

2025 BIZCON SPONSORSHIP OPPORTUNITIES

with SCAVENGER HUNT & FEATURED PRODUCT CONTEST



January 28 & 29, 2025
Rivers Edge Convention Center &
Best Western Kelly Inn
St. Cloud, MN



February 18 & 19, 2025
The Meadows
Altoona, IA

For 2025, BLD is offering suppliers the opportunity to once again show their support and stand out from the competition by sponsoring the annual BizCon North and/or BizCon South. Both levels of sponsorship includes various ways to promote your company leading up to the events as well as recognition at the events. Sponsorship levels and dollars listed below are per BizCon.

STANDARD SPONSOR - \$750

Sponsors at the STANDARD LEVEL will receive the following benefits:

These funds will be used at BLD's discretion towards various BizCon administrative costs.

- Exposure on event webpages, social media, and onsite show program
- Sponsor signage at event including bright signage on exhibit booth to help your booth stand out
- Badge ribbons on booth representative badges to identify them as sponsors
- Verbal acknowledgement during Opening Membership Luncheon
- Participation in the onsite Sponsor-Only Scavenger Hunt Game

Dealers and guests will be sent to all sponsor booths to search for a specific object (provided by BLD onsite). Once they complete their game card by visiting all sponsors, they may enter it into a drawing for a \$500 prize held at the end of the event. These games help drive guaranteed traffic to sponsor booths!

PREMIUM SPONSOR - \$1500 **Members ONLY**

Sponsors at the PREMIUM LEVEL will receive the following benefits:

These funds will be used towards the BizCon function of your choice.

- All benefits listed under Standard Sponsor (including participation in the Sponsor-Only Scavenger Hunt Game)
- PLUS -
- Ability to sponsor a specific function at the event rather than BLD assigning dollars to behind-the-scenes expenses (options below). This ensures you will receive individual sponsor signage at that function highlighting your company (rather than just be listed on the 'all sponsor' sign.)
- **NEW!** Entry into the 'Best Featured Product Contest'. Voted on by attending dealers, the featured product with the most votes will receive a special "shout-out" highlighted in a spring issue of the BLD Connection magazine! Must list featured product on the following page when registering.

DAY 1 - PREMIUM SPONSOR OPTIONS

- A. Sales Seminar (one available)
- B. Themed Break Service in Exhibit Hall – Snacks & Beverages (two available)
- C. Exhibit Hall Happy Hour (two available)
- D. Brews & Bites Reception
 - Food/Beverage Stations (3 available)
 - Entertainment (one available)

DAY 2 - PREMIUM SPONSOR OPTIONS

- E. Operations Seminars
 - Seminar Speakers (two available)
 - Shared Break Service (one available)
- F. Themed Break Service in Exhibit Hall – Light Breakfast Items & Beverages (two available)
- G. Wrap Up Lunch on the Exhibit Floor
 - Food Station (two available)

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Use the form below to select your sponsorship level at each show. Visit Page 1 to read about all sponsorship inclusions and options. If selecting a PREMIUM sponsorship, make sure to select which function within the BizCon you want your dollars applied to AND enter your Featured Product information to be voted on.

BIZCON NORTH

STANDARD SPONSORSHIP = \$750

PREMIUM SPONSORSHIP = \$1500
(Members ONLY)

I want to sponsor the following function within the BizCon North (listed on Page 1):

FEATURED PRODUCT ENTRY:

(Open to Premium Sponsors Only)

Name of Product:

Brief Description:

BIZCON SOUTH

STANDARD SPONSORSHIP = \$750

PREMIUM SPONSORSHIP = \$1500
(Members ONLY)

I want to sponsor the following function within the BizCon South (listed on Page 1):

FEATURED PRODUCT ENTRY:

(Open to Premium Sponsors Only)

Name of Product:

Brief Description:

If registering for a Premium Sponsorship and entering the Best Featured Product Contest, make sure to have information readily available to visiting dealers who will be voting on your product. This could be in the form of verbal info, pamphlets, signage, etc.

Grand Total: \$ _____

Payment Options

Credit Card

Master Card

Visa

Amex

Check

Credit Card Information

Name on Card _____

Card # _____ Exp. Date _____ CSV-CODE _____

Billing Address _____

Signature _____ Date _____

REMIT TO JODIE FLECK, CMP | JODIE@BLDCONNECTION.ORG | 763-595-4058

701 Decatur Ave N, Golden Valley, MN 55427