



CASUAL MARKET  
CHICAGO

2017 SPONSORSHIP  
OPPORTUNITIES

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Casual Market Chicago is a four-day trade show that provides retailers with a destination to find all things related to outdoor and casual living. Want to increase your visibility and brand awareness during Market? Sponsorships are a powerful traffic booster!

All opportunities are first-come, first-served. Contact Dyra Holt at 312-527-7934 or [casualmarket@themart.com](mailto:casualmarket@themart.com) to inquire about availabilities.

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# OUTDOOR SPONSORSHIPS



# OUTDOOR SPONSORSHIPS

## SOUTH DRIVE BANNERS | \$5,000/ Banner

Provide your company maximum exposure through the South Drive banner sponsorship on the prominent façade of theMART. All Casual Market Chicago attendees, theMART visitors, Chicago River traffic and Wacker drive traffic will view your brand.

- \*4 Banners minimum to execute this sponsorship
- \* Casual Market Chicago has rights to brand ¼ of each banner. Template will be provided to sponsor to create artwork for ¾ of every banner.

## KINZIE/ WELLS ENTRANCE OUTDOOR DISPLAY VIGNETTE | \$3,000

While breaking from Casual Market Chicago, attendees are seeking some fresh air. Create a seating vignette or installation in the space outside this highly visible entrance for unparalleled exposure to Casual Market Chicago attendees and thousands of passersby.



# OUTDOOR SPONSORSHIPS

## SOUTH DRIVE SHADE SPONSOR | \$5,000

Showcase your umbrellas in front of the Mart entrance along the river. Welcome visitors under your umbrellas as well as the thousands of consumers and designers that come through the Mart each day. Certain requirements/restrictions apply; please see all details.

**SOLD**



## SOUTH DRIVE PARK | \$20,000 + Security Fees

Take advantage of the September weather in Chicago and create the perfect ambiance for all visitors of the Mart. The New South Drive Park at the Mart is the ultimate place to take a break during Market.

- Product on display all 4 days of Market. Available for outdoor furniture and flame products.
- Option to host Private Party (at exhibitor's expense) prior to Opening Night Backyard BBQ Party on the South Drive of the Mart





# MISCELLANEOUS SPONSORSHIPS



# MISC. SPONSORSHIPS

## HOTEL KEYCARD | \$3,000+ Production & Delivery

This opportunity allows the sponsor to advertise and promote their involvement with Casual Market Chicago on 10,000 hotel guestroom keycards. Sponsor supplies the artwork for the keycards. Fee includes all processing and coordination with Casual Market Chicago travel partners.



## OFFICIAL MARKET LANDYARDS | \$3,500 + Cost of Materials

One of the most visible sponsorships at Casual Market Chicago. Badge lanyards are clipped to attendee badges and worn throughout the show. The badge straps can display your logo, showroom/booth number, phone number, Website, etc. for everyone to see.



# MISC. SPONSORSHIPS

## BRANDED BOTTLED WATER | \$2,000 + Cost of Materials



Quench your buyers thirst during a busy day of shopping with a customized bottle of water featuring your company logo and space/showroom number. Water bottles will be distributed in Attendee Registration, Press Room and ICFA Lounge. Fee does not include water bottles fee. \*Suggested Quantity: 3,000

## OFFICIAL MARKET BAGS | \$2,500 + Production



This walking promotional vehicle is distributed to Casual Market attendees throughout the Mart and will long outlive the life of the show. Bags will be placed in bins near show floor elevators. Fee does not include bag production.

# MISC. SPONSORSHIPS

## WEBSITE ADVERTISEMENT | \$1,000

Have your creative displayed on casualmarket.com. Attendees utilize the web site as a resource to help plan their time before they get to the show. Banner Ad specifications to be provide by theMART.

The screenshot shows the website for Casual Market Chicago. At the top, there is a navigation bar with links for 'Show Info', 'Showrooms & Exhibitors', 'Attend the Show', 'Exhibitor Services', 'Sponsors', 'Press Room', and 'Industry Support'. Below the navigation bar is a large banner image of a dining table with chairs, overlaid with the text 'CASUAL MARKET CHICAGO' and 'SHOW DATES & HOURS'. Below the banner are four buttons: 'REGISTER NOW', 'SAVE THE DATE', 'BOOK YOUR TRAVEL', and 'JOIN MAILING LIST'. The 'Show Dates and Hours' section lists the dates and times for the event: Tuesday, September 12 - Thursday, September 14, 2017 (8:30 am - 6 pm) and Friday, September 15, 2017 (8:30 am - 2 pm). Below this is a sponsored advertisement for CASTELLE, featuring the text 'CASTELLE HANDCRAFTED LUXURY FURNISHINGS' and images of furniture. At the bottom of the page, there is a footer with contact information, a copyright notice for MMPI, and logos for the International Casual Furnishings Association and theMART.



# 1ST FLOOR SPONSORSHIPS



# 1<sup>ST</sup> FLOOR SPONSORSHIPS

## STARBUCKS PASS-THROUGH | \$2,500



Ideal for creation of a Lounge with shade or furniture. This pass-through is located across from Starbucks and Argo Tea, and would be a popular respite. Get noticed time and again by all Casual Market Chicago attendees and Mart visitors. The visibility is exceptional.

## WEST PASS-THROUGH | \$3,500



This major thoroughfare stretching the length of The Mart, allows a sponsor the opportunity to showcase anything from untraditional furniture vignettes hung from walls, to mosaics of products / story boards / promotions, etc. A Casual Market attendee would see this repeatedly and the impact would be spectacular. Add a call to action 'Visit us on Floor X'. If a sponsor activates on both walls, we would brand it the [Your Company] Walk.

\*\*Pass-throughs are spaces on the first floor of theMART that lead from the north side to the south side corridors

# 1<sup>ST</sup> FLOOR SPONSORSHIPS

## KINZIE/WELLS ENTRANCE DISPLAY | \$3,500



The Kinzie/Wells Street entrance is the most highly used entrance to Market, right by the popular Mart Parc Wells parking garage. This is an ideal location to showcase your umbrellas, furniture or accessories to thousands of retailers – and daily visitors – coming to and leaving the Mart.

**SOLD**

## STARBUCKS INTERIOR SHADE SPONSOR | \$1,500



Coffee Anyone? This sponsorship is located right outside one of the busiest Starbucks in the nation. Not only will your shade products be exposed to the attendees waiting in line for their coffee, but it will be noticed by all other visitors entering the building through the Kinzie/Wells entrance.

**SOLD**

# 1<sup>ST</sup> FLOOR SPONSORSHIPS

## STARBUCKS CAFÉ VIGNETTE | \$2,500



Ideal vignette for maximum exposure during Market. Located just outside Starbucks and Argo Tea, and is one of the most trafficked areas in the building. Drive traffic to your showroom or booth by displaying your product in this exclusive space.

## ESCALATOR DECAL BETWEEN 1<sup>ST</sup> AND 2<sup>ND</sup> FLOOR | \$2,500 + Cost of Materials



This is a highly visible opportunity for your brand to make an impression on attendees. The escalator can be seen on both first and second floors near Starbucks and Argo Tea, capturing the attention of tens of thousands daily --a spectacular opportunity.

# 1<sup>ST</sup> FLOOR SPONSORSHIPS



## KINZIE/WELLS ENTRANCE STAIR DECAL | \$1,500 + Cost of Materials

The Kinzie/Wells Street entrance is the most highly used entrance to Market, right by the popular Mart Parc Wells parking garage. This eye-catching sponsorship will expose your company to buyers entering the Mart each morning.



# SHOW FLOOR SPONSORSHIPS



# SHOW FLOOR SPONSORSHIPS

## MARKET CAFÉ VIGNETTE / 7<sup>TH</sup> FLOOR | \$3,000

Create a memorable Casual Market Chicago experience. Opportunity to showcase your furniture in a branded lounge area, in the Sponsorship Includes:

- 10' x 20' Vignette
- Location noted in show guide



## 7<sup>TH</sup> FLOOR SPONSORSHIP VIGNETTE | \$2,500/Vignette

Expand your reach to buyers at the Chicago Casual Market by taking a 20ft (L) x 4ft (D) 7<sup>th</sup> floor sponsorship vignette. Choose from 5 prime locations along the 6000 aisle to showcase your umbrellas, furniture or accessories.

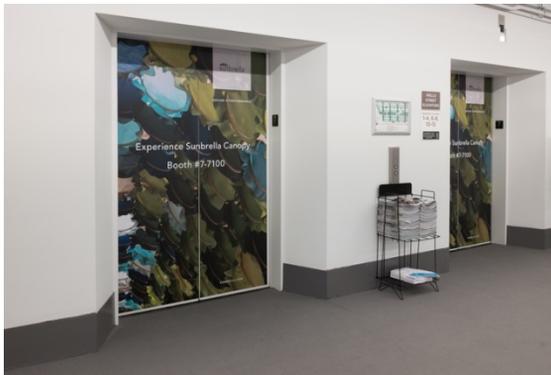
•Sponsorship will include:

- Vignette design/merchandising
- Company Logo
- Location noted in show guide

•To reserve this sponsorship or receive more information please contact Madeleine Tullier at 312.527.7583 or [mtullier@themart.com](mailto:mtullier@themart.com)



# SHOW FLOOR SPONSORSHIPS



## 7<sup>TH</sup> FLOOR ELEVATOR BANK SPONSORSHIP | \$2,500/Bank (3-6 cars per bank) + Production & Installment

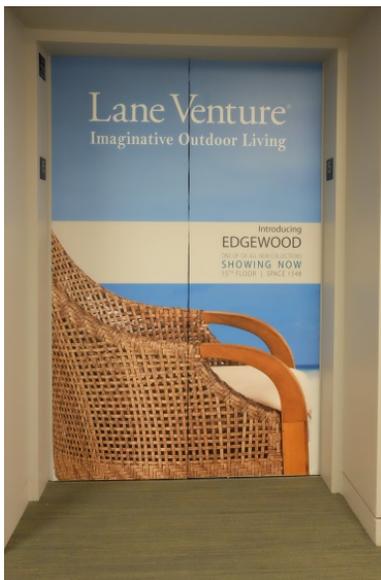
Take advantage of this offering and brand one of theMART's elevator banks with elevator door decals. Invite hundreds or thousands of people that will be riding your elevator to your booth or showroom. Sponsor has an opportunity to design the door decal for select elevator doors on floor 7.

- Production | \$250 per Elevator Decal
- Installment | \$100 per Bank
- Orleans Bank: 4 elevators | Total Cost= \$3,600
- ~~Showroom Bank: 6 elevators | Total Cost= \$4,100~~ **SOLD**
- ~~Wells Bank : 3 elevators | Total Cost= \$3,350~~ **SOLD**

## 14<sup>TH</sup> FLOOR ELEVATOR BANK SPONSORSHIP | \$2,500/Bank (3-6 cars per bank) + Production & Installment

Take advantage of this offering and brand one of theMART's elevator banks with elevator door decals. Invite hundreds or thousands of people that will be riding your elevator to your showroom. Sponsor has an opportunity to design the door decal for select elevator doors on floor 14

- Production | \$250 per Elevator Decal
- Installment | \$100 per Bank
- Orleans Bank: 4 elevators | Total Cost= \$3,600
- Showroom Bank: 6 elevators | Total Cost= \$4,100
- Wells Bank : 3 elevators | Total Cost= \$3,350



# SHOW FLOOR SPONSORSHIPS

## 15<sup>TH</sup> FLOOR ELEVATOR BANK SPONSORSHIP | \$2,500/Bank (3-6 cars per bank) + Production & Installment

Take advantage of this offering and brand one of theMART's elevator banks with elevator door decals. Invite hundreds or thousands of people that will be riding your elevator to your booth or showroom. Sponsor has an opportunity to design the door decal for select elevator doors on floor 15.

- Production | \$250 per Elevator Decal
- Installment | \$100 per Bank
- Orleans Bank: 4 elevators | Total Cost= \$3,600
- Showroom Bank: 6 elevators | Total Cost= \$4,100
- Wells Bank : 3 elevators | Total Cost= \$3,350

## 16<sup>TH</sup> FLOOR ELEVATOR BANK SPONSORSHIP | \$2,500/Bank (3-6 cars per bank) + Production & Installment

•Take advantage of this offering and brand one of theMART's elevator banks with elevator door decals. Invite hundreds or thousands of people that will be riding your elevator to your showroom. Sponsor has an opportunity to design the door decal for select elevator doors on floors 15 and 16.

- Production | \$250 per Elevator Decal
- Installment | \$100 per Bank
- Orleans Bank: 4 elevators | Total Cost= \$3,600
- Showroom Bank: 6 elevators | Total Cost= \$4,100



# SHOW FLOOR SPONSORSHIPS

## PROMOTIONAL SIGNAGE IN STAIRWELL CONNECTING 15<sup>TH</sup> & 16<sup>TH</sup> FLOORS | \$500 + Production/Installation

Showcase your product in the stairwell connecting the casual showrooms between the 15<sup>th</sup> and 16<sup>th</sup> Floors. Buyers will be using this convenient stairwell to shop the Market and visitors to the building use this stairwell year round. This is a great way to get exposure in a popular stairwell. Sponsor will also receive signage.

## 7<sup>TH</sup> FLOOR INTERACTIVE BRANDED LOUNGE | \$6,000

Create an interactive lounge in the 7<sup>th</sup> floor exhibit space showcasing your 2017 products. Don't miss this opportunity to engage with buyers interactively and demonstrate the functionality of your new products. \*\*A representative must be present in the lounge during show hours.

• Sponsorship will include:

- 20' x 20' Display
- Location noted in show guide

• To reserve this sponsorship or receive more information please contact Madeleine Tullier at 312.527.7583 or [mtullier@themart.com](mailto:mtullier@themart.com)



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**KETTLER®**

# SHOW FLOOR SPONSORSHIPS

## FLOOR DECALS | \$2,500



Lead buyers to your booth or showroom using branded floor decals. Include your branding, information, and suite number to capture the attention of buyers and drive traffic to your suite. Sponsorship includes:

- 5 decals (36" W x 36" H)
- Additional decals can be added for \$130/decals.

## BRANDED CHARGING STATION | \$1,500



Everyone is reliant on their smart phones or tablets to stay connected, conduct business and manage time during tradeshows– and the last place you would want to lose battery is Chicago Casual Market. Accommodate your buyers needs by sponsoring a branded charging station located on any show floor during market, which will be named [Your Company] Charging Station. Sponsorship includes charging station equipment, outlets and signage. \*Available to one sponsor per floor.



# SPECIAL EVENT SPONSORSHIPS



# SPECIAL EVENT SPONSORSHIPS

## INDUSTRY PRESENTATION SPONSOR | \$1,500



Sponsor 1 of our 2 industry presentations/seminars during Casual Market Chicago. You will be listed as the sponsor of the seminar in the presentation e-blast, in the Directory and Web site under Event description and in signage on-site. Sponsor will have the opportunity to introduce the speaker, have collateral materials and signage available during the seminar. \* Limited to one sponsor per seminar

## ICFA AWARDS GALA TROLLEY SPONSORSHIP | \$1,500

Create a memorable ride for up to 400 attendees to and from the Field Museum for the ICFA Awards Gala. Approximately 4 trolleys will run from the MART to the Field Museum before and after the awards gala. Sponsorship will include signage opportunity on vehicle (signage must be provided per transportation company specifications), opportunity to have representative on each trolley to promote your brand, and a special thank you in gala program.



# SPECIAL EVENT SPONSORSHIPS

## FIRST-TIME ATTENDEE WELCOME GATHERING | \$1,500



Make a lasting impression by co-sponsoring (with theMART) the first-time attendee welcome gathering. Join Casual Market Chicago's Buyer Relations Manager, Debra Egli, introduce first-time attendees to Market. This is an ideal way to build brand awareness and make important connections with first time buyers. \*Limited to one sponsor

- Tuesday, September 12, 2017 at 11:00 AM.
- Sponsorship includes:
- Promotion in Event e-blast
- Mention in on-site directory
- Opportunity to provide promotional giveaway item (promotional cost does not include cost of materials)

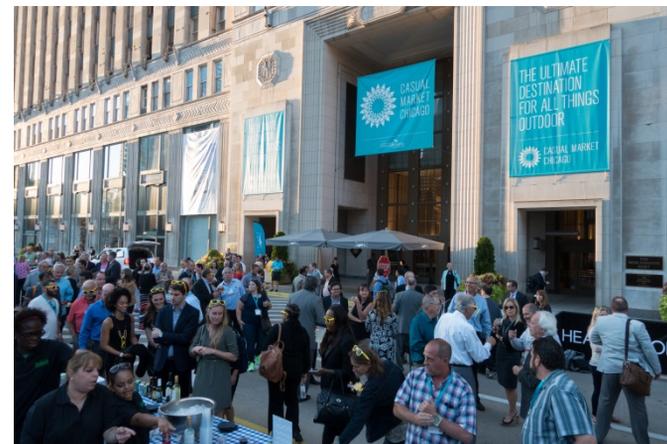


# OPENING NIGHT

# BACKYARD BBQ PARTY



# OPENING NIGHT BACKYARD BBQ PARTY



**TUESDAY, SEPTEMBER 20**

More than 1,000 guests attend the Opening Night Party each year. This key networking event takes place on the South Drive of the MART along the scenic Chicago River. Several sponsorship opportunities are available to help you generate excitement for your brand marketing.

All opportunities are first-come, first-served. Please see full list of sponsorship opportunities for opening night.

# OPENING NIGHT BACKYARD BBQ PARTY



## OPEN FLAME PRODUCT VIGNETTE SHOWCASE

Grill, fire pit and flame manufacturers can have additional opportunity at this year's Casual Market Chicago to participate in our "Open Flame" showcase during the Opening Night Backyard BBQ Party. Cook on your grills, showoff your new fire pit...the possibilities are endless.

\*\* Available Only to Manufacturers who lease a 10x20 (200 sq. ft.) minimum space on show floor or have a permanent showroom

\* One Manufacturer per vignette

*2 Different Packages:*

1.) 400 sq. ft. vignette for \$5,000

2.) 200 sq. ft. vignette for \$2,500



# OPENING NIGHT BACKYARD BBQ PARTY



## OUTDOOR LIGHTING SPONSOR | \$1,500

Create the perfect ambiance for the Opening Night Backyard BBQ Party with your latest outdoor lighting products. This sponsorship is an opportunity for you to showcase and demonstrate your product on-site with attendees.

## PARTY SHADE SPONSOR | \$2,500

Showcase your umbrellas in front of the Mart entrance during the Opening Night Backyard BBQ Party. Welcome Market attendees to the party under your umbrellas. Terms, conditions, requirements, restrictions apply; please call for details.

**SOLD**



# OPENING NIGHT BACKYARD BBQ PARTY

## PROMOTIONAL GIVEAWAY ITEM | \$2,500 + Cost of Materials

Make a lasting impression by providing a customized promotional giveaway featuring your company logo and suite/booth number for the Opening Night Backyard BBQ Party. Giveaway will be distributed through the party. \*Suggested Quantity: 1,000

