

BRAND AWARENESS SPONSORSHIP

A brand awareness sponsorship whether it's a booth, kiosk, or turnkey setup helps your company stand out. But securing the sponsorship is just the beginning. To maximize its impact, you need a strategic approach to execution, logistics, and engagement. Building a budget that includes key add-ons (Preorder Essential Items) ensures you get the most out of your investment, meet critical ordering deadlines, and potentially save money.

H HOW TO PREPARE

- **Understand Your Sponsorship Inclusions**

Review your contract, welcome packet, or event platform to confirm what's included, identify necessary add-ons, and track deadlines for ordering key items.

- **Preorder Essential Items**

Many conference essentials are not included in base sponsorships, so plan ahead for:

- **Electricity** – Power for TVs, laptops, lighting, and device charging.
- **Internet** – Conference Wi-Fi is often unreliable; investing in dedicated access is worth it.
- **Furniture & Booth Setup** – Ensure you have comfortable seating, tables, flooring and branding elements.
- **Lead Generation Tools** – Order lead scanners, set up digital forms, and ensure all tools can efficiently capture attendee information.
- **Audio-Visual Equipment** – Order TV's and other essentials for presentations, speaking engagements, and demos.
- **Shipping & Storage** – Ensure materials arrive on time and plan for on-site storage if needed along with shipping post event

- **Insurance**

Many conferences require insurance, so it's essential to review the event's specific requirements and obtain the necessary policies ahead of time to prevent any last-minute complications. Ensure your team attending the event is properly covered, including having travel insurance in place.

- **Marketing Collateral**

Prepare branded materials such as booth design and signage, team outfits, brochures, giveaways, and digital assets to enhance brand visibility.

- **Plan Travel & Accommodations**

Book flights, hotels, and local transportation early to avoid last-minute price spikes.

- **Schedule Meetings & Dinners**

Secure reservations for key client and prospect meetings to maximize relationship-building.

- **Send Invitations**

Engage potential clients and partners before the event, ensuring strong attendance at your booth or activation.

- **Train Your Team**

Prepare staff on product demos, messaging, brand voice and strategy and engagement techniques to make the most of every interaction.

- **Event Overview Meeting & Guide**

Align your team on schedules, responsibilities (setup, expo, teardown), and key details. Provide a reference document for quick access during the event.

A ADDITIONAL TIPS

- Test all equipment and electronics during setup to prevent last-minute issues during the expo.
- Arrive at least 30 minutes early on the day of the expo to finalize setup and get your team prepared.
- Prepare shipping labels ahead of time to ensure a smooth teardown process.
- Pack essentials like packing tape, scissors, laptop & phone charges notebooks, pens, mints, snacks, and water.
- Set up a group chat for easy coordination between the team and support.

Brand awareness sponsorships are a powerful way to establish presence and credibility at key industry events. With the right preparation and execution, they can drive long-term impact for your brand—strengthening relationships, increasing visibility, and positioning your company as a trusted leader in your space.