



February 17-18, 2022
MS Coast Convention Center
Biloxi, MS

2022 SPONSORSHIPS

SOURCE REGIONALLY. GROW EXPONENTIALLY.

STAND OUT FROM THE CROWD



Flooring dealers and designers are eager to return to the Gulf Coast Flooring Market, February 17-18, 2022, to see all new products from flooring manufacturers and distributors.

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 GCFM website, within all attendee marketing materials, on-site graphics, registration portal and the market directory.

SPONSORSHIP PACKAGES

OCEAN PACKAGE - \$5000

- 1 Featured Product Spotlight in buyer email
- 1/2 page ad in market directory
- Dedicated Email Blast
- Website Banner Ad (3 months December - February)
- 4 Floor Decals with sponsor logo and booth number

BOARDWALK PACKAGE - \$2800

- 1 Featured Product Sub-Spot in buyer email
- 1/3 page ad in market directory
- Website Banner Ad (3 months December - February)
- 3 Floor Decals with sponsor logo and booth number

BEACH PACKAGE - \$1800

- 1 Featured Product Sub-Spot in buyer email
- 1/3 page ad in market directory
- 2 Floor Decals with sponsor logo and booth number

SPONSOR BENEFITS

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



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



Coffee Sponsor

\$2,000 per day

Welcome buyers to a morning cup of joe! Coffee, tea, hot chocolate and hot cider stations located in the Networking cafe! Two sponsorship opportunities available for \$2500 each or \$3000 for both days. Two day sponsors will get napkins with company logo added!



Healthy & Safety Welcome Kit

\$3,000

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. Quantity: 1000 Welcome Kits



Bar Sponsor

\$1,000

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

Beer Sponsor

\$1,400 domestic/\$1600 premium

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

Bottled Water Sponsor

\$2,000

Your logo will wrap around each water bottle distributed during market to all attendees. Sponsorship includes 36 cases of bottled water. Sponsor will receive 4 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 GC 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

Customized Masks

\$2,300

Let attendees promote your brand while walking around market! Each paper mask is customized with the sponsor logo. Sponsorship includes mask production. Quantity: 1000



Customized Show Bag

\$1,000

Brand the Welcome Kit show bag with your logo and booth number. Sponsorship includes bag production. Quantity: 1000



Customized Hand Sanitizer

\$1,500

Keep your customers safe and healthy with hand sanitizer. Each bottle features the sponsor logo. Sponsorship includes hand sanitizer production. Quantity: 1000

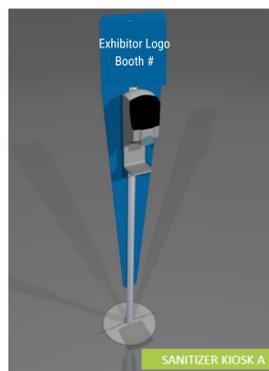


A LA CARTE OPPORTUNITIES

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 aisles 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 2022! All badges will be pre-mailed to pre-registered attendees.

To reduce traffic congestion at market, all pre-registered 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 1,000 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.

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.



Kathy Sullivan
Kathy@flooringmarkets.com
770-559-0293 ext. 9



Angela O'Reilly
Angela@flooringmarkets.com
770-559-0293 ext 3