Opportunities

**TEXT ADS, ON EXPO NEWSLETTER – \$400 EACH** - 300 x 250 image, text ad link, 7 word headline, 50 word body copy

**CABINETS & CLOSETS LANDING PAGE LEADERBOARD DIGITAL AD – \$1,200** - 970 x 90 px, January 2017 through April 2017 at [cabinetsandclosetsexpo.com](http://cabinetsandclosetsexpo.com)

**SHOW DIRECTORY ADS,** include color:

- Full page – \$700 - 6" x 10"
- Half page – \$450 - 3" x 10" or 6" x 5"



Advertising and branding opportunities are on-site opportunities that do not include sponsor promotional benefits available in the sponsorship packages.

[cabinetsandclosetsexpo.com](http://cabinetsandclosetsexpo.com)

Cabinets  
& Closets  
Conference & Expo  
2017





**April 11-13, 2017 Chicago Northwest • Schaumburg Renaissance Convention Center**

Conference: Tuesday, April 11 • Expo Hall: Wednesday, April 12 & Thursday, April 13

## Sponsorship / Branding Reservation Form

Exhibiting Company \_\_\_\_\_

Contact \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip/Postal Code \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

### Sponsorship Packages

- Platinum \$7,500 each (2 available)
- Gold \$5,500 each (3 available)
- Silver \$3,500 each (6 available)

### Questions?

Contact Mike Litwicki, Hall-Erickson, Inc., at 630-434-7779, [ccce@heexpo.com](mailto:ccce@heexpo.com).

### Cancellations

Sponsors and advertisers must be an exhibitor in good standing to retain sponsorship and branding benefits. Promotions begin at payment in full and are not subject to refunds.

### Please Send Reservation Form to:

**CCCE Exhibits Management, fax: 630-434-1216 or email:**

[ccce@heexpo.com](mailto:ccce@heexpo.com). An invoice for your sponsorship/advertising will be sent after your application has been received.

### Branding Opportunities

- Lanyards **SOLD** \$1,500
- Kick Panels \$2,000  
*(exclusive opportunity)*
- Carpet Decals \$1,600
- Standing Sign Boards \$ 850
- Tote Bags \$1,500  
*(exclusive opportunity)*
- Tote Bag Inserts \$ 750  
*(only available if tote bag in secured)*
- Logo/Link on Attendee Confirmation \$1,000  
*(one available)*
- Expo Key Note Speaker \$1,500  
*(two available)*
- Create your own Breakfast, Lunch and Learn, or Reception \$1,500 per event  
*(6 available)*

### Advertising Opportunities

- Text Ads, on Expo Newsletter \$400 each
- Cabinets & Closets Landing Page Leaderboard Digital Ad \$1,200

### Show Directory Ads

- Full page \$ 700
- Half page \$ 450

Looking for something different? Contact Mike Litwicki, Hall-Erickson, at 630-434-7779, [ccce@heexpo.com](mailto:ccce@heexpo.com) to discuss a customized sponsorship package.

**Total Order \$ \_\_\_\_\_**