



ARTEXPO NEW YORK SPONSORSHIP & PARTNER PLAN

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SPONSORS + PARTNERS

Artexpo offers a wide range of sponsorship and partnership opportunities to strengthen branding in both corporations and nonprofit organizations. Let us work with your team to develop a package that will meet your company's objectives.

Below you will find a list of the different Artexpo packages that will provide your company with exposure to thousands of influential art world supporters—including gallery owners, publishers, artists, art dealers, interior designers, architects, framing retailers and art collectors.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSORSHIP: \$12,500 AND UP

The Title Sponsor's brand will be prominently included in all promotional and marketing activities of the Artexpo New York 2011 Show, including print, electronic and broadcast media. The Title Sponsor's name will always appear along with the Artexpo New York logo in marketing materials.

Title Sponsors are given the following category exclusivity and designation:

ARTEXPO NEW YORK 2011 PRESENTED BY (TITLE SPONSOR NAME)

Additionally, the Title Sponsor will receive:

- **Booth Space:** 10X10 booth to display products
- **Prime Sponsor Recognition:** Recognition as Prime Sponsor of keynote address and Education Series.
 - Each time the keynote address is referenced, the Title Sponsor's name will be included.
 - Title Sponsor's logo will appear on all education signage, podium and banners.
- **Brochure Distribution:** On-site distribution of your company's brochures.

- **Signage:**
 - Prominent logo placement on official show signage in the registration area, in the VIP lounge and in other high-traffic areas (more than 50 signs, including 2 educational theaters).
- **Show Guide:**
 - Full page advertisement in the Artexpo New York 2011 official Show Guide (10,000 copies distributed).
 - Prominent logo placement on Show Guide Sponsor Page.
- **Social Media:** Blog post showcasing your products and/or services, simultaneously distributed to 25,000+ via Artexpo's Facebook & Twitter accounts.
- **Website:** Logo and link on our Sponsor Page of ArtexpoNewYork.com website, including a link to a pre-determined page of your website.
- **Public Relations:** Title Sponsor representatives will be included at Show events, the Show-produced B-roll and media interviews (wherever possible).
- **Additional:** Title Sponsor representatives will be included at Show events, the Show-produced B-roll and media interviews wherever possible.

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PLATINUM SPONSOR: \$5,000 AND UP

- **Booth Space:** 5X10 booth to display products
- **Signage:** Prominent logo placement on official show and education signage (more than 50 signs).
- **Show Guide:**
 - Full page advertisement in the Artexpo New York 2011 official Show Guide (10,000 copies distributed).
 - Prominent logo placement on Show Guide Sponsor Page.
- **Brochure Distribution:** On-site distribution of your company's brochures.
- **Social Media:** Blog post showcasing your products and/or services, simultaneously distributed to 25,000+ via Artexpo's Facebook & Twitter accounts.
- **Website:** Logo and link on our Sponsor Page of ArtexpoNewYork.com website, including a link to a pre-determined page of your website.
- **Public Relations:** Platinum Sponsor representatives will be included at Show events, the Show-produced B-roll and media interviews (wherever possible).

GOLD SPONSOR: \$2,500 AND UP

- **Signage:** Prominent logo placement on official show and education signage (more than 50 signs).
- **Show Guide:**
 - Full page advertisement in the Artexpo New York 2011 official Show Guide (10,000 copies distributed).
 - Logo placement on Show Guide Sponsor Page.
- **Brochure Distribution:** On-site distribution of your company's brochures.
- **Social Media:** Blog post showcasing your products and/or services, simultaneously distributed to

25,000+ via Artexpo's Facebook & Twitter accounts.

- **Website:** Logo and link on our Sponsor Page of ArtexpoNewYork.com website, including a link to a pre-determined page of your website.

SILVER SPONSOR - \$1,000 AND UP

- **Signage:** Prominent logo placement on official show and education signage.
- **Show Guide:**
 - Half page advertisement in the Artexpo New York 2011 official Show Guide (10,000 copies distributed).
 - Logo placement on Show Guide Sponsor Page.
- **Social Media:** Blog post showcasing your products and/or services, simultaneously distributed to 25,000+ via Artexpo's Facebook & Twitter accounts.
- **Website:** Logo and link on our Sponsor Page of ArtexpoNewYork.com website, including a link to a pre-determined page of your website.

BRONZE SPONSOR - PRODUCT SPONSOR

(giveaways valued at \$750 and Up)

- **Signage:** Prominent logo placement on official show and signage.
- **Show Guide:**
 - Logo placement on Show Guide Sponsor Page.
- **Website:** Logo and link on our Sponsor Page of ArtexpoNewYork.com website, including a link to a pre-determined page of your website.

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ARTEXPO FACTS AND FIGURES

ARTEXPONEWYORK.COM WEB SITE ACTIVITY:

The Artexpo New York 2011 Web site has become an invaluable place for patrons to sign up or update their mailing list information. Patrons also share this link with friends and family to spread the word about the Show.

- Last Month (November): 27,000 visits, 63,000 pageviews
- Last March: 65,696 visits, 165,927 pageviews

ARTEXPO'S SOCIAL MEDIA CHANNELS INCLUDE:

- Facebook: 23,000+ fans and growing
- Twitter: Active Twitter account with thousands of followers, synchronized with both Facebook updates & blog posts

THE VALUE OF SOCIAL MEDIA:

FACEBOOK HAS:

- More than 500 million active users
- 50% of these active users log on to Facebook in any given day
- Average user has 130 friends
- People spend over 700 billion minutes per month on Facebook

