



April 8-9, 2021  
AT&T Stadium  
Arlington, TX

# 2021 SPONSORSHIPS

**SOURCE REGIONALLY. GROW EXPONENTIALLY.**

# STAND OUT FROM THE CROWD



Flooring dealers and designers are eager to return to the Southwest Flooring Market, April 8-9, 2021, to see all new products from flooring manufacturers and distributors. The Flooring Markets are now the only in-person flooring markets to stage in the first part of 2021.

This year, with enhanced health & safety protocols, we have several unique sponsorship opportunities that will be seen by all attendees and guaranteed to give your brand extra exposure. Sponsors are acknowledged on the SWFM website, within all attendee marketing materials, on-site graphics, registration portal and the market directory.

## SPONSORSHIP PACKAGES

### CHAMPION PACKAGE - \$6500

- 1 Featured Product Spotlight in the March buyer email
- 1/2 page ad in market directory
- Dedicated Email Blast
- Website Banner Ad (3 months January to April)
- DVAd Package 3

### TOUCHDOWN PACKAGE - \$4000

- 1 Featured Product Sub-Spot in the March buyer email
- 1/3 page ad in market directory
- Website Banner Ad (3 months January to April)
- DVAd package 3

### FIRST DOWN PACKAGE - \$2500

- 1 Featured Product Sub-Spot in the March buyer email
- 1/3 page ad in market directory
- DVAd Package 4

### SPONSOR BENEFITS

Sponsor levels and benefits are based on the price of the sponsorship commitment. Each sponsor's logo will be included on the market homepage, market directory, buyer newsletters and direct mail brochure.

Diamond Vision ads will also be awarded based on sponsorship spend.

- >\$10,000 - 2 ads per hour
- \$5,000-9,999 - 1 ad per hour
- \$700-4,999 - 4 ads per day
- <\$699 - 1 ad per day



# A LA CARTE OPPORTUNITIES

## Lanyards

\$3,000

Let buyers help you promote your brand by sponsoring the market lanyards.



**Interested in sponsoring lanyards at multiple flooring markets?**

**Two-market deal: \$5000**

**Three-market deal: \$8000**

## Healthy & Safety Welcome Kit

\$6,000

All attendees will be greeted at the front door with these special welcome bags. Each bag will include a blank face mask, personalized hand sanitizer, personalized bag, and message from the sponsor.



### Welcome Kit - individual items

Are you interested in sponsoring one Welcome Kit item? Choose one of the three options below. Individual items sponsors can insert one sponsor message/flyer in the Welcome Kit.

#### Customized Masks

\$4,500

Let attendees promote your brand while walking around market! Each paper mask is customized with the sponsor logo. Sponsorship includes mask production. Quantity: 2500



#### Customized Show Bag

\$1,500

Brand the Welcome Kit show bag with your logo and booth number. Sponsorship includes bag production. Quantity: 2500



#### Customized Hand Sanitizer

\$3,000

Keep your customers safe and healthy with hand sanitizer. Each bottle features the sponsor logo. Sponsorship includes hand sanitizer production. Quantity: 2500



## Coffee Sponsor

\$3,000 per day/\$5,000 both days

Welcome buyers to a morning cup of joe! Coffee station will be placed as close to sponsor booth as possible.



## Bar Sponsor

\$1,500

Wrap the bar with your logo. Party on! Sponsorship includes 50 drink tickets.

## Beer Sponsor

\$2,500

Entertain customers in your booth by sponsoring a beer in your booth. Fee covers 100 beers.

## Bottled Water Sponsor

\$3,000

Your logo will wrap around each water bottle distributed during market to all attendees. Sponsorship includes 73 cases of bottled water. Sponsor will receive 5 cases to be distributed in their booth.



**Interested in sponsoring bottled water at multiple flooring markets?**

**Three-market deal: \$6300**

## Market Directory Sponsor

Advertise in the official market guide for the SW Flooring Market. Only five ads will be accepted so your ad is guaranteed to get noticed!

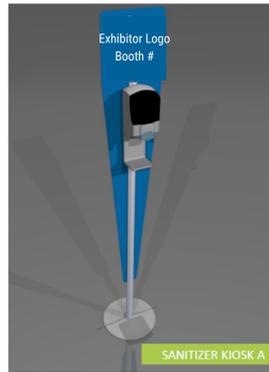
1/3 page (3 offered)	\$1500
1/2 page (2 offered)	\$2000
Full Page (back cover)	\$4000

# A LA CARTE OPPORTUNITIES

## Sanitizer Stations

**\$500 each/\$3500 for 8 stations**

Encourage clean hands through visible and readily accessible stations. Sanitizer stations will be located in highly visible locations on the market floor. Sponsor logo and booth number will be placed on each station sign.



## Floor Decals

**1-3 Decals: \$175 each**

**4-6 Decals: \$150 each**

Lead attendees to your booth with branded floor decals. Placed along the main aisle of market, decals will include sponsor logo and booth number. Decal size is 2'x2'. Limit 6 per exhibitor.



## Dealer Email Blast

**\$2,000**

Exhibitor messaging will be sent to all past, prospective & pre-registered attendees. Limit 1 per company, 3 available

## Additional Sponsorships

There are unlimited opportunities to sponsor a special event or feature at the Flooring Markets. Here's a short list of some additional opportunities. Call your sales rep today to discuss pricing:

- Breakfast on the exhibit floor
- Prize Giveaways
- Dedicated Email Blast
- Website Banner Ads
- Registration confirmation emails ad

## Badge Mailer Sponsorship Offers

New for 2021! All badges will be pre-mailed.

To reduce traffic congestion at market, all Flooring Markets attendees will receive their badge in the mail prior to market. Badges will be mailed in groups by store. Badges will arrive in a pocket folder, inside the mailing envelope. There are several opportunities for brand exposure in this important mailing.



### Badge Mailer Insert

**\$2,500**

One opportunity is available for an exhibitor to insert a flyer with all mailed badges. This is a great time to remind attendees why they should stop by your booth at market!

Customer supplies 3,000 inserts, insert size 4 1/4" x 11" - graphics can be two-sided



### Badge Mailer Pocket Folder

Back cover ad: \$1,500

Badges will be mailed inside a folded pocket flyer. Advertise your brand on the back cover of the flyer. Size: 4 1/4" x 11", limit 14 pt paper stock



### Market Specials Logo:

**\$150**

One page of the badge mailer pocket folder will include a list of companies offering market specials. Enhance your brand exposure by upgrading your free listing to include your logo. Sponsor logos and specials will appear first in the pocket folder.

# IN BOOTH CATERING

Purchase food for your team and top buyers and have them delivered to your booth.

Food for purchase options are very limited at the Southwest Flooring Market. We encourage all exhibitors to pre-order box lunches or purchase in-booth catering to save time away from their booth.

## Box Lunches

\$35 each

Each box lunch offers one entree (4 options), one side, potato chips, seasonal fresh fruit and one soda or bottled water. Orders of 10 or more lunches per day, will be delivered to your booth. Orders less than 10 will be held for pickup at a designated area on the market floor.

## Drink Tickets

\$10 each, minimum order 10 tickets

Treat your customers or your team with a drink on you! Orders of 100 or more will receive customized drink tickets with your logo.

## In-Booth Catering

Are you interested in providing your attendees with lunch? Consider ordering in-booth catering.

All in-booth catering, except box lunches, should be ordered directly from Legends Catering. Please contact:

Chasity Abner

Catering & Special Events Manager | Legends

O: 817-892-4672 or cabner@legends.net

**ORDER BOXED  
LUNCHES & DRINK  
TICKETS**

**Custom Drink Vouchers for  
orders 100 or more!**



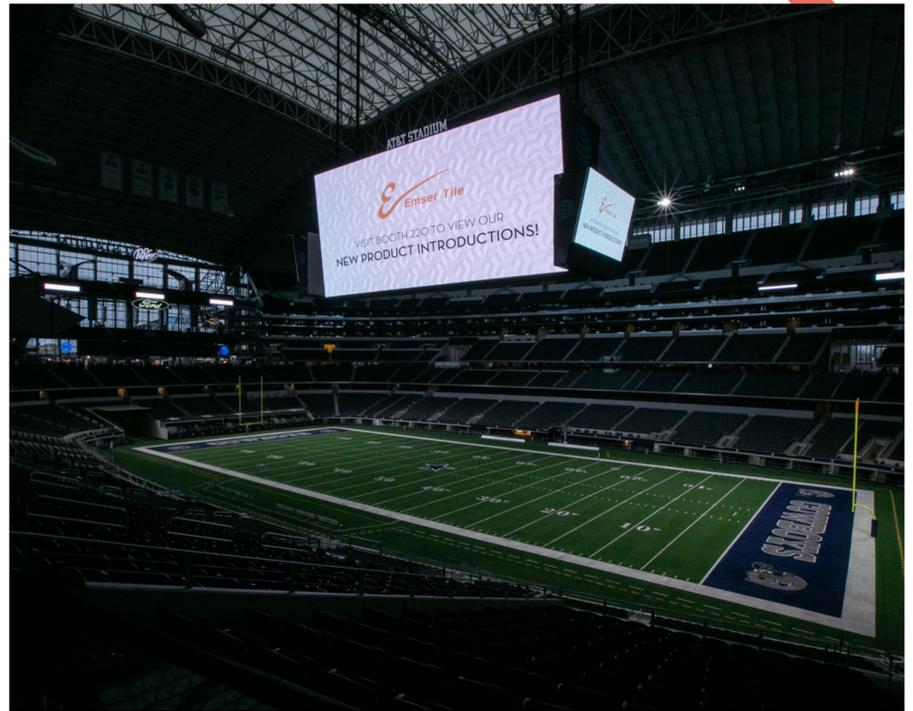
**BOOTH MENU  
SELECTIONS**

**BUFFET MENU  
SELECTIONS**

**BEVERAGE MENU  
SELECTIONS**

*A 23% taxable service charge is applied to all food and beverage charges. Arlington, Texas has an 8% sales tax.*

# DIAMOND VISION ADVERTISING



Let your brand shine bright throughout market on the AT&T Stadium Diamond Vision Screen (this is the view that attendees will have when they visit market).

## DVAD PACKAGE 1 - \$4000

Eight (8) 20-second still spots per hour  
 1 60 second video per hour  
 Total: 80 ad impressions/30 60-second video impressions)  
 Limit 7

## DVAD PACKAGE 3 - \$2000

Eight (8) 20-second still spots per hour (80 total impressions)

## DVAD PACKAGE 2 - \$2800

Eight (8) 20-second still spots per hour  
 (1) 30-second video per hour  
 Total: 80 ad impressions/10 video impressions  
 Limit 12

## DVAD PACKAGE 4 - \$1200

(40) 20-second ads

## DVADS - A LA CARTE PRICE (8:30-10:30 TIME-SLOTS RESERVED FOR PACKAGES ONLY)

Time-Slot	20-Second Still-Spots	30-Second Video	60-Second Video
Thursday - 8:30-12:30 Premium rates per ad	\$60	\$75	\$125
Thursday - 12:30-6:00 Standard rates per ad	\$40	\$60	\$100
Friday - 8:30-12:30 Premium rates per ad	\$60	\$75	\$125
Friday - 12:30-3:00 Discounted rates per ad	\$30	\$50	\$75

*We must have a minimum of 10 advertisers in order to rent the Diamond Vision screen.*

# CONTACT US **TODAY!**

Our goal is to understand your marketing objectives and create custom solutions to help you achieve your goals and deliver a real return on your investment.

Take advantage of the Flooring Market's position in the industry and its vast audience to grow your business.

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**Flooring  
Markets**