



Overland Park Convention Center
Overland Park, Kansas

sponsorship opportunities

Build Your Brand Onsite

Choose the Sponsorship to Fit Your Goals and Budget

Registration (exclusive)

- Your company logo on all kick panels in the attendee registration area and Rodeo participant check-in area in the Exhibit Hall. (11 panels total)
- Company Logo on name badge inserts
- Recognition and "thank you" will appear in Show Directory, Banquet Program and entrance unit.
- Logo and link placed on the T&D World International Lineman's Rodeo & Expo website for a year.
- Company Logo on 42" digital signage screen in registration area. 30 second rotation.

Friday Night BBQ & Trade Night

- Company logo on screen at BBQ
- Special recognition and mention of sponsorship announced at event.
- Recognition and "thank you" will appear in Show Directory, Banquet Program and entrance unit.

Awards Banquet Dinner

- Company logo projected on large center screen at the banquet.
- Special recognition and mention of sponsorship announced at event.
- Recognition and "thank you" will appear in Show Directory, Banquet Program and entrance unit.
- Reserved seating at the banquet for your company. Tickets must be purchased.

Rodeo Events

Sponsorship for the rodeo event you select at the competition on Saturday.

- Vinyl banner(s) hung on deadend poles of the event you sponsor.*
- Recognition and "thank you" will appear in Show Directory and entrance unit.
- Recognition throughout competition as an event sponsor over the PA.
- Company representative will be invited on stage at banquet ceremony to give awards/trophies to the winners of sponsored event.

* Sponsor must provide vinyl banner, no larger than 4'x10' w/ grommets and wind slits.

Remote Scoring Shed

Maximize your exposure at the Rodeo grounds during the actual competition. Sponsor a scoring shed and this will give your company the opportunity to surround a 6'x6' building with your logo on 3 sides on 2'x2' signs that will be affixed to the shed. Each participant is required to visit the scoring area before completing each event. Your message is sure to be seen by all participants!



Beer at Awards Banquet

This sponsorship includes recognition for the beer provided at the awards banquet on Saturday night where all attendees gather to find out who the "best of the best" is at the event. Sponsor can provide cups with logo on them to be used for serving the beer. Signage with company logo will be placed at each bar location.

Coffee at Rodeo Grounds (exclusive)

Add an additional opportunity for visibility at the rodeo grounds. Provide coffee for attendees!

Breakfast at Rodeo Grounds (exclusive)

Add an additional opportunity for visibility at the rodeo grounds. Provide breakfast for attendees. Sponsor provides food & beverages.

Digital Signage

Your company logo displayed on 42" portable digital screens for the entire duration of the event. Portable screens will be moved to a prominent position for every event at the convention center. 30 second rotations.

Show Bag Inserts

This sponsorship is for those companies that want their promotional material distributed to attendees at the show. Just think, no mailing costs! Give us your printed piece (up to 8.5 x 11") or small giveaway* and we'll insert it into every attendee's official show bag.

*Subject to show management approval

Hotel Key Card

Custom Key Card distributed to registered Rodeo guests at check-in.

Golf Carts at Rodeo Grounds

Add an additional opportunity for visibility at the rodeo grounds. Put your message on event golf carts used throughout the day.

Safety & Training Conference

Get your company name in front of attendees at the most important aspect of this event. The ILRA promotes safety very strongly in it's mission for the event. Attendees get the opportunity to attend this free conference as an added benefit to them to learn more about safety and leadership and get the buzz on hot topics in the industry.

Ask your sales representative for more details on the different levels of Safety Conference sponsorships.

Exhibit Hall Aisle Signs

Great opportunity for a company wanting to achieve maximum branding. Your company logo will be featured on the 4' x 8' aisle sign (double-sided) on the show floor that are visible to attendees from almost anywhere in the exhibit hall.

Transportation

Company logo on signs in all buses and on shuttle schedule signage displayed at the convention center and in the lobby of each host hotel. Recognition and thank you in show program & entrance unit.

Escalator wraps and window clings

Your logo will adhere to the sides of the escalator or select windows inside OPCC, enhancing brand recognition and driving traffic to your booth.