

The **17<sup>th</sup> Annual URA Trade Show** will be held October 22-25 at the Ft. Worth Convention Center in Texas. Your brand will *move to the top* when you become a sponsor. Opportunities are only offered to 2023 Trade Show exhibitors.

### **Sponsors recognition levels:**

\$10,000+	Platinum	■	\$7,000 - \$9,999	Gold
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Platinum and Gold sponsors receive at least four (4) dedicated e-blasts specific to their activities. The sponsor must provide artwork. Sponsor logo in communications before, during, and after the event and on signage.

\$3,000 - \$6,999	Silver	■	\$500 - \$2,999	Bronze
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Silver and Bronze sponsors receive their company name in communications before, during, and after the event and on signage.

All opportunities are considered co-sponsored/co-hosted with the URA. Sponsorships are assigned on a first come, first served basis.

## **RETAILER PARTIES**

### **Sunday Welcome Party, 6:00 pm – 8:00 pm**

**Convention Center**

**Investment: \$8,000 Exclusive**

Let your brand start the conference off with a bang! The host of this party will have the exclusive advantage of welcoming retailers to Ft. Worth ~ the 12<sup>th</sup> largest city in the United States AND home of the 2023 URA Trade Show. Retailers and sponsor representatives will be treated to *fun time concessions* including warm pretzel sticks with nacho cheese, Nathans hot dogs, Reese's peanut butter cups, Snickers, Twix, and assorted kettle chips while spending time unwinding and playing yard games like giant connect 4, cornhole, giant Jenga, etc. Let's start this show off with a welcome party to remember!



### **Monday Evening Following the Fashion Show, 8:00 pm – 10:00 pm**

**Convention Center**

**Investment: \$10,000 Exclusive**

EVERYONE attends the annual fashion show and that's why this party attracts the most retailers.

During *your* showtime, retailers can line up, strike their best pose, and have fun creating memories in an open-air photo booth while listening to music requests played by a local DJ. Retailers and sponsor representatives will be treated to complimentary beverages and dessert stations. Get your team excited about creating fun memories with your captured audience.



### **Tuesday Evening Dance Party, 8:00 pm – 10:00 pm**

**Convention Center**

**Investment: \$7,000 Exclusive**

After a long day walking the trade show and returning from dinner, your brand will be the highlight of the evening. Get your boots ready to do some country line dancing like *Boot Scootin' Boogie*, *Tush Push*, or maybe the *Cowboy Cha Cha*. Don't know those? No worries... we will provide the line dance instructor and music. Retailers and sponsor representatives will also be treated to complimentary beverages and snacks. Get your team excited about filling the dance floor and having fun with your captured audience.



**LINE DANCING**

## Sponsorship Opportunities Continued

### **Retailer Education Day (Monday)**

**Investment: \$2,000** (5 Available; limit one per company until January 1)

Nearly 300 independent uniform retailers plan time away from their stores to attend the Retailer Education Day. At the 2023 show, sponsoring companies will each provide 60 minutes of educational instruction. Education should be focused on buying trends, merchandising, proper fitting, industry forecasting, etc. You determine who will deliver your message and what the message will be about. (Session title, short description, presenter name, and bio due by June 1.)

### **Exhibit Hall Lunch (Tuesday)**

**Investment: \$4,000**

While show attendees eat lunch, this sponsorship provides an excellent opportunity to brand the tables with your marketing material. With the dining area as your stage, it's the perfect opportunity to have models mingle with attendees as they enjoy their food.

### **Continental Breakfast (Tuesday)**

**Investment: \$2,500**

This sponsorship helps provide breakfast for URA attendees. Service is provided near registration or on the Trade Show floor. Sponsor this complimentary breakfast to help attendees jump-start their day!

### **Beverage Station**

**Investment: \$1,000**

Quench their thirst and gain company recognition in front of hundreds of qualified buyers. Beverage breaks are served on the trade show floor Tuesday (2 pm-3:30 pm) and Wednesday (10 am-11 am). Sponsor also has the option to serve specialty beverages and/or food from their booth. Catered items and service are at the expense of the sponsor and all service must be within the confines of the sponsors' exhibit booth or at the same location as the regular break service.

### **Registration**

With these unique sponsorships, you are guaranteed to get your brand in front of EVERY retailer. Giveaway items must reflect the URA's logo along with your brand or logo. Any leftover items will be returned to the exhibitor on Wednesday afternoon. Production and shipping costs are the responsibility of the sponsor.

**Investment: \$500 per day** (Available Monday, Tuesday, and Wednesday)

Outfit URA registration staff in **Your** scrubs. Two (2) to Four (4) staff depending on day.

**Investment: \$1,000**

Name Tag Lanyard **or** Conference Tote Bag

**Investment: \$150 each**

Examples include Padfolios, Microfiber Cleaning Cloth, Letter Opener, Luggage Tag, Headbands, Pen, Clipboard, Travel Mug, Flash Drive, etc. Let your team develop the dream giveaway.

### CONTRACT/AGREEMENT

Complete and return this contract to secure your selected sponsorship. Check the box by the event or sponsorship you are interested in. Options are available on a first come, first served basis. A **\$500 non-refundable deposit is required with this contract; the remaining balance is due by June 1, 2023**. Agreements submitted after June 1 require full payment to be considered.

**Sunday Retailer Welcome Party** – Exclusive \$8,000

**Monday Retailer Party** – Exclusive \$10,000

**Tuesday Retailer Party** – Exclusive \$7,000

**Retailer Education Day** (Monday) – \$2,000 (5 Available – limit one per company)

**Tuesday Lunch on Trade Show Floor** – \$4,000

**Tuesday Continental Breakfast** – \$2,500

**Tuesday Beverage Station** – \$1,000

**Registration Staff Scrubs** – Exclusive \$500/per day – 3 Available (Day to be determined by URA)

**Registration Items** – Exclusive \$1,000 each       **Registration Bags**       **Badge Lanyards**

**Registration Giveaway Items** – Exclusive \$150 each

<input type="checkbox"/> Microfiber Cleaning Cloth	<input type="checkbox"/> Travel Mug	<input type="checkbox"/> Clipboard
<input type="checkbox"/> Notebook & Pen	<input type="checkbox"/> Luggage Tag	<input type="checkbox"/> T-Shirt
<input type="checkbox"/> Headband	<input type="checkbox"/> Letter Opener	<input type="checkbox"/> Flash Drive
<input type="checkbox"/> Socks	<input type="checkbox"/> Other <small>Please describe for URA consideration</small>	

### CONTACT INFORMATION

(Please print the coordinator for your company and their contact information.)

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Email \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Completing this form serves URA notice that you agree to be contacted by mail/phone/fax and/or e-mail.

### POLICIES & PROCEDURES

1. ONLY URA 2023 Trade Show exhibitors are eligible for sponsorship opportunities.
2. To secure sponsorship, a completed Contract/Agreement must be submitted to URA with \$500 non-refundable deposit. After June 1, full payment is required with commitment. Sponsorships are assigned on a first come, first served basis.
3. Full payment is due by June 1, 2023. If full payment is not received, sponsorship will be released and may be reassigned. Once URA marketing begins (via website, email, print, etc.), sponsorship commitment is non-refundable.
4. Sponsor agrees to begin marketing their URA sponsorship monthly to their retailer database beginning the first quarter of 2023.
5. Sponsors will be recognized as follows:
  - \$10,000+ **Platinum** / \$7,000 - \$9,999 **Gold**  
Platinum and Gold sponsors receive at least four (4) dedicated e-blasts specific to their activities. The sponsor must provide artwork. Sponsor logo in communications before, during, and after the event, and on signage.
  - \$3,000 - \$6,999 **Silver** / \$500 - \$2,999 **Bronze**  
Silver and Bronze sponsors receive their company name in communications before, during, and after the event, and on signage.
6. Sponsor must comply with all relevant policies concerning advertising and exhibiting with URA.
7. Event dates and times listed subject to change.
8. Any food or drink options associated with sponsorship are at the sole discretion of URA.

Check payable to **URA**

*All payments in U.S. funds drawn on U.S. banks.  
\$50 fee charged for returned checks.*

### **FOR OFFICE USE ONLY**

Recd _____	CK# _____	Recd _____	CK# _____
Amt _____	Ackd _____	Amt _____	Ackd _____

**IF PAYING BY CREDIT CARD – EMAIL FORM & INVOICE WILL BE E-MAILED OR  
MAIL COMPLETED FORM & CHECK TO:**

URA • PO Box 267 • Baltimore, OH 43105-9998

**QUESTIONS: Call (866) 775-0080 / (614) 721-0777 or E-mail: [URA@UniformRetailers.org](mailto:URA@UniformRetailers.org)**