

# 2026 TRADE SHOW SPONSOR OPPORTUNITIES



## ★ CELEBRATING 20 YEARS

The 2026 Show marks our 20th anniversary, and we are grateful for your partnership. Let's make this a show to remember—celebrating the growth of our industry, the strength of our community, and the brands that have supported independent retailers year after year.

Sponsoring the Uniform Retailers Association's milestone 20th Annual Trade Show places your company at the center of a thriving, loyal, and highly engaged retail community.

### **Sponsors benefit from:**

- Increased visibility
- Strategic networking opportunities
- Strong retailer relationships
- Alignment with innovation, education, and industry leadership

## ✦ Signature 2026 Events ✦

Both offer high-impact visibility and memorable brand engagement opportunities.



### **CASINO NIGHT SUNDAY, OCTOBER 18**

- **Blackjack, Roulette, Craps & Poker Table Sponsorships**
  - Add signage or props at your table
  - High-traffic networking visibility
- **Entertainment Sponsor (The Rat Pack)**
  - Take the mic to welcome attendees
  - Premium branding
- **Bar Sponsors**
  - Sponsor selects beverages/snacks and branding
  - Sponsor covers costs



### **GREAT GATSBY PARTY MONDAY, OCTOBER 19**

- **Photo Booth Sponsor**
  - Logo on printed & digital photos
- **Jazz Quartet Sponsor**
  - On-stage recognition
- **Champagne Diva Dress Sponsor**
  - Provide champagne
  - Branding opportunities
- **Bar Sponsors**
  - Sponsor selects beverages/snacks and branding
  - Sponsor covers costs

2026 TRADE SHOW  
**SPONSOR  
OPPORTUNITIES**



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 before April 1, 2026. Registration giveaway items require full payment with the contract. Agreements submitted on or after April 1 require full payment to be considered.

**EXCLUSIVE SPONSOR OPPORTUNITIES**

**Sunday – October 18 ~ CASINO NIGHT**

- ☐ Blackjack Table - \$800
- ☐ Craps Table - \$1,500
- ☐ Roulette Table - \$1,000
- ☐ Three Card Poker Table - \$800
- ☐ Entertainment Sponsor: The Rat Pack - \$12,000
- ☐ Bar Sponsor - \$1,000 + bar expenses (4 available)

**Monday – October 19 ~ GREAT GATSBY NIGHT – The Roaring 20's**

- ☐ Photo Booth Sponsor - \$2,000
- ☐ Entertainment Sponsor (Jazz Quartet) - \$6,000
- ☐ Champagne Diva Dress Server - \$3,000 + beverages
- ☐ Bar Sponsor – \$1,000 + bar expenses (4 available)

**ADDITIONAL OPPORTUNITIES**

- ☐ Sunday Retailer Education Day - \$5,000
- ☐ Monday Continental Breakfast Sponsor - \$2,000
- ☐ Monday Lunch Sponsor - \$5,000
- ☐ Tuesday Continental Breakfast Sponsor - \$2,000
- ☐ Beverage Break - \$800 (Options: ☐ Tuesday AM ☐ Tuesday PM ☐ Wednesday AM)
- ☐ Conference Bags - \$1,000 + production
- ☐ Lanyards - \$1,000 + production

**Non-Exclusive Sponsorships**

**Registration Giveaway Items – \$300 each + Production**

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Microfiber Cleaning Cloth | <input type="checkbox"/> Travel Mug  | <input type="checkbox"/> Notebook & Pen ( <b>A Retailer Favorite!</b> ) |
| <input type="checkbox"/> Clipboard                 | <input type="checkbox"/> Keyring   | <input type="checkbox"/> T-Shirt  |
| <input type="checkbox"/> Headband/Hat              | <input type="checkbox"/> Letter Opener   | <input type="checkbox"/> Flash Drive                                    |
| <input type="checkbox"/> Socks                     | <input type="checkbox"/> Other <small>Please describe for URA consideration.</small> |   |

**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.

- ☐ 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](mailto:URA@UNIFORMRETAILERS.ORG) or  
MAIL COMPLETED FORM & CHECK TO:  
URA • PO Box 717 • Albemarle, NC 28002**





# 2026 TRADE SHOW SPONSOR POLICIES & PROCEDURES

1. Sponsorship opportunities are limited to URA 2025 Trade Show exhibitors.
2. To secure sponsorship, a completed Contract/Agreement must be submitted to URA with a \$500 non-refundable deposit. After April 1, full payment is required with commitment. Sponsorships are assigned on a first-come, first-served basis.
3. Full payment is due by April 1, 2025. 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. The sponsor agrees to begin marketing their support of the URA show monthly to their retailer database at least three months before *The Show*.
5. Sponsors will be recognized as follows:

## **HIGH ROLLER — \$10,000+**

The premier level of sponsorship, designed for brands seeking maximum visibility and high-impact engagement.

### **Includes:**

- **Private meeting room** for appointments with International Accounts on **Saturday and Sunday**
  - **Four (4) dedicated e-blasts** highlighting your company, products, or show activities
  - **Logo placement on the URA Home Page and Trade Show page**
  - **Recognition across all marketing materials** before, during, and after the event
  - **Sponsor signage visibility** throughout the Trade Show
  - **Opportunity to present two (2) prerecorded webinars** of your choice for URA members
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## **ROYAL FLUSH — \$5,000–\$9,999**

A strong, high-value sponsorship tier offering excellent visibility and retailer access.

### **Includes:**

- **Private meeting room** to meet with International Accounts on **Sunday afternoon**
  - **Three (3) dedicated e-blasts** tailored to your company's news or activities
  - **Logo featured on the URA Trade Show page**
  - **Recognition on all marketing materials** before, during, and after the event
  - **Sponsor signage visibility** during the Trade Show
  - **Opportunity to present one (1) prerecorded webinar** for URA members
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## **FULL HOUSE — \$1,000–\$4,999**

Perfect for growing companies wanting reliable brand exposure throughout the event.

### **Includes:**

- **Logo placement on the URA Home Page**
  - **Recognition on all marketing materials** before, during, and after the event
  - **Sponsor signage visibility** during the Trade Show
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## **LUCKY CHIP — \$100–\$999**

A great entry-level sponsorship for brands seeking consistent visibility and a meaningful presence within the URA community.

### **Includes:**

- **Logo featured on URA sponsor signage** during the Trade Show
  - **Recognition in event marketing materials** before and after the show
  - Inclusion in the **URA sponsor thank-you listing** shared with all attendees
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All opportunities are considered co-sponsored/co-hosted with the URA. Sponsorships are assigned on a first-come, first-served basis.

**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](mailto:URA@UniformRetailers.org)