



## SLA 2022 Annual Conference

# SOURCE FORWARD

July 31 – August 2, 2022

### ONSITE MARKETING OPPORTUNITIES

SLA 2022 Source Forward Annual Conference will host most than 3,500 attendees throughout the three-day event. To help you stand out from the competition, we offer numerous on-site marketing and promotional opportunities that can enhance your presence and visibility at conference.

- Maximize your brand exposure to attendees through exclusive promotional opportunities
- Highlight innovations in your products and services throughout the convention center
- Increase your booth traffic though targeted advertising
- Maximize your marketing dollar

#### CONTACT:

Mark Primuth | 571-762-4379 • [sla-sponsorship@sla.org](mailto:sla-sponsorship@sla.org)

# ONSITE MARKETING OPPORTUNITIES

## Escalator Clings

**INVESTMENT: \$10,000**  
**EACH SET OF ESCALATORS**

GUARANTEED BRANDING! These clings will be seen coming and going to the exhibit hall as well as meeting rooms located on the inside of the escalators! Showcase your message before all attendees and drive folks to your booth from this high-traffic areas as they see your name when going up and coming down the escalators! Company will provide artwork to SLA.

**Artwork due by May 1, 2022.**

## Column Wraps

**INVESTMENT: \$8,500**  
**PER FOUR COLUMNS SET**

*(Eight columns available – four per sponsor)*

*Four columns facing windows*

*Four columns facing meeting rooms*

A branding opportunity with high visibility! Make a powerful impact with highly visible column wraps located throughout the convention center. Expand your message on these wraps with your company logo and/or booth number for everyone to see as they enter and exit the convention center. Company will provide artwork to SLA.

**Artwork due by May 1, 2022.**

## Exhibit Hall Window Overlook Clings

**INVESTMENT: \$12,500**

Let the natural light shine on your brand. This branding opportunity located at the top of exhibit hall escalator is a great way to capture the attention of attendees as they proceed to the exhibit hall and general session. Company will provide artwork to SLA.

**Artwork due by May 1, 2022.**

## Stairway Ads

**INVESTMENT: \$6,500 - \$13,000**

\$6,500 (8-step staircase ad – far end of lobby by Starbucks)

\$13,000 (16-step staircase ad – far end of lobby by Starbucks)

Advertise your company on convention center stairway with ad space on steps seen by participants as they walk upstairs. Company will provide artwork to SLA.

**Artwork will be due by May 1, 2022.**

*(Only one staircase section per sponsor.)*

## Meeting Room Prefunction Wall Clings

**INVESTMENT: \$6,500 EACH**

*(Two decals available different sizes – one per sponsor)*

Place your company ad on the wall in a strategic place as attendees go to and from the meeting space area. Company will provide the artwork to SLA.

**Artwork is due by May 1, 2022.**

Two different sizes:  
(approximately: 21'x5' or 9'x13')



**SLA 2022 Annual Conference**

**SOURCE**  
**FORWARD** 

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# SLA 2022 Source Forward Annual Conference Onsite Marketing Commitment Form

Escalator Clings - \$10,000

Column Wraps - \$8,500  
(per four column set)

Columns Facing Window

Columns Facing Meeting Rooms

Exhibit Hall Window

Overlook Clings - \$12,500

## Stairway Ads

\$6,500 (8-step staircase ad -  
far end of lobby by Starbucks)

\$13,000 (16-step staircase ad -  
far end of lobby by Starbucks)

Meeting Room Pre-function Wall Clings  
\$6,500 each (one per sponsor)

Size 21'x5'

Size 9'x13'

## CONTACT INFORMATION

Contact Name: \_\_\_\_\_ Company: \_\_\_\_\_

Street Address, City, State Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

## PAYMENT INFORMATION

Invoice

American Express

MasterCard

Visa

Name on Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

Signature: \_\_\_\_\_

Sponsorship Subtotal \_\_\_\_\_

Exhibit Total \_\_\_\_\_

Grand Total \_\_\_\_\_

This document serves as a contract. All sponsorship requests are final. Execution of this sponsorship commitment form signifies assumption of legal responsibility to pay for all sponsorship as stipulated on the form. Sponsorship is not confirmed until full payment is received. Payment must be made in U.S. dollar drawn on U.S. bank prior to the event date.

Please submit your form to [sla-sponsorship@sla.org](mailto:sla-sponsorship@sla.org). For questions regarding sponsorship or exhibitor opportunities, please call 571-762-4379 to speak with a representative.