



# EXPO<sup>®</sup>

## LOUISVILLE, KY | 2018

### USCCA Concealed Carry Expo 2018 Sponsorships

April 13th-15th, 2018 | Kentucky Exposition Center - Louisville, KY

[www.ConcealedCarryExpo.com](http://www.ConcealedCarryExpo.com)

Contact: Bruce Wolberg - (e): [Bruce@uscca.com](mailto:Bruce@uscca.com) | (p): 715.445.8722 | (m): 715.281.4075

Don't miss this opportunity to take advantage of the full marketing power of the USCCA by sponsoring part of our event. There are several opportunities to take advantage of spanning several price ranges. Review the list below and contact Bruce Wolberg if you're interested or have any questions.

#### **Title Sponsorship - \$15,000 (1 Available) ~~SOLD~~**

The title sponsor of the USCCA Expo brand placed out front along with the USCCA in all expo advertising and includes the following:

- A. 20x20 booth space
- B. Expo Partnership Sponsor Benefits
- C. Logo included on USCCA Expo Flags outside of the convention center
- D. Large entryway banner
- E. Logo Included on most outdoor/citywide signage
- F. Logo included on the tickets - coupon on the back
- G. Full Page Ad in the show program
- H. Website Home Page Banner (rotating of 3 banners total)
- I. Half page dedicated to sponsor on CCM house ads (all ads available after sponsorship agreement signed)
- J. A flyer and information included in the USCCA Expo Welcome Kit at the host hotel

#### **Expo Partnership Sponsor - \$2,000 (5 Available)**

- A. In-booth video interview with USCCA production crew to be shared on USCCA social sites
- B. 30-Second Armed American Radio Ad on the Sunday show to run one month before the USCCA Expo.
- C. Logo on Entrance Signage
- D. Logo On Home-Page of Website
- E. 20 Show Passes

#### **Women's Concealed Carry Showroom - Naming Sponsorship - \$2,000 (1 Available)**

The Expo will feature an entire space dedicated to women breaking into our industry. The Women's Community Room will feature all products, training, panel discussions catered to women. The sponsorship for this room includes the following:

- A. Your brand and logo included on all on-site and prior advertising for the Women's Community Room At The Expo
- B. Logo included on on-site signage
- C. One table sign and advertising placement inside the women's community room. (Placement and size of these pieces are at the discretion of the USCCA).

**Women's Concealed Carry Showroom Product Placement - \$25 Per Additional Product**

Every qualified exhibitor has the ability to place one product in the Women's Concealed Carry Showcase. All additional products placed cost \$25 per product.

**Live-Fire Shooting Range Sponsorship \$1,000 (12 Available)**

- A. One firearm selection table placed outside of the shooting range for show attendees to handle, select and fire provided firearms
- B. Logo on range sponsorship banner
- C. Logo included in online and social media promotion

**Laser Target Range Sponsorship \$750 (12 Available)**

- D. One firearm selection table placed outside of the shooting range for show attendees to handle, select and fire provided firearms
- E. Logo on range sponsorship banner
- F. Logo included in online and social media promotion

**Hotel Key Sponsorships - \$1,500 (1 Available)**

- A. Sponsor provides artwork to place and logo to include on all hotel keys at the host hotel for attendees and exhibitors.
- B. Flyer included in hotel welcome kit.

**Concealed Carry Cafe Sponsorship \$1,500 (1 Available)**

- A. Large hanging banner over concessions presenting sponsor logo
- B. Table tents on each table displaying logo and artwork submitted by
- C. Flyer placement on tables