

**2022 TRADE SHOW HOSTED EVENT
OPPORTUNITIES AND SPONSORSHIPS**

The **16th Annual URA Trade Show** will be held October 23-26 at the Gaylord Opryland Resort and Convention Center in Nashville, TN. Guarantee your impact at the show as a value-added sponsor!

Only URA 2022 Trade Show exhibitors are eligible for sponsorship opportunities. Sponsors are encouraged to begin marketing their URA sponsorship monthly to their retailer database beginning the first of the year.

Sponsors will be recognized as follows:

\$12,000+ **Platinum Level** ■ **\$7,000 - \$11,999** **Gold Level**
 Platinum and Gold level sponsors receive at least four (4) dedicated e-blasts specific to their activities. Sponsor must provide artwork. Sponsor logo in communications and signage.

\$5,000 - \$6,999 **Silver Level** ■ **\$750 - \$4,999** **Bronze Level**
 Silver and Bronze level sponsors receive company name in communications and on signage.

All opportunities are considered as co-sponsored/co-hosted with the URA. Sponsorships assigned on a first-come, first-serve basis.

RETAILER PARTIES

Sunday Welcome Party at Magnolia Courtyard (6:00 pm – 8:00 pm)
Investment: \$7,000 Exclusive

The beautiful Magnolia Courtyard at the Gaylord is a beautiful outdoor setting allowing your guests to unwind with the power of nature. The host of this party will have exclusive access to retailers only giving you the advantage of welcoming attendees to this stunning one-of-a-kind resort and the home of the URA Trade Show for the next 3 days! Attendees and sponsor representatives will be treated to complimentary adult beverages and hor d'oeuvres.

SOLD



Monday Evening Following the Fashion Show
Gaylord Water's Edge Park
Investment: \$12,000 Exclusive

This year you will have a captured audience immediately following the fashion show. The party will be held inside the Gaylord at the beautiful Water's Edge Park. As the host of this party, independent uniform retailers will be treated to appetizers and drinks near the dancing fountains.

** Party locations subject to change in the event of unforeseen circumstances.*

Retailer Education Day (Monday)

Investment: \$3,000 (3 Available) TWO STILL AVAILABLE **SOLD**

Nearly 400 independent uniform retailers annually plan time away from their store to attend the Retailer Education Day. Sponsoring company may give a 10-minute presentation from the stage and introduce the speaker(s). This sponsorship includes breakfast and lunch for attendees.

Exhibit Hall Lunch (Tuesday or Wednesday)

Investment: \$8,000 Exclusive/Co-Sponsor for \$4,000 – Tuesday

Investment: \$6,000 Exclusive/Co-Sponsor for \$3,000 – Wednesday

With this sponsorship, you will provide lunch to all attendees providing a great opportunity to have representatives or models mingle with attendees as they enjoy their food, distribute literature in the area and, if you're the exclusive sponsor, possibly provide scrub tops or chef wear for the wait staff (subject to approval).

Continental Breakfast (Tuesday or Wednesday)

Investment: \$4,000 Exclusive/Co-Sponsor for \$2,500

This sponsorship helps provide breakfast for URA attendees and exhibitor representatives. Service provided near registration or on the Trade Show floor. Be the exclusive sponsor of this complimentary breakfast to help attendees jump start their day!

Beverage Station

Investment: \$1,500 Exclusive/Co-Sponsor for \$750

Quench their thirst and gain company recognition in front of hundreds of qualified buyers. Beverage breaks are served on the trade show floor Tuesday (2 pm-3:30 pm) and Wednesday (10am-11am). Sponsor also has the option to serve specialty beverages and/or food from their booth. Catered items and service are at the expense of the sponsor and all service must be within the confines of the sponsors exhibit booth or at the same location as the regularly schedule break service.

Registration

With these unique sponsorships, you are guaranteed to get your company name in front of EVERY attendee. Each item must reflect your brand or logo along with the URA's logo. For registration give-a-ways, if there are any left-over items after the conference, they are yours to distribute to staff and customers who couldn't make it to the show. Production and shipping costs are the responsibility of the sponsor.

Investment: \$500 **SOLD**

Outfit Four (4) Full-Time Registration Staff in **Your** Scrubs Monday through Wednesday

Investment: \$1,000

Name Badge Lanyard or Conference Tote Bag

Investment: \$150

Examples include: **SOLD** Padfolios, Microfiber Cleaning Cloth, Letter Opener, Luggage Tag, Headbands, Pens, Clipboard, Travel Mug, Flash Drive, etc. Let your dream team develop the dream give-a-way.

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CONTRACT/AGREEMENT

Complete and return this contract to secure your selected sponsorship. Check the box by the event or sponsorship you are interested in. Options available first come/first served. **\$100 non-refundable deposit required with this contract; remaining balance due by July 1, 2022.**

- SOLD** **Sunday Retailer Welcome Party** - Exclusive \$7,000
 Monday Retailer Party - Exclusive \$12,000
 Retailer Education Day (Monday) – \$3,000 (3 Available) **ONE SOLD**

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|----------------------------------|---|--|---|
| Lunch on Trade Show Floor | <input type="checkbox"/> Tuesday | <input type="checkbox"/> Exclusive \$8,000 | <input type="checkbox"/> Co-Sponsor \$4,000 |
| | <input type="checkbox"/> Wednesday | <input type="checkbox"/> Exclusive \$6,000 | <input type="checkbox"/> Co-Sponsor \$3,000 |
| Continental Breakfast | <input type="checkbox"/> Tuesday | <input type="checkbox"/> Exclusive \$4,000 | <input type="checkbox"/> Co-Sponsor \$2,500 |
| | <input type="checkbox"/> Wednesday | <input type="checkbox"/> Exclusive \$4,000 | <input type="checkbox"/> Co-Sponsor \$2,500 |

- | | | | |
|-------------------------|---|--|---|
| Beverage Station | <input type="checkbox"/> Tuesday Afternoon | <input type="checkbox"/> Exclusive \$1,500 | <input type="checkbox"/> Co-Sponsor \$750 |
| | <input type="checkbox"/> Wednesday Morning | <input type="checkbox"/> Exclusive \$1,500 | <input type="checkbox"/> Co-Sponsor \$750 |

SOLD **Registration Staff Scrubs \$500 – Exclusive** 3 days for 4 people (Monday-Wednesday, 2 women/2 men)

Registration Give-Away \$1,000 Each – Exclusive **SOLD** Registration Bags **SOLD** Lanyards

Registration Give-Away \$150 Each

- | | | |
|---|--|--------------------------------------|
| <input type="checkbox"/> Microfiber Cleaning Cloth | <input type="checkbox"/> Travel Mug | <input type="checkbox"/> Clipboard |
| SOLD <input type="checkbox"/> Notebook & Pen | <input type="checkbox"/> Luggage Tag | <input type="checkbox"/> Pen |
| <input type="checkbox"/> Headband | <input type="checkbox"/> Letter Opener | <input type="checkbox"/> Flash Drive |
| <input type="checkbox"/> Sock | <input type="checkbox"/> Sleeve Band | <input type="checkbox"/> T-Shirt |
| <input type="checkbox"/> Other | | |

Please describe for URA consideration.

CONTACT INFORMATION

(Please Print/Type Clearly the coordinator for your company and their contact information.)

Company Name _____

Contact Name _____ Email _____

Authorized Signature _____ Date _____

Completing this form serves URA notice that you agree to be contacted by mail/phone/fax and/or e-mail.

POLICIES & PROCEDURES

1. ONLY URA 2022 Trade Show exhibitors are eligible for sponsorship opportunities.
2. To secure a sponsorship, a completed Contract/Agreement must be submitted to URA. **Sponsorships will be assigned on a first-come, first-served basis.**
3. Sponsor must begin marketing their URA sponsorship monthly to their retailer database beginning the first of the year.
4. Sponsors will be recognized as follows:

\$12,000+	Platinum Level	\$7,000 - \$11,999	Gold Level
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 Platinum and Gold level sponsors receive at least 4 dedicated e-blasts specific to their activities. Sponsor may provide artwork or URA can prepare artwork. Sponsor logo in URA communications, on signage, and on website.

\$5,000 - \$6,999	Silver Level	\$150 - \$4,999	Bronze Level
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 Silver and Bronze level sponsors receive company name in communications and on signage.
5. Sponsor must comply with all relevant policies concerning advertising and exhibiting with URA.
6. Event dates and times listed subject to change.
7. Any food or drink options associated with a sponsorship are at the sole discretion of URA.

Deposit must be included with this signed contract. Once marketing begins, sponsorships are non-refundable.

Check (Please make payable to **URA**)

*All payments in U.S. funds drawn on U.S. banks.
\$50 fee charged for returned checks.*

FOR OFFICE USE ONLY

Recd _____ Ck# _____		Recd _____ Ck# _____
Amt _____ Ackd _____		Amt _____ Ackd _____

MAIL COMPLETED FORM & PAYMENT TO:
 URA • PO Box 267 • Baltimore, OH 43105-9998
QUESTIONS: Call (866) 775-0080 / (614) 721-0777 or E-mail: URA@UniformRetailers.org