



2027 SPONSORSHIP OPPORTUNITIES

APRIL 1 - 2, 2027
**The Eastern
States Exposition**
(The Big E), West Springfield, MA

Want to gain valuable exposure for your brand, build connections with prospects, and reinforce your commitment to current customers? Be a sponsor at ArborEXPO™ '27.

Premium Sponsorship Benefits

- Complimentary ad in our event program guide (\$800.00 value).
All Ads to be delivered by February 12.
- Highlight on our ArborEXPO™ website with links to sponsor's homepage.
- Logo and webpage link will be embedded in our email outreach to audience of over
- 19,000 qualified tree care industry personnel and companies.
- Inclusion in ArborEXPO™ marketing and content across.

Welcome Reception

The ArborEXPO™ '27 Welcome Reception will be held on Thursday, April 1st! The event will be a fun filled evening where attendees can enjoy great free food and network with new and old friends! After the reception, keep the party going and hit the casino or numerous restaurants and bars in the area.

Benefits of sponsorship include:

- **Premium Sponsorship Benefits** *(as outlined in yellow above)*
- Distribution of promotional materials on dining tables.
- Participation in running branded videos on the big screen.
- Signage throughout The Big E.
- Message of thanks during education sessions introductions.
- Inclusion in ArborEXPO™ media coverage.

\$25,000

Attendee Swag Bags

Limited availability. Our premium swag bags are sturdy, insulated, and unforgettable. They make for the perfect, versatile lunch bag or personal tote. Don't miss the opportunity to have your logo printed on these highly visible bags. Select from a variety of placements and sizes. Additional promotion offered on ArborEXPO™ website and marketing channels

Note: we require at least one full-side commitment to offer this opportunity.

\$8,000 One Full Side

\$2,500 One Quarter Side

Preconference Seminar

Preconference educational seminars cater to decision-makers and true professionals alike, allowing you to place your brand and promotional materials in front of some of the most dedicated members of the industry. Showcase your commitment to educational growth and opportunities for tree care professionals!

Benefits of sponsorship include:

- **Premium Sponsorship Benefits** *(as outlined in yellow above)*
- Signage throughout The Big E.
- Message of thanks during education sessions introductions.

\$5,000

Daily Lunch

Limited to 2 sponsors. Make sure your name is showcased on the most popular station at ArborEXPO™ — the lunch area. Sponsorship includes lunch for all attendees for either day of the tradeshow.

Benefits of sponsorship include:

- **Premium Sponsorship Benefits** *(as outlined in yellow above)*
- Logo presented on signage in lunch area and any signage referencing the area.
- Easy, hands-off involvement with all catering handled by ArborEXPO™ staff.

\$10,000 For ALL Attendees per day
(Only 2 sponsor opportunities available.)

ArborEXPO™ '27 | April 1-2, Precon March 31 - Springfield, MA | www.ArborEXPO.org
Contact: Sachin Mohan at mohan@ArborEXPO.org/516-399-2627 to pay by credit card or wire.

Lanyard

Showcase your brand throughout ArborEXPO™ on attendee lanyards. Each and every attendee, student, exhibitor, and speaker will be supplied with a lanyard. ArborEXPO™ will purchase the lanyards; all you need to do to have this highly visible opportunity is to provide your company name or logo. We do the rest. Exposure continues after ArborEXPO™ on social media through pictures and video of attendees wearing the lanyard. *Limited availability.*

- **Premium Sponsorship Benefits** *(as outlined in yellow above)*

\$5,000

Sponsor WIFI for All Attendees

Keep everyone connected by being the name behind the WiFi!

Benefits of sponsorship include:

- **Premium Sponsorship Benefits** *(as outlined in yellow above)*
- Signage throughout The Big E.
- Message of thanks during education sessions introductions.
- Inclusion in ArborEXPO™ media coverage.

\$5,000

Advertising in Event Program

See your color ad and booth number in print in our event program guide, provided to all attendees to reference for the duration of the trade show. Select from two ad sizes: half page or full page.

\$800 Full Page

\$600 Half Page

All Ads to be delivered by February 12

Sponsor Morning Coffee

Available to all attendees as they arrive to ArborEXPO™ '27. Coffee stations will be strategically located in the Registration area. Who doesn't love a cup of Joe?

Benefits of sponsorship include:

- **Premium Sponsorship Benefits** *(as outlined in yellow above)*
- Signage throughout The Big E.
- Message of thanks during education sessions introductions.

\$6,000 for both days

Main Stage/Demo Area

Located smack in the middle of the trade show is the ArborEXPO™ Demo Area! All attendees have the opportunity to watch skilled industry instructors present on competency assessment, using team-based competition to improve employee engagement, rigging, and planning for storms. Show your support of safe and innovative practices and have lots of eyes on your brand when you sponsor the Demo Area. Two one-hour presentations daily.

Benefits of sponsorship include:

- **Premium Sponsorship Benefits** *(as outlined in yellow above)*
- Signage throughout The Big E.
- Message of thanks during education sessions introductions.

\$3,000 per day for Demo Area

Complimentary Warming Station

Allow attendees to warm up their fingers between handshakes and chainsaw pulls with our all-new outdoor coffee and hot chocolate station. You'll help keep the conversations around equipment going with these hot beverages without having to stray too far from the all the action.

Benefits of sponsorship include:

- **Premium Sponsorship Benefits** *(as outlined in yellow above)*
- Signage throughout The Big E.
- Message of thanks during education sessions introductions.

\$6,000

Name:

Company:

Signature:

Date: