



## **Keystone Sponsor**

1 slot available

Price: \$8,000

*Alternative arrangement: 75/25 split, \$6,000 sponsorship/\$2,000 trade\**

Just as Pennsylvania is called “The Keystone State” for its role in forming this country, this sponsorship level helps to support our efforts to make this event a wonderful connection to information, education, wellness products and resources within the holistic community. This sponsorship is perfect for a wellness, vitamin or supplement business that may have samples within their product line to provide to attendees or a new product they would like to promote.

In return for your sponsorship at this tier, your business and/or practice would receive the following:

- The most prominent and largest of the three sponsor logos, centered at the bottom, **with opportunity to list your website**, of the horizontal WOW EXPO event advertisement on the two-sided Plymouth Meeting Mall **LED Digital Billboard** beginning Sept 1, 2023 until Oct 21, 2023

This billboard is located at the main entrance to the mall appearing on one of the most highly-trafficked roads, Germantown Pike, in Montgomery County

The billboard is also **located at a traffic light**, giving drivers a chance to take in and remember the WOW EXPO event information

The premium **7-letter .com** name **WOWEXPO.com** has also been obtained to make it easier for drivers to read and tie-in **with exact event name** and remember from a billboard ad



The approximate breakdown of ad visibility as one of five rotating ads:

- **90-seconds** of viewing time per rotation
- Visibility is approx. **8x** per hour & **190x** per 24 hr period.
- The biggest visibility number of **9700x** is due to the long run ad commitment we have made with the mall, of **51 days** starting Sept 1,2023 and running throughout the event date of Oct 21, 2023.
  
- Prominent company logo banner space at both ends of the WOW EXPO event entrances. (banners to be provided by sponsor)
  
- Company logo appearing largest and centered on WOW EXPO website as Keystone presenting sponsor. In addition, it would be appear on Eventbrite ticketing site, social media sites, press releases, print & digital ads
  
- 45 min. speaker or workshop opportunity for your company representative

*\*Trade would be discussed to ensure that 2000 attendees would receive sponsor product sample(s) or conference gift such as notepad or zip drive*