

# SPONSORSHIP OPPORTUNITIES

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Want to increase your visibility and brand awareness during Casual Market Chicago? Sponsorships are a powerful traffic booster! Sponsor an event, create a furniture display on the first floor, display your logo or product image on show banners or choose from any of our other creative cross-promotional opportunities.

All opportunities are first-come, first-served. Contact Dyra Holt at [casualmart@themart.com](mailto:casualmart@themart.com) for \_\_\_\_\_ availabilities.

## **Outdoor Sponsorships**

### **South Drive Banners**

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**

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 passers-by

### **South Drive Shade Sponsor**

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

### **South Drive Park Open Flame Display**

Gain maximum exposure for our company by displaying your open flame products on the New South Drive Park throughout the entire show. Located along the scenic Riverfront on the South Drive of the Mart, your company will be viewed by all Casual Market Chicago attendees and Mart visitors.

\*Product on display all 4 days of Market.

\* 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**

### **Hotel Keycards**

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 Lanyards**

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

### **Branded Bottled Water**

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, and Opening Backyard BBQ. Fee does not include water bottles fee. Suggested Quantity 3,000

### **Official Market Bags**

This walking promotional vehicle is distributed to Casual Market Chicago attendees throughout theMART 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.

### **Web Site Advertisement**

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..

### **1<sup>st</sup> Floor Sponsorships**

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

#### **Starbucks Pass-Through**

Ideal for creation of a Lounge using 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**

This major thoroughfare stretching the length of theMART, allows a sponsor the opportunity to showcase anything from untraditional furniture vignettes hung from walls, to mosaics of products / story boards / projections, etc. All Casual Market attendees 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.

#### **Kinzie/Wells Entrance Display**

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 theMART.

#### **Starbucks Interior Shade Sponsor**

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 Mart visitors entering the building through the Kenzie/Wells entrance.

#### **Starbucks Café Vignette**

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**

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.

#### **Kinzie/Wells Entrance Stair Decal**

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**

#### **Market Café Vignette**

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 and Location noted in show guide.

#### **7<sup>th</sup> Floor Sponsorship Vignette**

Expand your reach to buyers at the Chicago Casual Market by taking a 20ft (L) x 4ft (D) 7th 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 and 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)

#### **7<sup>th</sup> Floor Elevator Bank Sponsorship**

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.

#### **14<sup>th</sup> Floor Elevator Bank Sponsorship**

Take advantage of this offering and brand one of the Mart'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 14.

#### **15<sup>th</sup> Floor Elevator Bank Sponsorship**

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.

#### **16<sup>th</sup> Floor Elevator Bank Sponsorship**

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.

#### **Promotional Signage in Stairwell Connecting 15<sup>th</sup> and 16<sup>th</sup> Floors**

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**

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)

#### **Floor Decals**

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/decal.

#### **Branded Charging Station**

Everyone is reliant on their smart phones or tablets to stay connected, conduct business and manage time during tradeshow— 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**

##### **Industry Presentation Sponsor**

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 Sponsor**

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 theMART to the ICFA 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.

##### **First-Time Attendee Welcome Gathering Sponsor**

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 and Opportunity to provide promotional giveaway item (promotional cost does not include cost of materials)

### **Opening Night Backyard BBQ Party**

More than 1,000 guests attend the Opening Night Party Backyard BBQ each year. This key networking event takes place on the South Drive of the Mart along the scenic Chicago River and we expect even more excitement surrounding this key networking event. Sponsors will be listed in the On-Site Directory, event HTML, market website, and event press release. All opportunities are first-come, first-served. Please see full list of sponsorship opportunities for opening night.

### **Open Flame Vignette Showcase**

Grill, fire pit and flame manufacturers can have additional opportunity at this year's Market 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 the show floor or have a permanent showroom. \*Limited to 1 manufacturer per vignette

### **Outdoor Lighting Sponsor**

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**

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

### **Promotional Giveaway Item**

Make a last 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: 3,000

### **Customized Opportunities**

The Marketing team is happy to work with your company and create custom sponsorship packages. Please contact Byron Morton, for permanent showrooms, or Madeleine Tullier, for 7<sup>th</sup> floor exhibitors, for more information.

**Byron Morton**, Vice President Leasing

[bmorton@themart.com](mailto:bmorton@themart.com)

312.527.7701

**Madeleine Tullier**, Director of Sales

[mtullier@themart.com](mailto:mtullier@themart.com)

312.527.7583

**Please see the Sponsorship Opportunities Deck on [Exhibitorinfo.com](http://Exhibitorinfo.com) for further details on pricing and the remaining availabilities.**