

# SPONSORSHIP PROSPECTUS

Your invitation to sponsor IWCE 2020

**IWCE** INTERNATIONAL  
WINDOW  
COVERINGS  
EXPO  
2020

March 25-27, 2020

Charlotte Convention Center  
CHARLOTTE, NC

Success You Can Bank On



[IWCE-Vision.com](http://IWCE-Vision.com)



## Welcome to IWCE 2020

We invite you to take the opportunity to present and highlight your brand to the dedicated window covering and interior design business owners who attend this exclusive educational and networking event. The International Window Coverings Expo will be held at the Charlotte Convention Center, March 25-27, 2020.

This is your connection to reach the key business owners in the 5 billion dollar+ window covering industry. They attend IWCE to discover new products and resources to help them be more successful. Last year's show was so successful that we have added another day to network with a festive Grand Opening Reception the evening prior to the first full day to allow attendees to visit exhibitors and sponsors in a relaxed, fun atmosphere taking advantage of what Charlotte has to offer.

We've worked diligently to offer IWCE sponsors a wide variety of marketing opportunities, designed to provide you with exceptional access to the industry's top companies. Your branding and marketing begins the moment you agree to become a sponsor on all our marketing platforms and culminates with face to face contact with the attendees who attend IWCE in Charlotte.

**Success You Can Bank On!**





## Table of Contents

IWCE background .....	4
Attendee demographics.....	5
Event details.....	8
Sponsorship packages.....	9
Sponsorship agreement form.....	16





# IWCE Background



## About IWCE

The International Window Coverings Expo (IWCE) is the annual trade show and conference for the window coverings industry. IWCE is the largest independent expo for the interior design professional in the US. Since its launch in 1997, IWCE has offered dozens of CEU accredited seminars about design, business, marketing, technology and fabrication. Some sessions are specifically for the window covering dealer, however the majority cover best practices in the business of interior design and marketing to the consumer. Hundreds of companies exhibit showing the latest products and technology in shading systems, blinds, fabrics, decorative hardware and trimmings, home automation and equipment.

Attendees come from all 50 US states and 36 international countries. IWCE serves the largest window covering market in the world.



**IWCE** INTERNATIONAL  
WINDOW  
COVERINGS  
EXPO  
2020  
CHARLOTTE, NC • March 25-27



# 2019 Audience Demographics

TOTAL ATTENDANCE

Year Over Year

Attended in 2018

2200

Attended in 2019

3000

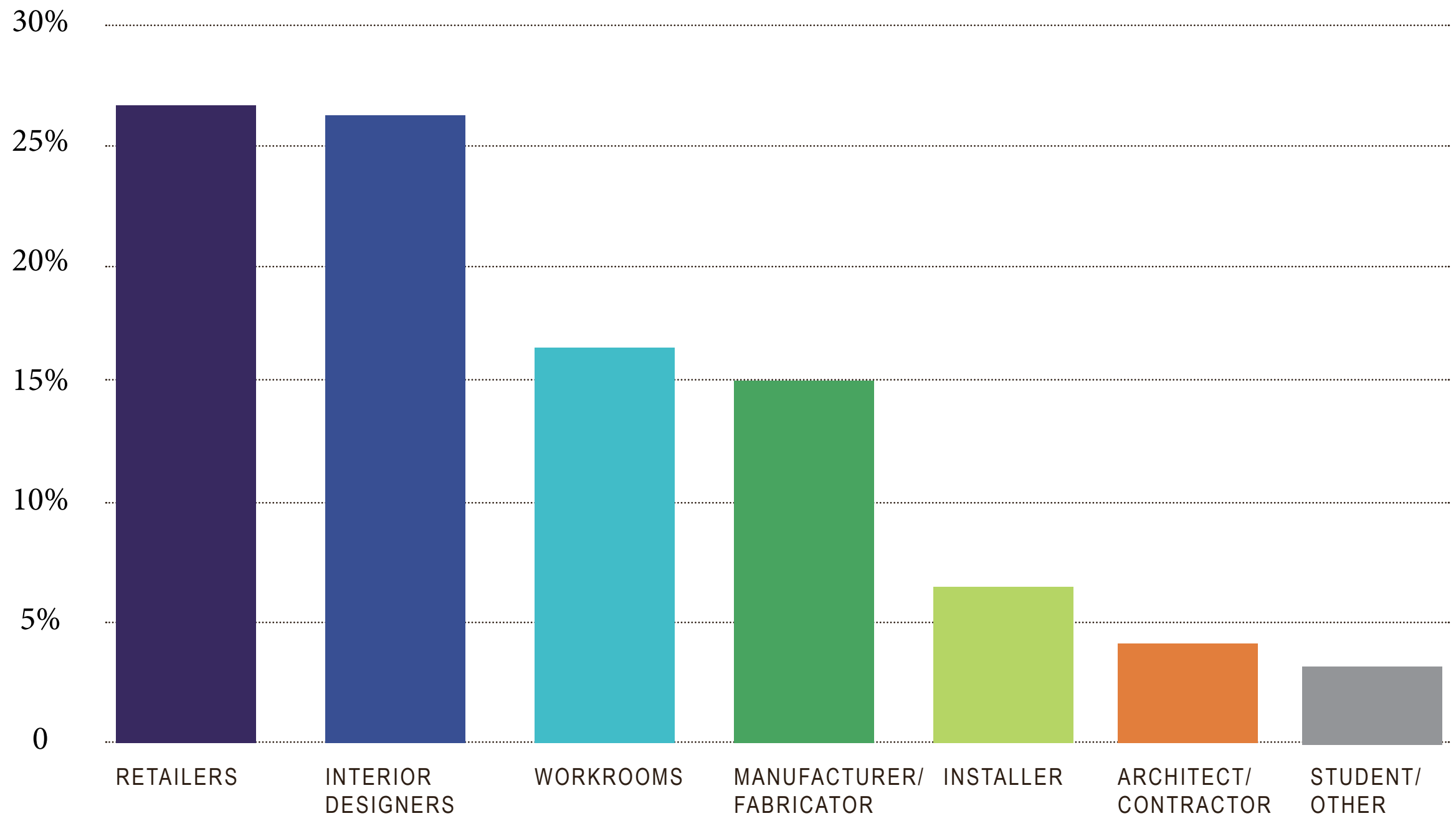
Expected in 2020

4500



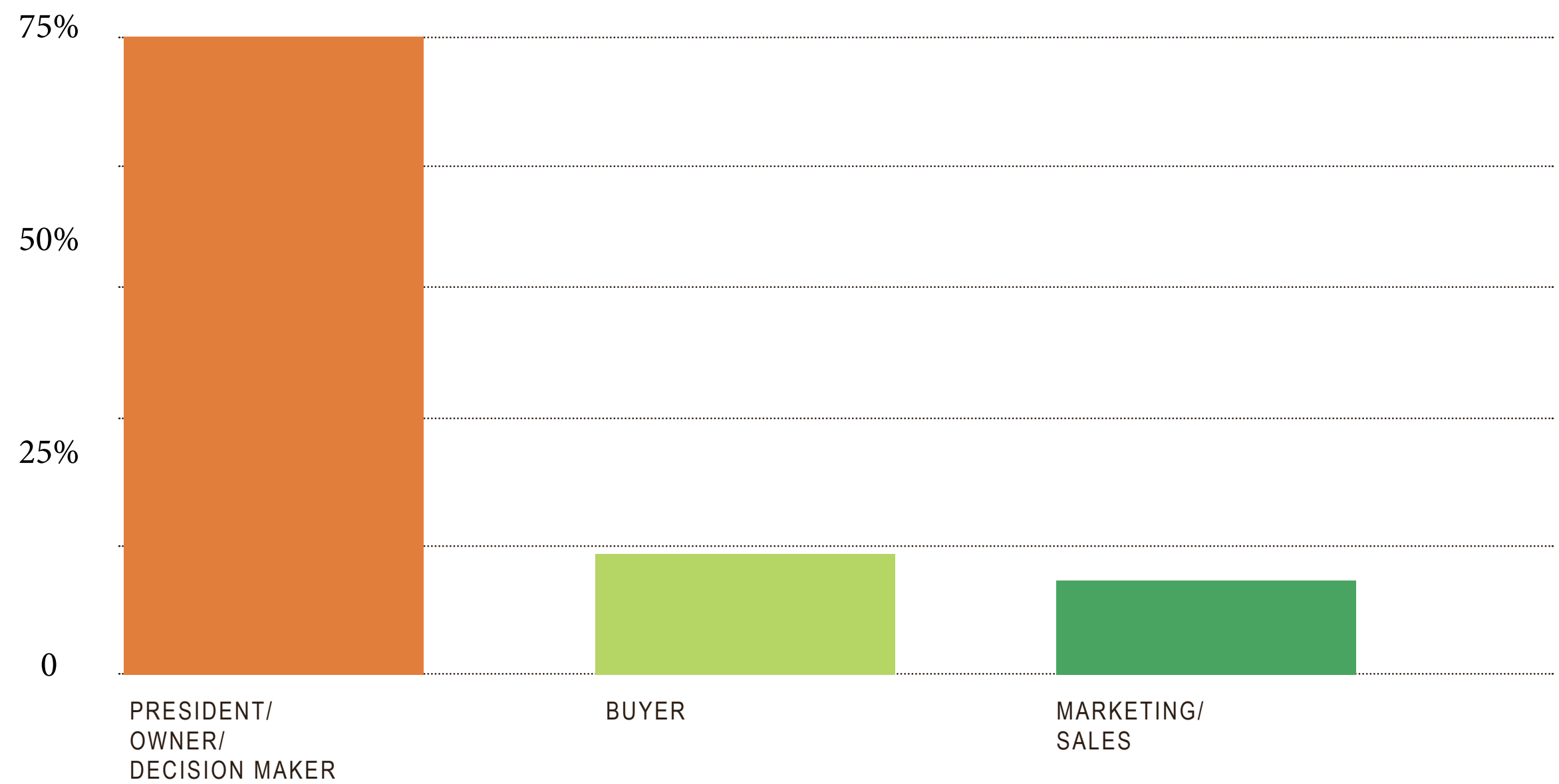
ATTENDEE TYPES

Line of Business



ATTENDEE TYPES

Job Level





# Event Details



## General Information

International Window Coverings Expo

March 25-27 2020

[iwce-vision.com](http://iwce-vision.com)

651.330.0574

## Venue Information

Charlotte Convention Center

501 S College Street, Charlotte, NC 28202

[charlottemeetings.com](http://charlottemeetings.com)

704.339.6000

### Wednesday, March 25

6:00 pm - 8:30 pm

8:00 am - 4:15 pm

5:00 pm - 6:00 pm

Show floor – Welcome Reception

Seminars

Designer Panel

### Thursday, March 26

9:00 am - 5:00 pm

9:00 am - 11:45 am

4:15 pm - 5:00 pm

5:30 pm - 6:00 pm

6:00 pm - 7:30 pm

Show floor

Seminars

Keynote Speaker

Vision Design Awards – cocktail reception

Vision Design Awards ceremony

### Friday, March 27

9:00 am - 3:00 pm

9:00 am - Noon

Show floor

Seminars



# Sponsor Packages







## Design Competition Sponsorship - \$25,000

Emcee our popular Design Competition Award ceremony where your company will be in front of top interior designers from around the world.

Includes:

- Your logo on all Design Comp signage
- On stage presentation where you can showcase your products
- Social media, *Window Fashion VISION* exposé
- Listed as sponsor on IWCE's website
- Swag bags for attendees with your company's logo for you to fill with your products, swag and brochures





## **Welcome Exhibitor Reception - \$6,000** (4 available)

Make sure every attendee visits your booth during IWCE's Exhibitor Welcome Reception!

Includes:

- Your company's name and booth number on signage at entrance
- Cash bar and food station near your booth
- Invitation for each attendee to visit your booth
- Social media and Window Fashion VISION exposure
- Listed as sponsor on IWCE's website



## Conference Bag Sponsorship - \$8,000

Over 4000 IWCE attendees will carry a bag branded with your logo!

Includes:

- Your branded bag handed out at registration
- Social media and *Window Fashion VISION* exposure
- Listed as sponsor on IWCE's website



## Lunch & Learn Sponsorship - \$5,000

Introduce IWCE's Designer Panel and have an opportunity to share about your company's products!

Includes:

- Luncheon sponsored by your company
  - Signage at event to include your company's name/logo
  - Social Media and Window Fashion VISION exposure
  - Listed as sponsor on IWCE's website
- 

## Branded Hotel Key Card Sponsorship - \$5,000

Attendees staying at our event hotel will receive a keycard co-branded with IWCE with your logo and booth number upon checking into their hotel.

Includes:

- Social media and *Window Fashion* exposure
- Listed as sponsor on IWCE's website



## Attendee Promotional Email - \$750

- Reach our list of 25,000 prospects that receive invitations to attend IWCE
- Add a product feature, invitation to visit your company or website



## Lanyards Sponsor - \$5,000

Provide IWCE's attendees with lanyards with your name/logo on them!

Includes:

- Social media and *Window Fashion VISION* exposure
  - Listed as sponsor on IWCE's website
- 

## Seminar Sponsorship - \$1,000 Regular Session \$2,500 Super Session

Sponsor one of our many popular seminars.

Includes:

- Introduction of seminar speaker and five minutes to share about your company's offerings
  - Space in back of room to showplace your products
  - Social media and *Window Fashion VISION* exposure
  - Listed as sponsor on IWCE's website
- 

## Conference Bag Insert Sponsorship - \$500

Provide items for us to include in show bags for our attendees!

Includes:

- Social media and *Window Fashion VISION* exposure
- Listed as sponsor on IWCE's website



## Registration Sponsorship - \$5,000

Have your company be the first thing attendees see when registering for IWCE 2020!

Includes:

- Your logo placed on top of page on registration site
  - Your company listed as sponsor on all communications and promotions about registration
  - Social media and *Window Fashion VISION* exposure
  - Listed as sponsor on IWCE's website
- 

## IWCE Website Banners

Reach thousands of visitors looking for more information about IWCE.

- Slider bar banner – **\$995 per month** (six months leading up to the show)
  - Lead banner – **\$750 per month**
  - Side banners – **\$500 per month**
- 

## IWCE Attendee Newsletter Sponsorship - \$1,500 / newsletter

Have your company be center stage as a sponsor of our IWCE Attendee Newsletter.

Includes:

- Your logo placed on top of email communication listed as a sponsor
- Your customized image and message at end of newsletter with a link to your site
- Social media and *Window Fashion VISION* exposure
- Listed as sponsor on IWCE's website



# Sponsorship Agreement Form



If you wish to take advantage of any of the sponsorship opportunities, please complete this form and send to your sponsorship contact. If you are not currently working with an IWCE team member, please email [grace@wf-vision.com](mailto:grace@wf-vision.com).

*Note: Sponsorships are available on a first-come, first-served basis. Return your sponsorship form early to ensure you get your top choice.*

## Contact Information

Name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Country \_\_\_\_\_ Signature \_\_\_\_\_

Billing contact & email \_\_\_\_\_

## Please indicate which enhancements you wish to sponsor:

_____ Design Competition Sponsorship - \$25,000	_____ Welcome Exhibitor Reception - \$25,000	_____ IWCE Attendee Newsletter - \$1,500
_____ Conference Bag Sponsorship - \$8,000	_____ Hotel Key Card Sponsorship - \$5,000	_____ Relax & Recharge Lounge - \$5,000
_____ Designer Panel Sponsorship - \$10,000	_____ Lanyards Sponsor - \$5,000	_____ Registration Sponsorship - \$5,000
_____ Seminar Sponsorship / Regular - \$1,000	_____ Seminar Sponsorship / Super - \$2,500	_____ Conference Bag Insert Sponsorship - \$500

**PACKAGE & ENHANCEMENTS TOTAL:** \_\_\_\_\_

## Payment Details

IMPORTANT: Please obtain all necessary approvals from within your organization prior to submitting sponsorship agreement & payment.

100% of payment due net 30 days.

**PAYMENT TYPE:** \_\_\_\_\_ Credit Card\* \_\_\_\_\_ Check \_\_\_\_\_ Wire Transfer \_\_\_\_\_ ACH \_\_\_\_\_ Purchase Order # \_\_\_\_\_

An invoice with further payment instruction will be sent to the primary billing contact upon receipt of signed agreement.

*\* A 3% processing fee will be applied to all credit card payments*



# Contact your IWCE marketing team to learn more.



**SUSANNE YOUNG**  
*VP of Sales and Marketing*  
**+01 651.315.7683**  
susanne@wf-vision.com



**GRACE McNAMARA**  
*Show Producer*  
**+01 651.756.8834**  
grace@wf-vision.com



**ELAIZA SHEPHERD**  
*Sales Consultant*  
**+01 651.706.5903**  
sales@iwce-vision.net



**HEATHER BRADLEY**  
*IWCE Sponsorship Director*  
**+01 651.756.8658**  
heather@wf-vision.com

**IWCE-VISION.com**

**IWCE** INTERNATIONAL  
WINDOW  
COVERINGS  
EXPO  
2020  
CHARLOTTE, NC • March 25-27

