

Paul Battaglia

From: Jody Cranford
Sent: Tuesday, August 5, 2025 7:41 PM
To: Delaney Ogden
Cc: Paul Battaglia
Subject: ArchEx: Sponsorship/Expo Sales Update 8/5/2025
Attachments: 2025 ArchEx Sponsor Sales Update.pdf; 2025 ArchEx Exhibitor Update.pdf

ArchEx Expo/Sponsor Sales Update

Current Sales are Trending well ahead of 2024.
(Additional details and breakdown attached)

Current Sales: \$99,750
Compared to this time last year: \$52,000

We have JUST 6 Booth Remaining: (Probably just 4 before end of week)

- 1 Life of the Party
- 1 Platinum
- 4 Gold (with 2 of them verbally secured, pending paperwork)

Once all booths have been secured efforts will focus on the supporting sponsorships.

To date: We have 13 NEW Exhibitors
22 Exhibitors are Returning
12 Will not be Returning, reasons noted on the attached spreadsheet.

Message for the Board:

Thank you to everyone who has taken the initiative to send introduction emails to your suppliers and consultants; your efforts have truly opened doors for many of our 13 NEW exhibitors. I'm working hard to keep you updated and appreciate your patience as I work through your leads.

Special thanks to: Kelly Callahan, Amber Hall, and Nick Wade for your referrals.

Let's keep the momentum going and spread the excitement about ArchEx with your suppliers and consultants! If they aren't on the current list of exhibitors, don't hesitate to reach out, even if they previously declined. They might have a change of heart.

To assist with additional fundraising beyond the booth options, if you collaborate with firms like lighting designers, landscape architects, or engineers, this is a perfect match for a smaller sponsorship opportunity, such as coffee/food sponsor, attendee bag sponsor, or supporting the Leadership dinner.

These types of companies typically won't exhibit, but they value the chance to have their logo showcased at a prominent event or join the leadership for dinner.

Let's make this year's ArchEx unforgettable together!

Enjoy the day,

Jody Cranford
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