

OTHER ANNUAL MEETING MARKETING OPPORTUNITIES



Sponsorships

Typically attracting about 1,600 attendees, STLE's Annual Meeting & Exhibition is the place where the lubricants community gathers to conduct business, renew relationships and make marketing plans for the upcoming year. Sponsorships at STLE's Annual Meeting are a great way to gain exposure and raise the profile of your company in Minneapolis.

Sponsorships come in all shapes, sizes and prices and are designed to fit everyone's marketing budget.

PROFILE ENHANCEMENT TIP: Package your sponsorship with a four-point ad program in the January issue of TLT, which includes the release of the Annual Meeting Advance Program, and TLT's Pre-convention, Convention and Post-convention issues.

Palladium Level Sponsorship Opportunities

This highest category of offering promises maximum exposure to companies looking to stand out in the crowd at the 2018 STLE Annual Meeting & Exhibition. Individual acknowledgement features are outlined below and are added to the following standard STLE Sponsorship exposure benefits:

- Your company's name appears in STLE's Program Guide (see page 10), which is delivered on site at the Minneapolis Convention Center and referred to constantly during all five days of the Meeting.
- Your sponsorship is promoted on STLE's Website, in three TLT convention-themed issues (May, June, July), in STLE's Update E-newsletter plus slide presentations and signage throughout the Minneapolis Convention Center.
- A sponsorship listing in the Annual Meeting Mobile App keeps your company name at the forefront before, during and after the Meeting week.

Palladium Level—\$4,000 (plus material costs)

Water Bottle Welcome Gift

Be the first to greet STLE Attendees and help them stay well-hydrated throughout the busy Annual Meeting week! These high-quality yet low-cost bottles will be branded with your company name and logo, distributed through the Annual Meeting registration bags and easily refillable at the water bottle-friendly fountains throughout the Minneapolis Convention Center.

Registration Bags

Your company name appears on each of the bags, which are filled with Annual Meeting materials. These are high-quality bags designed for long-term use—keeping your company name in sight long after the meeting is over.

Refreshment Breaks Plus Water Stations

Served twice daily in the Exhibit Hall, these coffee and soft drink breaks offer welcome libations and draw attendees to the show floor. We also offer water dispensers with your company's name and logo in stations on the show floor and in other convention locations throughout the week. **Result:** Constant exposure for your company!

Annual Meeting Mobile App

A personal guide and itinerary planner for STLE's conference that works on all Apple and Android mobile devices. Your company name appears on every page of the app.

► EXCITING, HIGH-IMPACT BRANDING OPPORTUNITIES FOR 2018 SPONSORS!

VIDEO WALL

ESCALATOR CLINGS

GLASS PANEL RAILINGS

Titanium Plus—More than \$3,000

Badge Lanyards

Let Annual Meeting attendees wear your company's name and serve as walking advertisements throughout the meeting. The meeting's most visible sponsorship and certainly its biggest bargain—this one never stops working!

Recharging Lounge

This inviting lounge area in the Minneapolis Convention Center features a smartphone recharging unit branded with your company's name and logo. Signage throughout the lounge area further identifies the company sponsoring this area to "take a break and recharge."

Exhibitor Appreciation Hour Raffle

Introduced in 2013, the Exhibitor Appreciation Hour provides dedicated time for STLE attendees to visit the STLE exhibition and now is a sponsored event. Adding to the excitement are raffles on Monday and Tuesday to win a prize of your choice (attendees must be present to win). Announcement cards go in every Reg Bag, drawing prime attention to your company's generous gift.

Titanium—\$3,000

Education Course Materials

In 2017 more than 600 people attended STLE's Annual Meeting education courses. In 2018 the society is offering 12 world-class educational courses taught by the industry's top experts. Notebooks are referenced continuously after the meeting is over. Your sponsorship includes a full-page, four-color advertisement in the notebooks.

Presidents Luncheon

The Presidents Luncheon is an excellent way to reach a captive audience of more than 800 Annual Meeting attendees. Exposure benefits include signage outside the door of the banquet hall and all promotion in TLT, the Program Guide and the Annual Meeting Mobile App.

Platinum—\$2,000

Speakers Breakfast Series

The Speakers Breakfasts are held on Monday, Tuesday, Wednesday and Thursday. Between 75-150 high-level decision-makers attend each breakfast.

Multilevel Sponsorships

Networking Reception

Held Monday night, the Networking Reception is an Annual Meeting highlight and a great business-networking event. Attendees come to talk business and enjoy friendly conversation and entertainment. This event, which draws multiple sponsors, is available at all of the above levels plus:

- Gold (\$1,000)
- Silver (\$750)
- Bronze (\$500)

Student Activities Sponsorships

The 2018 STLE Annual Meeting & Exhibition again is incorporating programs and activities designed to engage young people pursuing careers in the fields of lubrication engineering and tribology research. Programs like the Student Poster Competition and the annual Student Networking Reception benefit greatly from corporate support. If your company is interested in helping to support and advance STLE's student programs and services, please contact Tracy Nicholas VanEe at 630-922-3459, tnicholas@stle.org.



START HEIGHTENING YOUR PROFILE TODAY!
Contact Tracy Nicholas VanEe • 630-922-3459 or tnicholas@stle.org