



HITS 2016 August 28 – 31, 2016 at the Hyatt Regency Reunion, Dallas, Texas

HITS LEAD SPONSORSHIP- \$5,000.00 SOLD

Our lead sponsorship is limited to one company. Your company will be promoted as the primary sponsor of HITS in all pre-event advertising and signage at the event.

Your company will receive:

- 20 x 20 pipe and drape booth. This includes tables, chairs and power access.
- 44 x 7 identification sign
- Company listing and live URL on the official HITS website.
- Networking opportunities at the HITS industry reception
- Special recognition at the HITS industry reception
- Prominent inclusion of your company logo in all pre-event marketing/advertising and on the event signage.
 - Magazine ad with a readership of more than 25,000
 - Direct mailers to 10,000 qualified buyers
 - Email blasts to over 15,000 canine professionals
 - Social media marketing to 40,000 followers
- Ten (10) HITS seminar passes for your most valued customers
- Color, full page advertisement in the event guide
- Collateral insert in the expo bags
- Your logo on the official HITS show bag

At the networking conference reception held on Tuesday August 30th, 2016 attendees and instructors will enjoy drinks and networking opportunities. The sponsor will have its logo displayed prominently at the event and have the opportunity to speak to the attendees personally. This is an opportunity to show your company's support for law

enforcement and specifically, canine handlers. Your company will have the opportunity to personally thank those officers for the support of your products and for their service to the community.

Premium Package \$1,495.00

The highest designation possible, a HITS premium sponsorship provides maximum exposure to our influential audience.

- 10 x10 pipe and drape booth, includes a 6 ft. table, 2 chairs, a waste basket and power access at your booth. (Any additional items needed will have to be ordered from our event contractor)
- 44 x 7 identification sign
- Company listing and live URL on the official HITS website
- Networking opportunities at the HITS industry reception
- Prominent inclusion to your company logo in all pre-event marketing/advertising and event signage
 - Magazine ad with a readership of more than 25,000
 - Direct mailers to 10,000 qualified buyers
 - Email blasts to over 15,000 canine professionals
 - Social media marketing to 40,000 followers
- Four (4) HITS seminar passes to be distributed to your best customers

CUSTOMIZED PROMOTIONAL OPTIONS

NAME BADGES- \$3,000.00 (SOLD)

- Our HITS name badges will be 4 x 6 inches in size. These professionally designed and printed name badges will be souvenir items for attendees that will hang around for many years. These name badges will display your company logo around the neck of every attendee at HITS 2016

LANYARDS- \$2,500.00 (SOLD)

- These customized lanyards are for the attendees name badges and everyone will wear your company logo throughout the event

HOTEL KEY CARDS- \$2,500.00 (SOLD)

- Your logo will customize the official key cards for HITS 2014 and be given to everyone who stays with us at the hotel. These cards will become souvenirs for our attendees to remember you and the event.

COFFEE CUPS- \$2,000.00

- Promote your company with a logo on the official HITS coffee cups.

Classroom Sponsor- \$1,500.00 Total of 5, 4 are Sold

- Your company can sponsor one of three classrooms at HITS. Your logo will appear on the classroom doors when permitted by the hotel, on every HITS schedule, web page, event guide, email blasts and event signage. It will be viewed by every HITS attendee several times a day. We also include “in room” advertising for your company during the entire event.

CONFERENCE NETWORKING RECEPTION (during registration night) \$1,000.00

- Receive pre-event marketing in email blasts, direct mail and on our HITS 2016 website
- Event signage, social media and email blasts denoting your contribution to the event

HOTEL ELEVATOR ADVERTISEMENTS- (DOOR \$1,500.00) (POSTERS 3 for \$1,500.00)

- Many times, our guest hotel will allow us to market inside their elevators. If you're interested in marketing your company to everyone while they ride the elevators, you'll have a captive audience!

VENDOR CARDS- \$1,000.00

- This card is our way of getting you valuable face time with HITS attendees. Their mission, have all the vendors stamp the card. Their goal, win lots of cash in the exclusive card drawing. When you sponsor this card, your company will have its full page ad printed on the reverse side of the card.

INK PENS- \$500.00

- Our official HITS ink pens will have your company logo on it and each person attending will get one.

INSERTS- \$350.00

- Our staff will pre fill the event bag with a collateral insert that you send us. This ensures that each person receives your product information as part of their event package.