



EXPO 2017

**SOUTH
FLORIDA'S
PREMIER EVENT
FOR MEN AND
THEIR FAMILIES**

Sponsor and Exhibitor
Opportunities

October 28-29, 2017 • South Florida Fairgrounds • West Palm Beach, FL

www.notjustahobby.net



WELCOME TO THE NOT JUST A HOBBY EXPO 2017

The Ultimate Pastime Experience for Men and Their Families!

The Not Just a Hobby Expo 2017 (Expo) provides sponsors and vendors with the opportunity to get their brands and products in front of thousands of attendees from every sector of society.

Premiering in the Fall of 2017, this family-friendly recreational consumer show for men features a diversity of indoor-outdoor activities and favorite pastimes that span generations and appeal to the mind, body, and spirit. For two days, the South Florida Fairgrounds transforms into the perfect man cave, with more than 50,000 square feet of manly things for buyers, sellers, and serious collectors, and offers a vast variety of hobbies, merchandise, collectibles, panel discussions, celebrity appearances, and much more.



The Expo appeals to active, adventurous, and passionate men, 18-64 years old in the South Florida region (Miami-Dade to Martin counties), who seek to learn and further engage in their favorite recreational hobbies. A significant segment of this demographic includes men with families, who have one or more children, may or may not be married, and have a median household income of \$50,000.

An Expo sponsorship or vendor package positions you, your brand or product, in an environment of:

- Over 30,000 attendees
- A pre-qualified and captive audience (paid price of admission)
- Demographic Influencers (those who support the men in their lives)

The Expo offers you a cost-effective marketing opportunity to:

- Reach consumers who are ready to buy
- Develop and nurture loyal customers
- Gain customer feedback
- Stand out from the competition

AT-A-GLANCE: THE NOT JUST A HOBBY EXPO 2017

Dates/Times

OCTOBER 28-29, 2017
10:00 A.M. - 8:00 P.M.

Location

**EXPO CENTER AT THE
SOUTH FLORIDA
FAIRGROUNDS
9067 SOUTHERN
BOULEVARD
WEST PALM BEACH, FL**

Admission

ADULTS: \$20
KIDS/VETS: \$15

Marketing Opportunities

The pricing presented in this package is for the marketing opportunity only. All materials and installation (excluding registration) are the responsibility of the participating company/individual. All artwork and text must be approved by Not Just a Hobby.

TITLE SPONSORSHIP VIP VENDOR EXHIBITOR BOOTH REGISTRATION

Producer/Promoter

TERRENCE TUCK LLC
5035 BOA CIRCLE
LAKE WORTH, FL
33463

Web: www.notjustahobby.net
Email: ttuck@notjustahobby.net
Facebook: NJHFL
Twitter: @NotJustaHobbyFL
LinkedIn: Terrence Tuck
PH: 561-252-9440



PARTNERSHIP LEVELS

All items within each level are customizable and open for discussion. The final contract will be specific to the sponsor/vendor and will vary depending on the particular needs of the partner.

TITLE

SPONSOR ***\$20,000***

- Sponsor logo on company representatives' name badges and event signage
- Sponsor logo on event program
- Six-foot (6') table to display sponsor collateral
- Opportunity to include sponsor's retractable banner at display table
- Opportunity to loop sponsor video during the event (sponsor to provide necessary AV equipment)
- Sponsor logo in event presentation deck
- Choice of branded item included in raffle or gift bag
- Sponsor logo on Not Just a Hobby website (home and event page) with link to sponsor's homepage
- Inclusion in minimum of three (3) event email communications (1,300 recipients each)
- Inclusion in two (2) Not Just a Hobby monthly newsletters (1,300 recipients each)
- Minimum of three (3) sponsored posts on social media pages (total reach exceeding 4,000)
- Event emcee delivery of 25-word sponsor positioning message from podium
- Expert panelist participation
- Fifteen (15) event tickets





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GOLD VENDOR ***\$15,000***

- Two (2) rooms at local hotel
- Two (2) assistants to move in and out at the event
- Five (5) staff wearing T-shirts and signs promoting vendor both days of the event
- Complimentary breakfast
- Ten (10) banners/flags on event grounds
- Three (3) months of shared radio advertising
- Courtesy mention in marketing materials (website, postcards, mailers, email blasts)
- Link from the Not Just a Hobby website to your website
- Not Just a Hobby website post of customized survey questions
- Up to eight (8) hours of time in demonstration area
- Access to celebrity attendees

SILVER VENDOR ***\$7,500***

- One (1) room at local hotel
- One (1) assistant to move in and out at the event
- Three (3) staff wearing T-shirts and signs promoting vendor both days of the event
- Complimentary breakfast
- Five (5) banners/flags on event grounds
- One (1) month of shared radio advertising
- Courtesy mention in marketing materials (website, postcards, mailers, email blasts)
- Link from the Not Just a Hobby website to your website
- Up to four (4) hours of time in demonstration area
- Access to celebrity attendees



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REGISTRATION \$5,000

- Your company name and logo on every confirmation email to all ticketed participants
- Your company-provided banner or logo displayed in the registration/ticket areas and on the Not Just a Hobby website

EXHIBITOR \$1,000 - \$5,400

- One (1) 10 x 10 booth: \$1,000
- Two (2) 30 x 30 booths: \$3,600
- Three (3) 40 x 40 booths: \$5,400

Optional Exhibitor/Booth Fees:

- Electrical hook up: \$75
- Wi-Fi – hook up: \$50
- On-Site Promotion: \$150 per person
- On-Site Helpers (2-person team): \$200



Thank you!



Visit Not Just a Hobby online for news and updates.



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