



Sponsorship Opportunities

Thursday, October 30, 2014

Hosted By:



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www.WESTMICHIGANDESIGNANDCONSTRUCTIONEXPO.com

October 30, 2014

The Pinnacle Center, 3330 Highland Drive, Hudsonville, MI 49426

Expo Floor: 12:30 pm - 6:00 pm

Speaker Series with CEU Credits: 1:00 pm - 5:00 pm

Networking Circle 5:00 pm - 6:00 pm



We want to provide a great deal of visibility for our sponsors through our extensive collection of professional connections. We have a full coverage marketing plan surrounding the Expo. Our sponsors will reap the benefits from our hard work and focused dedication in our effort to help grow the construction industry.

Our Stats:

- 130,000 monthly hits to the Builders Exchange website
- 20,000 Connections through Social Media and eNewsletters
- Numerous Construction Focused Organization Announcements
- Multiple press releases with various media throughout Michigan
- Monthly newsletter reaches over 5000 contacts per month



A portion of the Sponsorship proceeds will be donated to
Building Bridges:

BUILDING A HEALTHIER COMMUNITY AND A
BRIGHTER FUTURE FOR LOCAL YOUTH.

Youth are trained to deliver high-quality, affordable services to local residents, including lawn care, landscaping, construction, snow removal, and other services. Youth are also provided with valuable paid work experience, leadership training, and enriching cultural experiences.

www.buildingbridgesprofessionalservices.com

616.224.7409 buildingbridgesgr@gmail.com



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SPONSORSHIP OPPORTUNITIES



Tier 1 PLATINUM: \$5,000 (6 available)

Logo on nine (9) eNewsletters sent to 5,000+ connections

FREE Executive booth space on the Expo Floor

One (1) Premium ad in The Exchange - Annual Expo Edition

Company Logo on Builders Exchange and CSI GR website for one (1) Year

*Standard Sponsorship Benefits

À la carte for Platinum Sponsors - MEET ME AT THE EXPO promotion Additional \$2,650

Tier 2 GOLD: \$2,500 (6 available)

Logo on four (4) eNewsletters sent to 5,000+ connections

Basic booth space on the Expo Floor receive a 50% discount.

Company Logo on Builders Exchange and CSI GR website for six (6) months

One (1) Standard ad in The Exchange - Annual Expo Edition

*Standard Sponsorship Benefits

Tier 3 SILVER: \$1,250 (15 available)

*Company & Logo on the Expo's website as a Sponsor

*Company & Logo on the Expo's Facebook page

*Logo in Buyers Guide on GRBX.com for one (1) Year

*Company & Logo on Handout at Expo as a Sponsor

Logo on one (1) eNewsletter sent to 5,000+ connections

Company Logo on Builders Exchange's website for three (3) months

One (1) Logo in The Exchange - Annual Expo Edition

* Standard Sponsorship Benefits

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YES! I WANT TO BE A SPONSOR!

PAYMENT INFORMATION



Check Enclosed for \$ _____

Visa Mastercard American Express

Acct.#: _____ Exp: _____

Name (As it appears on Card): _____

Billing Zip Code: _____ Security Code: _____

Authorized Amount \$ _____

Signature: _____

CONTACT INFORMATION:

Please Print Clearly

PRIMARY CONTACT:

Company: _____

Contact: _____

Address: _____

Phone: (____) _____ Fax: (____) _____

E-Mail: _____

Website: _____

ALTERNATE CONTACT :

Contact: _____

Phone: (____) _____ Fax: (____) _____

E-Mail: _____

- PLATINUM**
- Platinum with Á la carte*
- GOLD**
- SILVER**



BE SURE TO EMAIL YOUR
COMPANY **LOGO** (JPEG
PREFERRED) SO WE CAN
SPREAD THE WORD!

ELIZABETH@grbx.com

* Sponsorships can't be split between companies.

SIGN & RETURN TO: Builders Exchange of Michigan, 4461 Cascade Road SE, Grand Rapids, MI 49546

Phone: (616) 949-8650 / Fax: (616) 949-6831 / Email: Elizabeth@grbx.com

To ensure you receive full sponsorship benefits, form and payment must be submitted by July 7th, 2014.

LIABILITY: The Builders Exchange of Michigan and Construction Specification Institute shall not be responsible for any loss, damage or injury that may occur to the exhibitor or to the exhibitor's employees, or property, from any cause whatsoever, prior, during or subsequent to the period covered by the exhibit contract, and the exhibitor or his employees must be paid for by the exhibitor causing the same. The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the conference area, and shall indemnify and hold harmless the hall agents, servants and employees of The Builders Exchange of Michigan and Construction Specification Institute from any and all such losses, damage and claims.

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BUDGET ANALYSIS

Tier 1 PLATINUM: \$5,000 (6 available)

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|---|---------|
| Logo on nine (9) eNewsletters sent to 5,000+ connections | \$5,000 |
| FREE Executive booth space on the Expo Floor | \$900 |
| One (1) Premium ad in The Exchange—Annual Expo Edition | \$2,000 |
| Company Logo on Builders Exchange and CSI GR website for one (1) Year | \$1,500 |
| Company & Logo on the Expo's website as a Sponsor | \$500 |
| Company & Logo on the Expo's Facebook page | \$100 |
| Logo in Buyers Guide on GRBX.com for one (1) Year | \$35 |
| Company & Logo on Handout at Expo as a Sponsor | \$500 |

\$10,535 Value

À la carte—MEET ME AT THE EXPO promotion
Platinum Level only (6 available)

Additional fee of \$2,650

Tier 2 GOLD: \$2,500 (6 available)

| | |
|---|---------|
| Logo on four (4) eNewsletters sent to 5,000+ connections | \$2,500 |
| Basic booth space on the Expo Floor receive a 50% discount. | \$375 |
| Company Logo on Builders Exchange and CSI GR website for six (6) months | \$750 |
| One (1) Standard ad in The Exchange—Annual Expo Edition | \$1,250 |
| Company & Logo on the Expo's website as a Sponsor | \$500 |
| Company & Logo on the Expo's Facebook page | \$100 |
| Logo in Buyers Guide on GRBX.com for one (1) Year | \$35 |
| Company & Logo on Handout at Expo as a Sponsor | \$500 |

\$6,010 Value

Tier 3 SILVER: \$1,250 (15 available)

| | |
|--|-------|
| Company & Logo on the Expo's website as a Sponsor | \$500 |
| Company & Logo on the Expo's Facebook page | \$100 |
| Logo in Buyers Guide on GRBX.com for one (1) Year | \$35 |
| Company & Logo on Handout at Expo as a Sponsor | \$500 |
| Logo on one (1) eNewsletter sent to 5,000+ connections | \$625 |
| Company Logo on Builders Exchange's website for three (3) months | \$300 |
| One (1) Logo in The Exchange - Annual Expo Edition | \$500 |

\$2,560 Value