UPPER MIDWEST
ELECTRICAL
EXPO

2027 UPPER MIDWEST ELECTRICAL EXPO SPONSORSHIPS

Presented by the North Central
Electrical Manufacturers Club



WHY SPONSOR?

UPPER MIDWEST ELECTRICAL EXPO 2027

2027 UPPER MIDWEST ELECTRICAL EXPO



Visibility to over 7,000 electrical industry personnel at Expo



Show your company supports the growth of the electrical industry



90% of attendees are from MN, SD, ND and WI



Sponsors have over 250,000 impressions of their logo



Over 60,051 web page visits last expo

2027 EXPO SPONSORSHIP

LOUNGE SPONSOR

$16,000

Only one available



- Logo on pillows in the lounge
- Option to have reading materials from the company at tables and around couches
- Customized pull-up banners include
- Choose carpet color (what Fern has available)
- 1000 Customized Expo hand-out cards
- Logo on Expacad
- Logo on NCEL Expo Pages
- Company-branded coasters
- First right of refusal for 2029
- Social Media Sponsor Spotlight

2027 EXPO

Registration Sponsor

$13,000

1 Available



- Logo on the back of registration shirts
- Logo on the signage in the registration area
- Logo on the expo video wall
- Logo on the lanyards (only logo on the lanyards other than the Expo logo)
- Logo on attendee badges/name tags
- Logo on NCEL website
- Logo on registration confirmation emails
- First right of refusal for 2029
- Social Media Sponsor Spotlight

2027 EXPO

SPONSOR REG ROOMS

$9,000

6 total

- Private sponsor room (Wednesday-Thursday)
- 1000 Customized Expo hand-out cards
- Company logo on NCEL Expo Page
- Logo on Expocad Banner
- Company signage outside the room door
- Listed in the show guide





2027 EXPO

PRE-PARTY SPONSOR

$7,000

2 Available

- Logo on all pre-party signage and marketing for the party
- Logo on cups for drinks at the party
- Logo on pull-up banners at party
- Logo on napkins at the party
- Logo on gift bag & materials in giveaway bag
- Social media shoutout pre- and post-event
- Welcome Banner at the Hotel
- Special unique invitation





REFRESHMENT SPONSOR

$6,500
ONLY ONE

REFRESHMENT SPONSOR
PACKAGE BENEFITS



BRANDED CUPS
Logo on cups



WATER STATION ESSENTIALS
Logo on mints and napkins at the water stations



BRANDED WATER TANKS
Logo on water tanks



EVENT MAP PLACEMENT
Logo on the map where the water stations are

2027 EXPO SPONSORSHIP

SHOW FLOOR SPONSOR

$5,000

UPPER MIDWEST ELECTRICAL EXPO

- 1000 Customized Hand-out cards
- Logo on Expocad Floor Booth Wallpaper
- Logo on NCEL Expo Pages
- Logo in the show program/guide
- Access to exclusive Expocad Page Options
- Early load-in time on Tuesday Morning
- Pinned Exhibitor at the top of the Expocad Directory

2027
EXPO

WiFi Sponsor

$3,000

3 Available

UPPER MIDWEST
ELECTRICAL
EXPO

- Logo on login page for wifi website
- Logo on signage in the expo hall with the password
- Custom WiFi network name





Directional Signage Sponsor

$2,500

- Logo on digital signage/monitors in addition to print
- Only one available

2027 EXPO

SHOW GUIDE AD SPONSOR

$750

- Full-page color ad
- Company listed as ‘Supported by’ in the Show Guide

2027 EXPO SPONSORSHIP FORM

Select the opportunities you are interested in, and we will reach out to confirm availability. Once everything is confirmed, you will receive a final invoice and a Sponsor Contract.

Please note that sponsorship opportunities are not final and may change. If you don't see an option that fits your company, have an idea for a sponsorship opportunity, or have any questions, please reach out! We would love to work with you to find an opportunity that best fits your needs.

☐

LOUNGE SPONSOR — $16,000 — 1 AVAILABLE

- Logo on pillows in the lounge
- Option to have reading materials from the company at tables and around couches
- Customized pull-up banners include
- Choose carpet color (What Fern has available)
- 1000 Customized Expo hand-out cards
- Logo on Expocad
- Logo on NCEL Expo Pages
- Company-branded coasters
- First right of refusal for 2029
- Social Media Sponsor spotlight

☐

REGISTRATION SPONSOR — $13,000 — 1 AVAILABLE

- Logo on the back of registration shirts
- Logo on the signage in the registration area
- Logo on the expo video wall
- Logo on the lanyards (only logo on the lanyards other than the Expo logo)
- Logo on attendee badges/name tags
- Logo on NCEL Expo website
- Logo on registration confirmation emails
- First right of refusal for 2029
- Social Media Sponsor spotlight

☐

SPONSOR REG ROOMS — $9,000 — 6 TOTAL

- Private sponsor room (Wednesday-Thursday)
- 1000 customized Expo handout cards
- Company logo on NCEL Expo Page
- Logo on ExpoCAD banner
- Company signage on the room door
- Listed in the show guide

☐

SHOW GUIDE SPONSOR — $750

- Full-page color ad
- Company listed as "Supported by" in the Show Guide
- Guide

☐

PRE-PARTY SPONSOR — $7,000 — 2 AVAILABLE

- Logo on all pre-party signage and marketing for the party
- Logo on cups for drinks at the party
- Logo on pull-up banners at the party
- Logo on napkins at the party
- Logo on gift bag materials in giveaway bag
- Social media shoutout pre- and post-event
- Welcome Banner at the Hotel
- Special unique invitation
- Booth at the party

☐

REFRESHMENT SPONSOR — $5,500 — 1 AVAILABLE

- Logo on cups
- Logo on mints and napkins at the water stations
- Logo on water tanks
- Logo on the map showing where the water stations are

☐

SHOW FLOOR SPONSOR — $5,000

- 1000 Customized Handout Cards
- Logo on Expocad Floor Booth Wallpaper
- Logo on NCEL Expo Pages
- Logo in the show guide
- Access to exclusive Expocad Page Options
- Early move-in time on Tuesday Morning
- Pinned Exhibitor at the top of the Expocad Directory

☐

WIFI SPONSOR — $3,000 — 3 AVAILABLE

- Logo on the login page for the Wi-Fi website
- Logo on signage in the expo hall with the password
- Custom WiFi network name

☐

DIRECTIONAL SIGNAGE SPONSOR — $2,500 — 1 AVAILABLE

- Logo on digital signage/monitors in addition to print

Company Name _____ Contact Name _____ Marketing Contact _____

Email _____ Phone _____ Marketing Email _____

UPPER MIDWEST ELECTRICAL EXPO

Sponsor Expectations & Dates to Note

Please Send

A full-color logo with no background

A black-and-white logo with no background

Signed Sponsor Contract

Dates to Note

All payments are due Jan 31. Prices will increase Feb 1

Logos due ASAP

Customized back of handout cards due ASAP

Show Guide Ad due Jan 31

Expo is April 7-8, 2027

UPPER MIDWEST ELECTRICAL EXPO

Contact

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