



artexpo
NEW YORK
March 22-25, Pier 92, NYC

SPONSORSHIP & PARTNER PLAN

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THE WORLD'S LARGEST FINE ART TRADE SHOW

Artexpo New York has been the world's largest fine art trade show for over 33 years. Our annual event brings the biggest publishers, galleries and collectors in the market face to face with hundreds of established and emerging artists, creating the world's largest fine and popular art marketplace.

SPONSORSHIP OPPORTUNITIES

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 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.



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TITLE SPONSOR

The Title Sponsor's brand will be prominently included in all promotional and marketing activities of the Artexpo New York 2012 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 2012 PRESENTED BY (TITLE SPONSOR NAME)

Additionally, the Title Sponsor will receive:

- **Art Business News Editorial & Advertising:** The Title Sponsor will be provided two full-page advertisements in *Art Business News* magazine. The first advertisement will appear in the January issue and the second in the March "pre-show" issue. Title Sponsor will also receive one two-page editorial article in *Art Business News*, to appear in the March "pre-show" issue leading up to the Artexpo New York 2012 Show.
- **Booth Space:** Well-appointed booth to display products at a prime location on the show floor. Includes furniture, lights, walls, carpeting and signage.
- **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.
- **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). Title Sponsor's logo will appear on all education signage, podium and banners.

- **Show Guide:** Full page advertisement in the Artexpo New York 2012 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:** The Title Sponsor's logo will be prominently featured on all Artexpo New York 2012 email marketing pieces and social media platforms and will include a link to a pre-determined page of the sponsor's website. The Artexpo New York 2012 social media platform is used to communicate with more than 30,000 art industry participants. Blog post showcasing your products and/or services are simultaneously distributed to 35,000+ via Artexpo's Facebook, blog and 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).
- **Education:** The Title Sponsor will be given the opportunity to present a one-hour seminar on the Education Stage at the Artexpo New York 2012 Show. The seminar will be promoted using Artexpo's social media including promotion on our web site, Facebook fans (30,000) and inclusion in our attendee blast emails (over 30,000).
- **Preview Party:** On the evening of March 22, 2012, the show will be open for an "invitation only" private reception at 4 pm for the Title Sponsor's selected guests. This will enable the Title Sponsor to extend its reach to key partner and business colleagues within the special environment of the show itself.

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PLATINUM SPONSOR

- **Booth Space:** Well-appointed booth to display products at a prime location on the show floor. Includes furniture, lights, walls, carpeting and signage.
- **Signage:** Prominent logo placement on official show and education signage (more than 50 signs).
- **Show Guide:** Full-page advertisement in the Artexpo New York 2012 official Show Guide (10,000 copies distributed).
- **Brochure Distribution:** On-site distribution of your company's brochures.
- **Social Media:** Blog post showcasing your products and/or services, simultaneously distributed to 35,000+ 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

- **Signage:** Prominent logo placement on official show and education signage (more than 50 signs).
- **Show Guide:** Full-page advertisement in the Artexpo New York 2012 official Show Guide (10,000 copies distributed).
- **Brochure Distribution:** On-site distribution of your company's brochures.
- **Social Media:** Blog post showcasing your products and/or services, simultaneously distributed to 35,000+ 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

- **Signage:** Prominent logo placement on official show and education signage.
- **Show Guide:** Half page advertisement in the Artexpo New York 2012 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 35,000+ 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.
- **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.
- **Social Media:** Facebook post showcasing your products and/or services, simultaneously distributed to 35,000+ via Artexpo's Facebook & Twitter accounts.

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ARTEXPO FACTS AND FIGURES

A HISTORY OF EXCELLENCE

Artexpo New York has been the world's largest fine art trade show for 33+ years, bringing thousands of qualified buyers together with hundreds of innovative artists.

ARTEXPONEWYORK.COM WEB SITE ACTIVITY

The Artexpo New York 2012 Web site has become an invaluable place for patrons to gain Artexpo updates, sign up or update their mailing list information. Patrons also share this link with friends and family to spread the word about the show.

- March 2011: 178,078 pageviews, 62,821 visits
- March 2010: 165,927 pageviews, 65,696 visits

ARTEXPO'S SOCIAL MEDIA CHANNELS INCLUDE

- Facebook: 30,000+ fans and growing
- Twitter: Active Twitter account with thousands of followers, synchronized with both Facebook updates & blog posts
- Blog: The Artexpo New York blog is visited daily by artists and art enthusiasts.

THE VALUE OF SOCIAL MEDIA

Facebook has:

- More than 800 million active users
- More than 50% of our active users log on to Facebook in any given day
- Average user has 130 friends

