



**Feature Your Company  
*AND GROW YOUR BUSINESS!***

**APRIL 17, 2021 | EXPO IDAHO**

**9AM  
to  
5PM**

**INFO@IBLEVENTSINC.COM | (208) 376-0464 | WWW.IBLEVENTS.COM**

APRIL 17TH  
2021

9AM  
to  
5PM

EXPO  
IDAHO

We created  
this event to  
introduce  
newcomers and native Idahoans to the **best products, services and activities** that they can experience in their own state.



**THIS IS A TRUE  
SAMPLE OF IDAHO  
PRODUCTS & SERVICES!**



**Get face-to-face with your target audience!**

## **THE 15TH ANNUAL EXPERIENCE IDAHO EXPO**

highlights businesses right here in our great state! As you know, Idaho offers a great mix of urban living and outdoor adventure.

Guests can learn about all the resources available to them in one place at the Experience Idaho Expo. Join us for the opportunity to educate our community and grow your business!

**RESERVE YOUR BOOTH TODAY**

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## ADVERTISING

**Digital Marketing  
Radio  
Newspaper  
Social Media**

**Posters  
Magazines  
E-mail Blast  
Billboards**

This fun, hands-on event attracts "heads of household" decision-makers who want the best local products and services for their family!

## BOOTH FEES

**10x10 Corner  
\$495**

**10x10  
\$395**

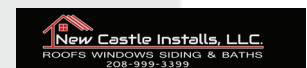
**Chair \$5**

**Power \$35**

**Table \$30**

**Table with Cloth \$50**

## SPONSORS



**Move In**  
Friday 4/16/21  
10am-4pm

**Show Hours**  
Saturday 4/17/21  
9am-5pm

**Move Out**  
Saturday 4/17/21  
5pm-7pm



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# YOUR SPONSORSHIP OPPORTUNITIES

Each sponsorship package comes with valuable benefits designed to maximize brand exposure for your company and produce quality leads that have a true impact on your bottom line. Let's talk about your company's goals and find the right sponsorship opportunity for you!

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## EXPERIENCE IDAHO TITLE SPONSOR - \$5,000

The ultimate exclusive sponsorship for the 14th Annual Experience Idaho Expo!

### BOOTH

- Premier indoor expo hall 10x20 booth location
- Power, Table and Chairs

### EVENT EXPOSURE

- Company name displayed as "Experience Idaho Expo brought to you by YOUR COMPANY NAME"
- Radio ad and billboard rotation featuring "Experience Idaho Expo brought to you by YOUR COMPANY NAME"
- Company flyer included in guest welcome bags (first 500 guests)
- Company logo listed as a sponsor on promotional email campaigns
- Footer ad included in monthly email blast to thousands of subscribers
- Featured on all social media marketing, including one personalize "boosted" post
- Company name included in press releases
- Company logo or name included in show banner displayed above entrance to Expo Hall
- Company logo displayed on sponsor board at show entrance as Experience Idaho Expo Title Sponsor
- Company logo listed as a sponsor on [www.ExperiencIdahoExpo.com](http://www.ExperiencIdahoExpo.com)
- Passport card sponsor: All attendees who participate will go to your booth to receive a stamp to be entered to win a prize. **Increases foot traffic at booth.**

## Exclusive Experience Idaho LIVE Music & Stage Sponsor - \$1,500

Be the life of the party and sponsor 6 hours of LIVE Music!

### BOOTH

- Premier outdoor 10x10 booth location located near the stage

### EVENT EXPOSURE

- Company logo listed as sponsor on promotional campaigns
- Company logo featured on all social media marketing including the LIVE Music & presenting band(s)
- Company logo on sponsor board displayed as LIVE Music & Stage Sponsor
- One banner on stage displayed as "Experience Idaho LIVE Music brought to you by YOUR COMPANY NAME or LOGO"
- Company logo listed as sponsor on [www.ExperiencIdahoExpo.com](http://www.ExperiencIdahoExpo.com)
- Passport card sponsor: All attendees who participate will go to your booth to receive a stamp to be entered to win a prize. **Increases foot traffic at booth.**

**Sold Out**

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## Custom Exhibitor Lanyards or Guest Wristband Sponsor \$1,500

Put your logo on every exhibitor and enjoy the benefits of your logo being displayed at every booth!

### BOOTH

- One 10x10 booth location

### EVENT EXPOSURE

- Includes 500 custom, one color, front sided imprint polyester sewn lanyards for all exhibitors. 6 colors available. **OR** 500 customer rubber wrist bands with company name on them. Wrist bands must be worn by all consumers entering the show. If possible, wrist bands will be made in sponsor's logo colors.
- Company logo displayed on sponsor board at show entrance as Experience Idaho Sponsor
- Company logo listed as sponsor on [www.ExperienceIdahoExpo.com](http://www.ExperienceIdahoExpo.com)

## Experience Idaho Passport Card Sponsor - \$750 (6 Available)

Stand out from the crowd and be part of this interactive experience for guests!

### BOOTH

- Includes an 10x10 indoor or outdoor booth space

### EVENT EXPOSURE

- Company logo listed as sponsor on show website and show poster board
- Passport Card Sponsor: All attendees who participate will go to your booth to receive a stamp to be entered to win a prize. ***Increases foot traffic at booth.***

## Experience Idaho Beer & Wine Garden Sponsor - \$500 (4 available)

This is perfect sponsorship for local breweries or wineries wanting to promote their specialty drinks

### BOOTH

- Includes 10x10 booth space located near the beer garden

### EVENT EXPOSURE

- Featured beer and/or wine available in the Experience Idaho Beer Garden (based on availability)
- Company logo listed as sponsor on promotional email campaigns
- Company logo featured on all social media marketing promoting the Experience Idaho Beer Garden
- Company logo on sponsor board displayed at entrance as Experience Idaho Beer Garden Sponsor
- Company logo listed as sponsor on [www.ExperienceIdahoExpo.com](http://www.ExperienceIdahoExpo.com)

## A LA CARTE SPONSORSHIP OPPORTUNITIES

Call IBL Events For Details

**BAG SPONSOR  
\$200**

**BOARDWALK LED BILLBOARD  
4 Available - \$1500 Each**



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