

The **18th Annual URA Trade Show** will be held October 27-30 at the newly renovated Westgate Las Vegas Resort & Casino. Your brand will *move to the top* when you become a sponsor. Sponsors must be 2024 Trade Show exhibitors.

Sponsors recognition levels:

\$5,000 + Platinum

\$3,000 - \$4,999 Gold

Platinum and Gold sponsors receive at least four (4) dedicated e-blasts specific to their activities. The sponsor must provide artwork. Sponsor logo in communications before, during, and after the event and on signage.

\$1,000 - \$2,999 Silver

\$100 - \$999 Bronze

Silver and Bronze sponsors receive their company name in communications before, during, and after the event and on signage.

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

EXCLUSIVE RETAILER PARTIES

Your brand can be in the spotlight as independent retailers from around the world merge in Las Vegas. In 2024, the sponsor has full rein of the party! Your team will decide where the party will be, the food and beverage options, and provide entertainment. All costs are the responsibility of the sponsor, including transportation for off-site venues.

Sunday Welcome Party, 6:00 pm – 8:00 pm

Investment: \$3,500 Exclusive

The host of this party will have the exclusive advantage of welcoming retailers to Vegas ~ *the city that never sleeps*. Help the URA welcome retailers from around the globe to the *entertainment capital of the world*. Onsite options include the garden patio and ballroom at no additional rental cost.

Monday Evening After the Fashion Show, 8:00 pm – 10:00 pm

Investment: \$5,000 Exclusive

The highlight of the URA Trade Show is the annual fashion show on Monday evening attended by 96% of attendees who also look forward to the sponsored after-party for retailers only. Get your team excited about creating fun memories in Las Vegas, *where there's more lights, more action, more fun!* Onsite options include poolside (with food and beverage requirement), or the ballroom at no additional rental cost.



Tuesday Evening Party, 7:00 pm – 9:00 pm

Investment: \$3,000 Exclusive

After a long day walking the trade show and returning from dinner, your brand will be the highlight of the evening. Retailers and sponsor representatives will enjoy a special evening together. Westgate options include the famous Benihana or the ballroom.



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Retailer Education Day Meals (Monday)

Investment \$2,500 (Options: Breakfast or Lunch)

While attendees fuel their minds for a day of learning, this sponsorship provides an excellent opportunity to brand the tables with catalogs and shine a spotlight on your show specials. With the dining area as your stage, it's the perfect opportunity to have models or company reps mingle with attendees as they enjoy their food. *Menu selected by URA.*

Continental Breakfast (Tuesday)

Investment: \$2,000

This sponsorship helps provide breakfast for URA attendees. Sponsor this complimentary breakfast to help attendees jump-start their day! *Menu selected by URA.*

Exhibit Hall Lunch (Tuesday)

Investment: \$4,000

While show attendees eat lunch, this sponsorship provides an excellent opportunity to brand the tables with catalogs and shine a spotlight on your show specials. With the trade show dining area as your stage, it's the perfect opportunity to have models or company reps mingle with attendees as they enjoy their food. *Menu selected by URA.*

Beverage Station

Investment: \$1,000

Quench their thirst and gain company recognition in front of hundreds of qualified buyers. Beverage breaks are served in the trade show and sponsors have the option to serve specialty beverages and/or food from their exhibit booth. Catered items and service are at the expense of the sponsor and all service must be contained in the sponsors exhibit booth or at the same location as the traditional break service.

Registration

With these unique sponsorships, you are guaranteed to get your brand in front of EVERY retailer. Items must reflect the URA's logo along with your brand logo or tag line. Any leftover items will be returned to the exhibitor on Wednesday afternoon. Production and shipping costs are the responsibility of the sponsor.

Investment: \$1,000 Exclusive

Conference Tote Bag

Investment: \$100 each

Examples include padfolios, microfiber cleaning cloth, letter opener, luggage tag, headbands, notebook & pen, clipboard, travel mug, flash drive, etc. Let your team develop the dream giveaway.

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 are available on a first come, first served basis. A **\$500 non-refundable deposit is required with this contract; the remaining balance is due by May 1, 2024.** Agreements submitted after May 1 require full payment to be considered.

☐ ~~Sunday Retailer Welcome Party~~ — Exclusive \$3,500

☐ ~~Monday Retailer Party~~ — Exclusive \$5,000

☐ ~~Tuesday Retailer Party~~ — Exclusive \$3,000

☐ **Retailer Education Day Meals** — \$2,500 (select ☐ Breakfast or ☐ Lunch)

☐ ~~Tuesday Continental Breakfast~~ — \$2,000

☐ **Tuesday Lunch on Trade Show Floor** — \$4,000

☐ **Beverage Station** — \$1,000 (2 Available ☐ Tuesday PM or ☐ Wednesday AM)

☐ ~~Conference Bag~~ — Exclusive \$1,000 each —

Registration Giveaway Items — \$100 each

☐ Microfiber Cleaning Cloth

☐ Travel Mug

☐ Clipboard

☐ Notebook & Pen

☐ Keyring

☐ T-Shirt

☐ Headband/Hat

☐ Letter Opener

☐ Flash Drive

☐ Socks

☐ Other Please describe for URA consideration. _____

CONTACT INFORMATION

(Please print 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 and/or e-mail.

POLICIES & PROCEDURES

1. Sponsorship opportunities are limited to URA 2024 Trade Show exhibitors.
2. To secure sponsorship, a completed Contract/Agreement must be submitted to URA with \$500 non-refundable deposit. After May 1, full payment is required with commitment. Sponsorships are assigned on a first come, first served basis.
3. Full payment is due by May 1, 2024. If full payment is not received, sponsorship will be released and may be reassigned. Once URA marketing begins (via website, email, print, etc.), sponsorship commitment is non-refundable.
4. Sponsor agrees to begin marketing their URA sponsorship monthly to their retailer database beginning the 2nd quarter of 2024.
5. Sponsors will be recognized as follows:
 - \$5,000+ **Platinum** / \$3,000 - \$4,999 **Gold**
Platinum and Gold sponsors receive at least four (4) dedicated e-blasts specific to their activities. The sponsor must provide artwork. Sponsor logo in communications before, during, and after the event, and on signage.
 - \$1,000 - \$2,999 **Silver** / \$100 - \$999 **Bronze**
Silver and Bronze sponsors receive their company name in communications before, during, and after the event, and on signage.
6. Sponsor must comply with all relevant policies concerning advertising and exhibiting with URA.
7. Event dates and times listed subject to change.
8. Any food or drink options associated with sponsorship are at the sole discretion of URA.

☐ Check 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 _____

**EMAIL FORM TO URA@UNIFORMRETAILERS.ORG or
MAIL COMPLETED FORM & CHECK TO:**

URA • PO Box 267 • Baltimore, OH 43105-9998

A confirmation/invoice will be emailed with a secure link for online credit card payment.

QUESTIONS: Call (866) 775-0080 / (614) 721-0777 or E-mail: URA@UniformRetailers.org