



SPONSORSHIP

ERA GLOBAL LOUNGE

4 – 7 MARCH 2023

Location:
McCormick Place
2301 S. King Drive
Chicago, Illinois 60616

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SPONSORSHIP BENEFITS

For the entire **Chicago Inspired Home Show (4 – 7 March 2023)**, ERA GLOBAL members have access to the ERA GLOBAL Lounge to meet with business partners and to conduct business.

With its complimentary drinks and snacks, the Lounge is the perfect place for daily meetings with business partners.*

During the Chicago Inspired Show (4 days) we expect approx. 200 professionals from the multi-channel and home shopping industry from all over the world to visit our Lounge daily. And with more than 52,000 home and housewares professionals from more than 130 countries attending the Chicago Show**, sponsors of the ERA GLOBAL Lounge will benefit greatly from exposure.

Sponsor benefits at a glance:

- ERA GLOBAL Weekly Newsletter | Approx. 2000 weekly industry subscribers: decision-makers and professionals from the industry.
- Weekly social media posts | ERA GLOBAL LinkedIn and Facebook accounts, starting 16th January 2023.
- On www.events.era-global.org | Your company's logo on the Chicago Show sponsorship page of our website.

Take advantage of the opportunity for your organization to be presented as a sponsor of ERA GLOBAL Lounge well in advance of the show. Early confirmation of your partnership will ensure a higher level of exposure leading up to the Chicago Show.

* **Note:** As stipulated by the International Housewares Association (IHS), only ERA GLOBAL members and non-members exhibiting at the Chicago Show may have access to the ERA GLOBAL Lounge.

** **Note:** The Inspired Home Show website, accessed on 21 Oct 2022, <https://www.theinspiredhomeshow.com/about>

SPONSORSHIP PRICING

PACKAGE	MEMBER
SPONSORSHIP PACKAGE	from EUR 3.500,00 *
CO-SPONSORSHIP PACKAGE	from EUR 500,00 *

* **Note:** The sponsorship packages will be tailored to your company's needs and expectations.

SPONSORSHIP PACKAGES

PACKAGE	BENEFITS
<p>SPONSORSHIP PACKAGE</p>	<ul style="list-style-type: none"> ▪ <i>Reserved meeting table (6-8 chairs) as dedicated meeting space for your business purposes.*</i> ▪ <i>Company logo on the ERA GLOBAL Sponsorship Roll-up in the Lounge.</i> ▪ <i>Recognition as a main sponsor in the ERA GLOBAL weekly newsletter.</i> ▪ <i>Recognition as a main sponsor in the ERA Global weekly social media posts.</i> ▪ <i>Company logo on the Chicago Show sponsorship page of the ERA GLOBAL website.</i>
<p>CO-SPONSORSHIP PACKAGE</p>	<ul style="list-style-type: none"> ▪ <i>Food & Beverage sponsoring – per day or for the complete showtime - with “sponsored by” signage on the buffet stations.</i> ▪ <i>Company logo on the ERA GLOBAL Sponsorship Roll-up in the Lounge.</i> ▪ <i>Recognition as a co-sponsor in the ERA GLOBAL weekly newsletter.</i> ▪ <i>Recognition as a co-sponsor in the ERA Global weekly social media posts.</i> ▪ <i>Company logo on the Chicago Show sponsorship page of the ERA GLOBAL website.</i>

*** Note:** There will be a number of “sponsorship free” tables on a “first come, first serve” basis. Only a Main Sponsorship guarantees an exclusive meeting table.

IMPORTANT INFORMATION

ROOM SET-UP

On the next page you will find a preliminary draft of the set-up of the ERA GLOBAL Lounge. Please note that this set-up is subject to change, based on the specific sponsorship requests.

PRODUCT PLACEMENT

Due to the rules of the International Housewares Association, the placement of products in the ERA GLOBAL Lounge is allowed only for ERA GLOBAL members who are exhibiting at the show. Please inform ERA GLOBAL prior to the event about the possibility of product placement.

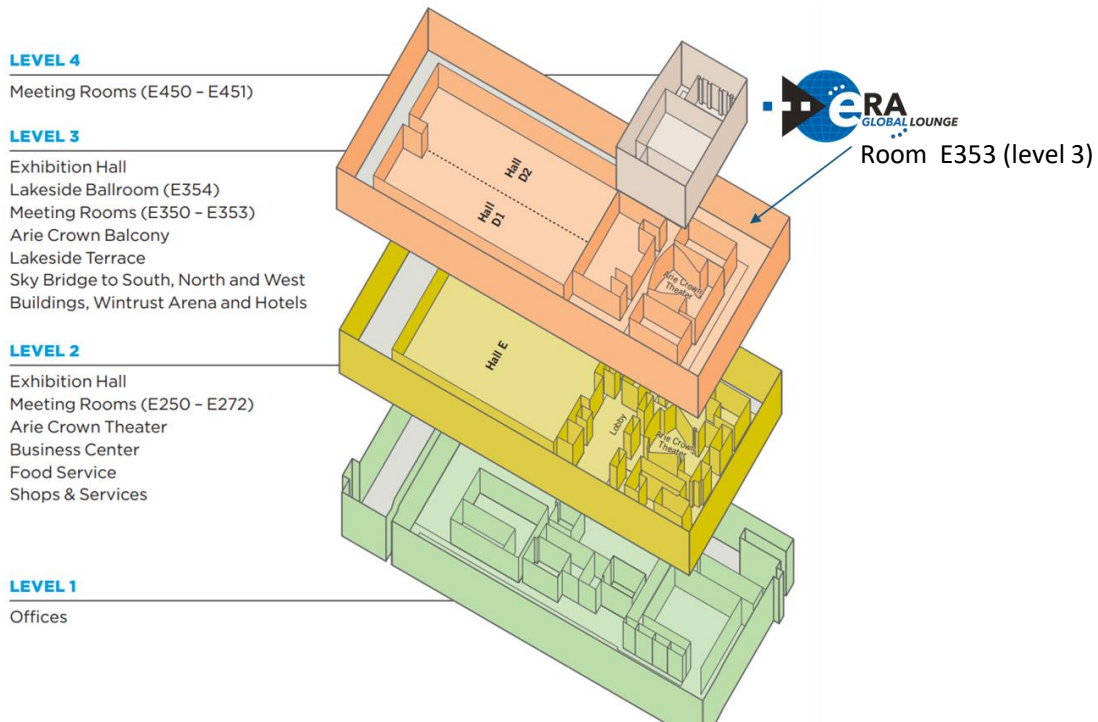
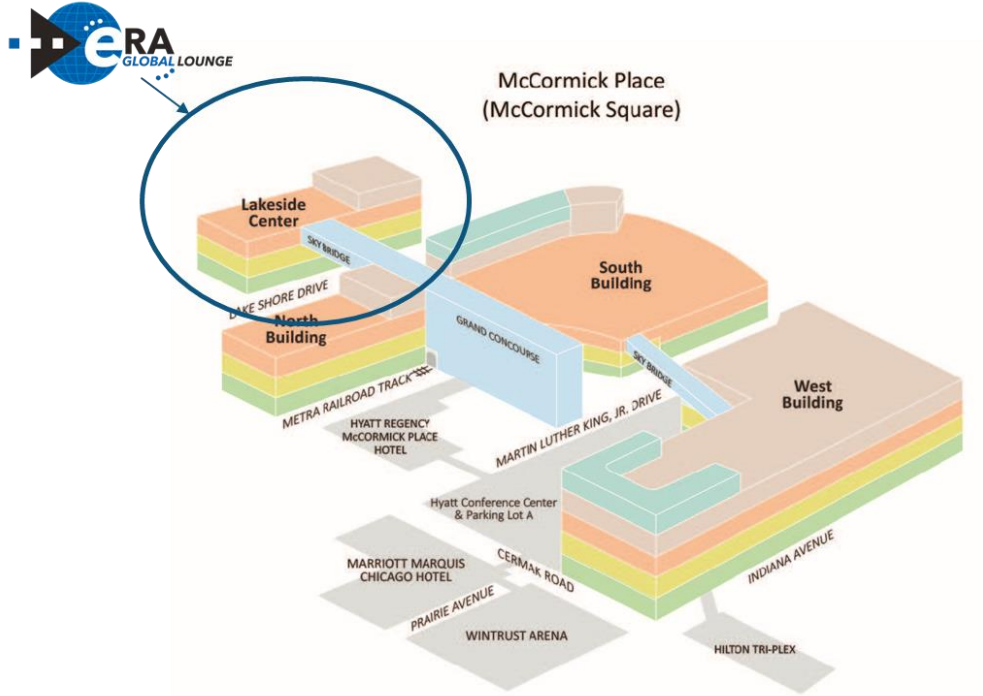
MARKETING MATERIAL

Placement of marketing materials (such as roll-ups or banners), that do not result in damage to the room, is possible. Please inform ERA GLOBAL of such so that it is included in your sponsorship contract. For further guidance please find the McCormick Place plans on the following pages.

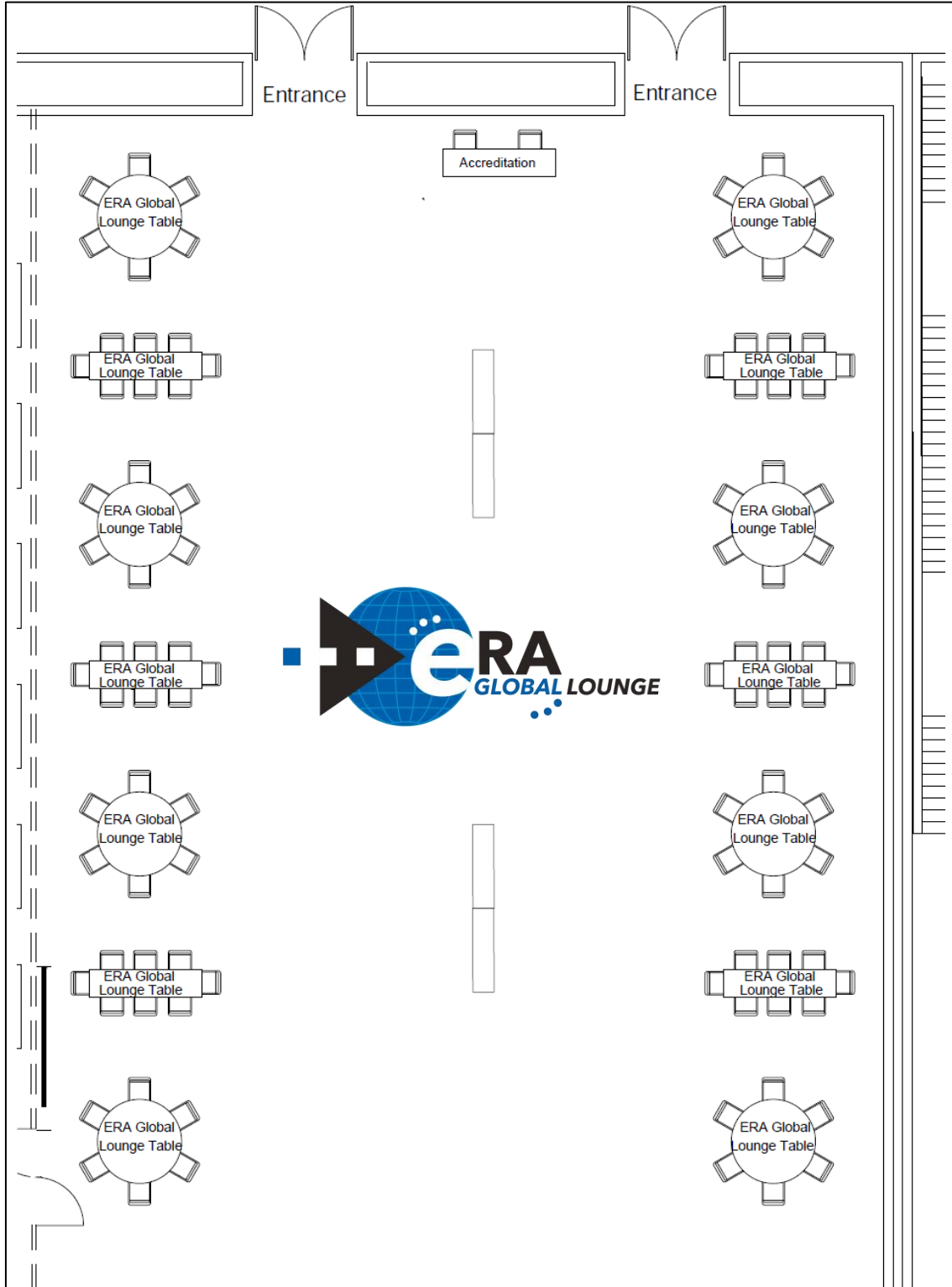
REGISTRATION PROCESS ERA GLOBAL LOUNGE

Registration will start from January 2023 on.

LOCATION



LOCATION*



* **Note:** The room plan serves only as an overview and does not provide exact information on the size of the conference room.

CONTACT



Please support ERA GLOBAL by becoming a sponsor of our Lounge. For information on our SPONSORSHIP PACKAGES or to reserve a table in our lounge, please contact:

The **ERA Global Team**
conference@era-global.org

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