

HookahFair meets VaporFair

Sponsor and Advertising Options

Whether Looking to Stand Out From Competitor, Increase Name Recognition, or Brand Awareness: We Have Sponsor Options For You!

Not Covering Exactly What You Are Looking For? We Will Customize Your Demands To Meet Your Goals!

Give Away Stage Slots

High in Demand – Most Popular & Entertaining

\$495 – Limited to Two Slots per Exhibitor

Designed to accommodate attendees' interest in specific products or services who want to compare options. *Perfect for new product or flavor introduction or just to push merchandise into the market!* Exhibitors providing similar products will be invited to showcase their wares in scheduled 5-10 entertaining minutes' back-to-back rapid-fire presentations that will be promoted in the Final Program. Attendees interested in learning more will be sure to be there.

- Sponsor's name and logo on signage
- Distribute promotional material from the stage
- Bring your staff or dedicated presenter on stage and shoot out your message (and promo material to the crowd) !
- Announce your booth presence (booth number) live to the audience
- Distribute coupons and special promo codes to increase onsite sales and orders
- We provide the DJ and support your presentation.

Convention Bag Literature or Samples - Insert

Limited Availability – Best Value!

\$795 — Production not included. Limited to 3 per organization.

Insert your organization's postcard or promotional piece (samples, or coupons for redemption) into the event swag bag handed to each visitor (consumer and wholesale buyer) at registration.

Inclusion on Sponsor Tower (colored logo placement and Online + Printed Event Guide)

This opportunity is limited to just **ten** total sponsorship inserts.

Branded Aisle Sign

\$950 per aisle

Limited Selection Available!

Draw extra attention and visibility throughout the show days to your booth by sponsoring your aisle and get ahead of your competition. Your organization's name and copy will be hung on a banner below the aisle sign. Only one banner per aisle and only one organization can sponsor each aisle. Production not included.

Inclusion on Sponsor Tower (colored Logo Placement and Inclusion in Online + Printed Event Guide).

Charcoal Sponsor

\$1,950

Charcoal to be exclusively used in Hookah Lounge

- Placard signs placed on all tables where sponsor's hookahs are in use recognizing sponsor, with contact information, and booth number + brand logo
- Sponsor to provide charcoal (Details TBD)

- Show Management and Staff to showcase charcoal packaging in prominent secure display area near Hookah Lounge
- Inclusion on Sponsor Tower (colored Logo Placement and Inclusion in Online + Printed Event Guide)
- ½ page colored AD included (specs to be sent)

Prime Onsite Billboards & Banners (Welcome, Stage & Pavilion)

These prominent prime onsite billboards, banners and clings are practically priced and guaranteed to deliver highest visibility in well-trafficked public areas at the event.

Best for Brand Awareness and Onsite Recognition to Audience!

- **Floor Clings From \$350** These are a great vehicle to lead the way to your booth from high-traffic intersections.
- **Pop-Up Signs From \$590** You bring your sign/branded display (XL signs ACCEPTED!), and we place it in a high traffic area onsite – and outside your booth (includes 2 placements). **Hot Seller!**
- **Prime Onsite Billboards From Just \$950** Project your dedicated messaging inside the hall on large meter boards. Can be a simple logo, optics, interactive, or whatever creative you have in mind. (No sound)
- **Escalator Welcome Banners From \$1,490 TWO LEFT** Participants will ride the escalators in the grand open atrium to the show located on the third floor. Two-story banners available and would be visible from all floors, and all ticket holders will line up to get in along escalators – no better higher visibility!

Official MOD Sponsor

\$1,250

With so many options in Miami, this is the perfect opportunity to stand out from your competitors in the Sunshine State, by being recognized as the show's official MOD Sponsor.

- Prominent signage placed in high trafficked area directing to sponsor
- Show management to showcase and selected products sponsor would like to feature in prominent secure display near on exhibit floor.

Instagram / Social Media Station

\$1,290 (Limited to 3 Sponsors)

Brand the frame with your logo where attendees stop to take their picture and share it with their network using the show's hashtag. Attendees love to take and share pictures here while relaxing in the Social Media Lounge. Leverages the expansion of your online reach beyond the show and to the world.

- Sponsor's name and logo displayed on frame sized for ideal Instagram sharing
- Show hashtag in the image, encouraging sharing beyond the physical limits of the show
- Colored Logo Placement and Inclusion in Online + Printed Event Guide.

Hookah Pipe Sponsor

\$1,500 (Must Do Benefits for Hookah Exhibitors)

In addition to the considerable branding afforded to our official hookah pipe supporter, sponsor's pipes will be used in show management areas where attendees will enjoy sampling the best shisha in the world.

- Placard signs placed on all tables where sponsor's hookahs are in use recognizing sponsor, with contact information, and booth number.
- Sponsor to provide approx. 30 hookah pipes
- Show management to showcase and selected pipes sponsor would like to feature in prominent secure display near Hookah Lounge

- Colored Logo Placement and Inclusion in Online + Printed Event Guide.

Hotel Room Drop ALREADY SOLD

\$1,600 per day

Production and hotel charges not included.

Extend your organization's marketing reach by having a promotional item or piece of literature delivered directly to the doors of all attendees staying at the official event hotel. This item can greet attendees, share your organization's message, and list your logo and booth number. The attendees have the opportunity to review your branded materials in a relaxed, not rushed atmosphere.

Vape Flavor Competition (TOP RECOMMENDATION to introduce NEW Vape Flavors to the Market)

\$1,750

The always popular competition pits the biggest brands in the industry, up-and-comers, and perennial favorites against each other in a battle over vapor supremacy. Contestants submit their best juice into the competition – whereas attendees will sample the flavors at then submit their vote for best. Top five vote getters then face a panel of industry experts who select the Best in Show.

- Colored Logo Placement on Tower Entrance
- Inclusion in Online + Printed Event Guide
- ¼ page custom colored Ad (specs to be provided) included in Online + Printed Event Guide

Exclusive Daily Wristbands (ONLY ONE AVAILABLE)

\$2,990 for two show days

Your organization's name and logo can appear exclusively on the wrist bands distributed to all visitors when they check-in. Great branding opportunity as attendees will keep the wrist bands on all day, and take home (two-colored, can include your phone number or website address)

- Colored Logo Placement on Tower Entrance
- Inclusion in Online + Printed Event Guide
- ¼ page custom colored Ad (specs to be provided) included in Online + Printed Event Guide

Convention Sample Bag (PRIME VISIBILITY)

\$2,290

Production included; two-color imprint. Your organization's name and logo can appear exclusively on one side of the official event bags distributed to all attendees and exhibitors when they check-in. Great branding opportunity as attendees will keep the convention bag and take it home – ongoing promotion for your brand (even after the show).

- Colored Logo Placement on Tower Entrance
- Inclusion in Online + Printed Event Guide
- ¼ page custom colored Ad (specs to be provided) included in Online + Printed Event Guide

Social Media Lounge (3 LEFT)

\$2,790

Brand the Social Media Lounge where attendees take pictures for live posts throughout the show and broadcast them out to the world with your marketing.

- Sponsor's name and logo on all related signage (Step and Repeat)
- Sponsor may distribute literature or collateral at charging stations
- Sponsor's name and logo incorporated into station designs
- Colored Logo Placement on Tower Entrance
- Inclusion in Online + Printed Event Guide
- ½ page custom colored Ad (specs to be provided) included in Online + Printed Event Guide

Event Guide Bellyband (ONLY 2 AVAILABLE)

\$4,500

Draw attention to your organization by sponsoring the bellyband wrapping the Final Program / Event Guide. The bellyband raises awareness about your organization by including its name, copy, logo, and website plus booth number.

- Colored Logo Placement on Tower Entrance
- Inclusion in Online + Printed Event Guide
- ½ page custom colored Ad (specs to be provided) included in Online + Printed Event Guide

Exclusive Wire & Coil Sponsorship

\$4,900

Sponsor provides onsite 'workshop' for participants to visit to address wire, coil and atomizer issues they may have.

- Sponsor may provide area branded as their workshop, et al for participants to visit to address repair issues.
- Prominent signage placed in high trafficked area directing to sponsor
- Show management to showcase and selected products sponsor would like to feature in prominent secure display near on exhibit floor.
- Colored Logo Placement on Tower Entrance
- Inclusion in Online + Printed Event Guide
- ¼ page custom colored Ad (specs to be provided) included in Online + Printed Event Guide

Information Desk / Registration Area (ONLY 3 AVAILABLE)

\$4,900

Strategically located in a centrally high visibility area, the information desk serves as a resource for attendees and exhibitors in need of assistance and general event information.

- Sponsor's name and logo on all related signage, promotional material and graphic panels
- Sponsor can place promotional flyers on desk (show organizer's staff will replenish your materials as needed).
- Sponsor's name placed next to Information Desk icon on floor plan displayed in online and printed Preview Guide and Final Program
- Colored Logo Placement on Tower Entrance
- Inclusion in Online + Printed Event Guide
- ½ page custom colored Ad (specs to be provided) included in Online + Printed Event Guide

Water Service

\$3,750

Keep your brand front and center by sponsoring the water service stations located in multiple areas throughout our space— including, but not limited to, in the registration area, outside the workshop rooms, at the general session entrance, in the expo hall, etc. Your logo will be recognized at each station, on the cups, and per your choice, you can also include a custom water bottle in each event bag. (Production not included) This way attendees can fill up when they want with your branded bottle, at your branded water station, and bring your brand back home with them.

Hotel Welcome Letter (ALREADY SOLD)

\$4,900

Be the first company to greet attendees! Every attendee staying in the hotel block will receive an official welcome letter sponsored by you. It will feature must-have information for attendees, including registration instructions, registration desk hours, expo hall hours, and much more—along with a personalized message from your company.

Badge Lanyards (EXCLUSIVITY AVAILABLE)

\$6,500

Your organization's name and logo appear exclusively on the official name badge lanyards worn by fair attendees.

- Colored Logo Placement on Tower Entrance
- Inclusion in Online + Printed Event Guide
- Full Page (!) custom colored Ad (specs to be provided) included in Online + Printed Event Guide

You-Are-Here & Pocket Program

\$7,500

Distributed to all visitors upon registering and available at the floor plan kiosk prominently located near the expo main entrance, the Pocket Program includes workshop information, schedule, expo floor plan, meeting room information, and other details in a compact and user-friendly design.

- Sponsor's ad copy incorporated into the Pocket Program design
- Sponsor's booth highlighted on the floor plan in the Pocket Program to draw extra attention to its location
- Sponsor's name and logo incorporated into the floor plan kiosk at expo entrance
- Sponsor may distribute literature or promotional material
- Sponsor's logo printed on XL Step and Repeat for branding, awareness and photo opportunities
- Colored Logo Placement on Tower Entrance
- Inclusion in Online + Printed Event Guide
- Full Page (!) custom colored Ad (specs to be provided) included in Online + Printed Event Guide

Charging Stations

\$9,500

Call attention to your organization's show participation by sponsoring the Charging Stations located in high-traffic and strategic areas of the event and expo. Attendees will be able to use the power outlets at these stations to charge their smartphones, laptops, or other devices when and where it's convenient for them.

- Sponsor's name and logo on all related signage
- Sponsor may distribute literature or collateral at charging stations
- Sponsor's name and logo incorporated into station designs
- Colored Logo Placement on Tower Entrance
- Inclusion in Online + Printed Event Guide
- ¼ page custom colored Ad (specs to be provided) included in Online + Printed Event Guide

Vapor Lounge Sponsor (BEST ROI SPONSORSHIP – TIME SENSITIVE)

\$11,500

The Vapor Lounge is the hottest real-estate on the show. Folks will be relaxing enjoying their shisha in a designated high-traffic lounge that is open to all visitors. Sponsoring it allows you to directly

mingle with your target audience while they are chilling and relaxed. (With no competition - exclusivity)

- Sponsor's name and logo on all related signage
- Sponsor's name and logo incorporated into promotional material
- Sponsor may distribute literature or promotional material
- Colored Logo Placement on Tower Entrance
- Inclusion in Online + Printed Event Guide
- Full Page (!) custom colored Ad (specs to be provided) included in Online + Printed Event Guide
- Includes 2 Stage Give Away Sessions

Registration Area EXCLUSIVITY OPTION

\$11,970

Sponsor the Registration Area where all attendees and sponsors must check in. In addition to a small display area.

- Sponsor's name and logo included in prominent signage in the registration area
- Sponsor's name and logo incorporated into the design of the registration desks and décor
- Sponsor's name placed next to Registration Area icon on floor plan displayed in online and printed Preview Guide and Final Program
- Colored Logo Placement on Tower Entrance
- Inclusion in Online + Printed Event Guide
- Full Page (!) custom colored Ad (specs to be provided) included in Online + Printed Event Guide

Stage and DJ Sponsorships

\$7,900

Sponsor the stage where numerous announcements, presentations, performances, and competitions will take place over the course of the two days. Almost all visitors are guaranteed to check out the stage – and your brand will be front and center.

- Sponsor's name and logo included in prominent signage in the stage
- Sponsor's name placed next to stage icon on floor plan displayed in online and printed Preview Guide and Final Program
- Includes numerous shout outs from DJ – as well as an exclusive time to promote your group and pass out giveaways.
- Sponsor's name placed next to stage icon on floor plan displayed in online and printed Preview Guide and Final Program
- Colored Logo Placement on Tower Entrance
- Inclusion in Online + Printed Event Guide
- Full (!) Page custom colored Ad (specs to be provided) included in Online + Printed Event Guide

Bill Board Sponsor

\$13,800 LIMITED TO 4 (TWO SOLD)

There is simply no better marquee, or promotion than to be included in show management billboards placed in numerous locations with high vehicle traffic. Your brand visibility will be elevated as literally millions of impressions are made over the course of the billboards placement. Sponsor's logo, and subject to both availability and deadlines.

Opening Fiesta / PARTY SPONSOR

\$35,000 ONE SOLD

The grand opening is the signature party of the whole event.

- Sponsor name and logo on all related signage, invitations, and promotional materials
- Sponsor representative can meet and greet guests at door and network with guests during opening
- Sponsor can give guests a token gift
 - Sponsor's marks on all event related signage, invitations, and promotional material about the event
 - Sponsor can distribute giveaways at numerous locations—outside of its booth
 - Public address promotional announcements encouraging attendees to visit sponsor's booth
 - Opportunity to provide table décor or company-branded items/giveaways
 - Colored PRIME Logo Placement on Tower Entrance
 - Inclusion in Online + Printed Event Guide
 - Full page custom colored Ad (specs to be provided) included in Online + Printed Event Guide (includes Free Placement Selection – unique benefit)