

## SPONSORSHIP OPPORTUNITY

### **Minneapolis Home & Garden Show**

Date: March 5-9, 2025

Location: Minneapolis Convention Center

Attendance: 55,000+



### NEW PRODUCT SPOTLIGHT

The New Products Spotlights will highlight and promote new and/or innovative products from exhibitors of the show. The New Product Spotlights will be promoted at the show, on show website and pitched to media. This is a great way to generate added exposure for your business.

#### **Advertising/Promotion**

- Logo and booth space number inclusion on event website feature page within New Product Spotlight section.
- Recognized as sponsor in show guide produced by *Mpls.St.Paul Magazine*
  - Inserted into February issue of publication
  - Distributed at entrance of show
  - If confirmed by show guide deadline

#### **On-Site Exposure**

- (1) 8 ½" x 11" New Product Spotlight sign provided to sponsor to display within space.
- Two (2) 22"x28" New Product Spotlight signs within show encouraging attendees to look for these at the show.
- PA Announcements each day of show (minimum of 5 total during entire show) promoting New Product Spotlights.
  - *Look for the New Product Spotlights throughout the show! These are some of the most cool and innovative products from our exhibitors!*
- Sponsor logo to be included on all signage where sponsors are recognized.

#### **Additional Benefits**

- Inclusion in Facebook and Instagram posts
- Potential Media/PR opportunities (not guaranteed)

#### **Submission Process**

- Potential sponsors to complete New Product Spotlight submission form (below) to be reviewed and approved by show management before contract completed.
- New Product Spotlights will be limited to 10 in the show.

#### **Cost:**

- \$500
- Does not include cost of booth space



**New Product Spotlight Submission**

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Your Product \_\_\_\_\_

What makes your product special?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If available, please include picture with your submission.

Please send questions and New Products Spotlight submission to your Exhibit Sales Consultant or Show Manager.

Submissions will be reviewed for consideration and exhibitor will be contacted if approved.