



ZONE SPONSOR

2018 Ducks Unlimited Great Northwest Outdoor Expo
Ford Idaho Center, Nampa, Idaho
June 29-July 1
Show Hours: Friday Noon - 8 PM
Saturday 9 AM - 8 PM, Sunday 9 AM - 5 PM



Media Benefits

- Logo recognition in one full-page Expo promotional ad in the May/June 2018 issue of *Ducks Unlimited* magazine*
- Editorial recognition in the March/April 2018 issue of the *Ducks Unlimited* magazine*
- Zone Sponsor-supplied logo and video link on www.ducks.org/NWExpo *
- Zone Sponsor-supplied banner ad on www.ducks.org/NWExpo *
- 2 Zone Sponsor-supplied and Expo approved messages posted on Expo's YouTube channel*
- Recognition in press releases and other promotional collateral*
- Complimentary Zone Sponsor-supplied half-page, 4-color ad in the Expo directory*
- Inclusion in four regional e-blasts designed to promote the Expo – May 28-July 1, 2018*
- Inclusion in major pre-event regional advertising and promotion: television, radio, newspaper, outdoor billboard and other purchased media*
- Inclusion in social media marketing*

Onsite Benefits

- Recognition on Expo signage*
- Placement of 10 client-supplied banners (subject to size restrictions)
- 50 one-day Expo passes
- 5 Zone Sponsor PA recognition announcements per day during Expo
- 15 Zone Sponsor Expo credentials and parking passes
- 6 tickets to the VIP dinner being held Saturday night
- Access to Expo business center and lounge
- Inclusion in VIP dinner program

Display Benefits

- 400 square feet in a preferred location – additional space discount up to 25% off

Investment - Call for custom pricing and sponsorship packaging



Important Dates

Logo submission for print and social media	12/15/2017
Elements for Expo's dedicated website (banner/logo/links/video/text)	1/2/2018
Expo's YouTube co-promotion videos	2/1/2018
Supplied advertisement for Expo directory/program	3/13/2018
Certificate of Insurance	5/2/2018
Event Banners	6/1/2018

*Due to lead times, deadline dates, and the date of acceptance of an application, advertising mentions and preferred locations may not be available.