2022 Crime Lab Symposium

October 4-5, 2022

Monona Terrace Convention Center | Madison

****Sponsorship and Exhibitor Opportunities****

The 2022 Crime Lab Symposium will take place October 4th-5th at the Monona Terrace Convention Center in Madison, WI.

Questions on 2022 sponsor opportunities may be directed to Dawn Zanoni, Office of Marketing Services at (608) 266-3978 or dawn.zanoni@wisconsin.gov

# Sponsorship Opportunities

PLATINUM SPONSOR: *Only one available*

* Exclusive sponsor of Vender Opening Reception - Includes 2–3-minute “welcome speech” opportunity during reception
* Exclusive sponsor of participant promotional item
* Sponsor’s logo and/or name included on select promotional materials
* Rotating banner advertisement on the Conference app
* 50-word company description and color logo on the Conference website and mobile app
* Recognition on select signage at the event
* 50-word company description and color logo in Conference program
* Full-page color ad, upgraded to premium positioning, in the conference program
* Exhibitor space in premium location increased to a 8’x20’ with complimentary electricity
* Complimentary conference registrations for five organization representatives
* Final list of attendees for promotional use

*Cost of Platinum Level Participation - $20,000*

GOLD SPONSOR: *Only two available*

* Exclusive sponsor of one of two Lunches – Includes 2–3-minute speaking opportunity during lunch
* Prominent opportunity to distribute promotional pieces during lunch
* Sponsor’s logo and/or name included on select promotional materials
* Rotating banner advertisement on the Conference app
* 50-word company description and color logo on the Conference website and mobile app
* Recognition on select signage at the event
* 50-word company description and color logo in Conference program
* Full-page color ad in the Conference program
* Exhibitor space in premium location with complimentary electricity
* Complimentary conference registrations for four organization representatives
* Final list of attendees for promotional use

*Cost of Gold Level Participation - $15,000*

SILVER SPONSOR*: Only three available*

* Recognized sponsor of one of one of three breaks
* Prominent opportunity to distribute promotional piece during selected event
* Sponsor’s logo and/or name included on select printed and digital promotional materials
* Rotating banner advertisement on the Conference app
* 50-word company description and color logo on the Conference website and mobile app
* Recognition on select printed and digital signage at the event
* 50-word company description and color logo in Conference program
* Full-page color ad in the Conference program
* Exhibitor space with complimentary electricity
* Complimentary Conference registrations for three organization representatives

*Cost of Silver Level Participation -* $10,000

BRONZE SPONSOR: *Only four available*

* Collectively, sponsors of the Wake-Up Coffee Break
* Sponsor’s logo and/or name included on select printed and digital materials
* Recognition on printed and digital signage at the event
* 50-word company description and color logo on the Conference website and mobile app
* 50-word company description and color logo in Conference program
* Half-page color ad in the Conference program
* Exhibitor space with complimentary electricity
* Complimentary Conference registrations for two organization representatives

*Cost of Bronze Level Participation - $5,000*

# Exhibitor Opportunities

EXHIBITOR ADVERTISER

* Footer banner color ad in the Conference program
* Exhibitor space for promotional use
* Exhibitor’s logo/name listed on select printed and digital promotional materials
* 50-word company description and logo on the Conference website and mobile app
* Complimentary Conference registration for one organization representative

*Cost of Advertiser Participation - $750*

*Non-Profit Advertiser Rate - $300*

*Electrical Hook-Up - $50*

EXHIBITOR

* Exhibitor space for promotional use
* Exhibitor’s logo and/or name listed on select printed and digital promotional materials
* 50-word company description and color logo on the Conference website and mobile app
* Complimentary Conference registration for one organization representative

*Cost of Exhibitor Participation - $600*

*Non-Profit Exhibitor Rate - $150*

*Electrical Hook-Up - $50*

**Printed Guide Ad Specifications**

Dimensions

* Full Page (Platinum, Gold, and Silver Sponsors)
	+ 5.57in w x 8.75in h (including 0.125in bleeds)
* Half Page (Bronze Sponsors)
	+ 5.57in w x 4.5in h (including 0.125in bleeds)
* Footer Banner (Exhibitor Advertiser)
	+ 5.57in w x 2.5in h (including 0.125in bleeds)

Minimum Resolution: 300 dpi

Accepted File Formats: PDF, EPS, TIFF, PSD; CMYK color space

Note: Please keep all important type and images at least a quarter inch inside the ad dimensions (safe area)

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**Mobile App Ad Specifications**

(Gold and Silver Sponsors)

Dimensions: 640px w x 90px h

Minimum Resolution: 72 dpi

Accepted File Formats: JPEG, PNG, or other image files; RGB color space

