



**SNOW & ICE  
SYMPOSIUM**

**2023 SPONSOR & MARKETING  
OPPORTUNITIES**



# SNOW & ICE SYMPOSIUM



**STATUS** // MULTIPLE AVAILABLE  
**PRICE** // \$1,100

## Attendee Bag Insert Sponsor

Have a special item you'd like to include in the swag bag? Let's make it happen. Connect with a SIMA staff member to discuss the idea and options as some items are not permitted. This can be a trinket (no pens or sanitizer), flyer, invite to your booth, postcard or catalog.

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Placement of your marketing piece in approximately 1,000 attendee bags that will be distributed during check-in
- Materials must be submitted to SIMA no later than June 1, 2023



# SNOW & ICE SYMPOSIUM



**STATUS** // **SOLD**

## Tote Bag Sponsorship

Show your support by sponsoring the official Symposium tote bag! Each attendee will receive this item during registration and will carry it throughout the event.

*Note: Image is not official. SIMA will work with the sponsor to determine a design for the 2023 show.*

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Sponsor logo/design on at least 1,000 tote bags that will be distributed during badge pickup
- Extras will be given to the sponsor at the end of the show



# SNOW & ICE SYMPOSIUM



**STATUS** // MULTIPLE AVAILABLE  
**PRICE** // \$750

## Button Sponsor

Give attendees a reason to stop by your booth ... a fun, snow-themed button AND the chance to win \$500! These custom buttons will be created by SIMA and will include a fun saying like "Ice, Ice Baby" or "Snow Hero" (final button to be agreed upon by both SIMA and Sponsor). Attendees that pick up and scan the QR code at each station will be entered to win.

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Name/Booth number on all button marketing including onsite signage, the event app, and floorplan map brochure
- Custom signage for your booth



# SNOW & ICE SYMPOSIUM



**STATUS** // AVAILABLE  
**PRICE** // \$3,200

## Sunglasses Sponsorship

Rock your brand with this fun sponsorship. Sunglasses will be branded with your company logo and handed out to all attendees upon registration in their Attendee Bag.

*Note: SIMA will work with the sponsor to determine a design for the 2023 show.*

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Sponsor logo/design on at least 1,000 sunglasses that will be distributed in the attendee bag during badge pickup
- Any extras will be given to the sponsor at the end of the show



# SNOW & ICE SYMPOSIUM



**STATUS // SOLD**

## Pen Sponsorship

Do you have a pen? Show your support by sponsoring the official Symposium pen! Each attendee will receive this item during registration; additional pens will be available throughout the venue spaces for attendees to grab.

*Note: Image is not official. SIMA will work with the sponsor to determine a design for the 2023 show.*

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Sponsor logo/design on at least 1,200 stylus pens that will be given to attendees as they check-in to the event
- Extras will be given to the sponsor at the end of the show



# SNOW & ICE SYMPOSIUM



**STATUS // SOLD**

## Padfolio Sponsorship

Show your support by sponsoring the official Symposium padfolio! Each attendee will receive this item during registration and will use it throughout the duration of the event/when they return back to the office.

*Note: Image is not official. SIMA will work with the sponsor to determine a design for the 2023 show.*

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Sponsor logo/design on at least 1,000 padfolios that will be distributed in the attendee bag during badge pickup
- Extras will be given to the sponsor at the end of the show



# SNOW & ICE SYMPOSIUM



**STATUS // SOLD**

## Lanyard Sponsorship

Show your support by sponsoring the official Symposium lanyard! Each attendee will receive this item during registration and will wear it throughout the duration of the event.

*Note: Image is not official. SIMA will work with the sponsor to determine a design for the 2023 show.*

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Sponsor logo/design on at least 1,000 lanyards that will be distributed during badge pickup
- Extras will be given to the sponsor at the end of the show





# SNOW & ICE SYMPOSIUM



**STATUS // ON HOLD**

## Hand Sanitizer Sponsorship

Help keep event attendees safe by sponsoring individual use hand sanitizers! Each attendee will receive this item during registration and will be encouraged to use it throughout the event.

Multiple colors to choose from. SIMA will work with the sponsor to determine best design.

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Sponsor logo/design on 1,000 bottles of sanitizer that will be distributed in the attendee bag during badge pickup
- Any extras will be given to the sponsor at the end of the show



# SNOW & ICE SYMPOSIUM



**STATUS** // **SOLD**

## Pint Glass Sponsor

Help attendees remember the 26th Anniversary Symposium and your company each time they have a drink with this fun pint glass sponsorship opportunity.

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Sponsor logo/design on pint glasses that will be distributed in the attendee bag during badge pick-up
- Any extras will be given to the sponsor at the end of the show



# SNOW & ICE SYMPOSIUM



**STATUS** // ON HOLD

## Show T-shirt Sponsor

Help attendees remember the Symposium and the fact that “You’ve got their back” with this official Show T-shirt sponsorship opportunity.

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Sponsor logo/design on the back of at least 1,000 T-shirts that will be distributed in the attendee bag during badge pickup
- Extras will be given to the sponsor post-event



**STATUS // SOLD**

# Floorplan Map Sponsor

Be the official sponsor of the floorplan map - the one attendees use to find exhibitor booths and plan their route! This map includes a quick education schedule and trade show highlights.

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Sponsor ad on the back of the floorplan map available to all attendees



# SNOW & ICE SYMPOSIUM



**STATUS // ON HOLD**

**PRICE // \$3,500**

## Hotel Keycard Sponsorship

Be the brand people see each time they return to the hotel! This sponsorship includes a 1-sided custom keycard that will be handed out at hotel check-in to all event guests. Include your logo, product images, special offers - the sky's the limit on what you can display to this captured audience.

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Logo'd keycards given out at registration in our two host hotels - Marriott Hartford Downtown + Hampton Inn



# SNOW & ICE SYMPOSIUM



**STATUS** // AVAILABLE

**PRICE** // \$4,500

## Closing Event Sponsor

All aboard! Sponsor this year's fun-filled closing event: a night of dinner, breathtaking scenery, and networking on the rails as we travel through the pristine Connecticut River Valley via the Essex Dinner Train.

### Sponsorship Includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Verbal and exclusive onsite recognition
- Complimentary event access for two (2) sponsor staff
- Custom email blast from event sponsor to event attendees with photos taken from the event, sponsor can create message to share



# SNOW & ICE SYMPOSIUM



**TUESDAY STATUS // AVAILABLE**  
**WEDNESDAY STATUS // ON HOLD**

Contact [kerri@sima.org](mailto:kerri@sima.org) for specifics

## After Hours Event Sponsor

Have you ever wanted to throw your own party? Well here is your chance. Event will be listed in schedule with your name recognition.

SIMA After hours available on Tuesday, June 13 and Wednesday, June 14 from 8pm-9:30pm. These events can be extended based on sponsor preference. Final location(s) are TBD.

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Onsite Sponsor recognition via signage
- One (1) Push Notification sent through the App as a reminder of event
- Ability to work with SIMA on development of event host bar, tickets, development of signature drink, food, etc.



# SNOW & ICE SYMPOSIUM



*Multiple Sponsors*

**STATUS** // 1 OF 5 AVAILABLE

**PRICE** // \$3,000

## Welcome Reception Sponsor

STEP RIGHT UP to the “Greatest Show” Welcome Reception on Wednesday, June 14th! This circus themed reception will include popular carnival food + games, prizes, and more...secure your sponsorship today!

### Sponsorship Includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Logo displayed prominently within the event space (including on/near one of the carnival games)
- Extra drink tickets to share with your staff or clients
- Option to run the carnival game and/or include swag for the Carnival prizes





# SNOW & ICE SYMPOSIUM

## CULTURE OF EXTRAORDINARY



Derek Daly

**STATUS** // ON HOLD

## Keynote & Kickoff Breakfast Sponsor

Help kick off the 26th annual Symposium with this opening keynote sponsorship. Prior to the keynote, SIMA will honor the 2023 Best Companies to Work for in Snow & Ice, All-Stars of Snow & Ice and SIMA Foundation scholarship winners.

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Logo to be displayed on screen prior to keynote
- Ability to speak to the attendees prior to the start of the event for 2-3 minutes maximum (in-person or via recorded video)
- Ability to welcome/introduce the keynote speaker



# SNOW & ICE SYMPOSIUM



**STATUS // SOLD**

## Snack & Chat Sponsor

Sponsor one of the most engaging events at the show! The Snack & Chat discussions link professionals who are interested in discussing similar, relevant topics related to snow & ice.

The 2023 Snack & Chat will be offered as a lunch on Wednesday, June 14th.

### Sponsorship Includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Logo to be displayed on screen during the event
- Logo/Company info included on a printed placemat
- Option to verbally welcome the group



# SNOW & ICE SYMPOSIUM



**STATUS // SOLD**

## Jamboree Breakfast Sponsor

Join us on a newly launched event for 2023 - the Jamboree! This event is a spin on our Snack & Chat discussions, offering a quick educational session/speaker per table prior to opening it up to peer to peer discussions.

The 2023 Jamboree will be offered as a breakfast on Thursday, June 15.

### Sponsorship Includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Logo to be displayed on screen during the event + printed placemat
- Option to verbally welcome the group
- Option to 'host' up to four (4) tables



# SNOW & ICE SYMPOSIUM



**STATUS** // 2 of 2 AVAILABLE

**PRICE** // \$4,000

## Sideshow + Lounge Sponsor

Help us bring more education to our annual event! The “Sideshow” series will bring multiple 15-minute educational sessions to attendees in a fun, branded space on the Trade Show floor. This space is a 600 sq foot space on the Show Floor and can be branded with your logo and representatives.

The 2023 Sideshow sessions will be offered on Thursday and Friday to all registered participants.

### Sponsorship Includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Logo visible throughout the space
- Verbal recognition before each session announced on tradeshow floor
- Opportunity to showcase (1) piece of equipment within event space



# SNOW & ICE SYMPOSIUM

SERVICE IS A  
SUPERPOWER



Louie Gravance

**STATUS** // **SOLD**

## Closing Keynote Sponsor

We'll wrap up the week's education with a closing educational keynote for all event participants. This event kicks off with a lunch.

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Logo to be displayed on screen prior to keynote
- Ability to speak to the attendees prior to the start of the event for 2-3 minutes maximum (in-person or via recorded video)
- Ability to welcome/introduce the keynote speaker
- ½ Page Ad in Snow Business Magazine
- Product Snapshot in January and February



# SNOW & ICE SYMPOSIUM



**STATUS** // AVAILABLE  
**PRICE** // \$2,000

## The 'HUB' Sponsor

After a full day of education, what better way to unwind with a cold beverage and chat with peers in a round-table discussion based on job roles? Ownership, operations, business development, and executives ... we've perfected it and people love it!

*The HUB = 5 concurrent sessions held from 4:15-5:15pm on Wednesday, June 14.*

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Sponsor logo to be displayed on the HUB bar(s), on screen, and at each table during the event
- Your Choice-Showcase ad in Snow Business Magazine, One month of SIMA Solutions, Snapshot or Test Drive Video or custom email blast to Symposium attendees.



# SNOW & ICE SYMPOSIUM



**STATUS** // AVAILABLE

**PRICE** // \$3,500

## Education Poker

At the end of each educational session, attendees can grab a custom playing card. Once all cards are collected, they can show a SIMA staff member their “Best Poker Hand” for the chance to win one of two \$250 prizes.

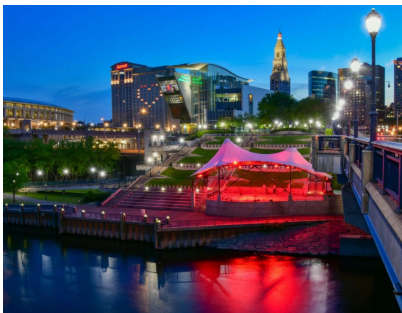
Winners will be selected at Noon on Friday, June 16th

### Sponsorship Includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Verbal recognition as the program sponsor (as part of the welcome script) before each session
- Custom playing cards (vendor or SIMA to design) that will be handed out to attendees as they exit their session
- Half Page ad in an issue of Snow Business your choice of issue
- 1 Push Notification sent through the App



# SNOW & ICE SYMPOSIUM



**STATUS** // AVAILABLE  
**PRICE** // \$6,000

*\*The Thursday Spectacular will be held from  
7-10pm on Thursday, June 15th\**

## Thursday Spectacular: Stage Sponsor

Join us at THE place to be on Thursday Night - the Spectacular! In a venue located right on the beautiful Connecticut River, this event is open to all event participants and will include entertainment, food + drinks, boat rides and more.

*Final entertainment line-up is still TBD but will include multiple acts throughout the event.*

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and print
- Logo to be displayed on the stage throughout the event
- Option to intro and outro each act on the stage
- Recognition in push notification sent to all attendees prior to the event
- RESERVED table near the stage to invite your customers
- ½ Page ad in Snow Business & 4 Product Snapshots





# SNOW & ICE SYMPOSIUM



**STATUS** // AVAILABLE

**PRICE** // \$8,500

*\*The Thursday Spectacular will be held from 7-10pm on Thursday, June 15th\**

## Thursday Spectacular: Bar Sponsor

Join us at THE place to be on Thursday Night - the Spectacular! In a venue located right on the beautiful Connecticut River, this event is open to all event participants and will include entertainment, food + drinks, boat rides and more.

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications and push notification to all attendees
- Logo to be displayed at the bar + on custom napkins handed out
- Custom wristbands given to participants as they arrive (good for 2 free drinks).
- RESERVED table near the stage to invite your customers
- ½ Page Ad in Snow Business; Full Page Ad in Symposium Xtra + 1 Product Snapshot



# SNOW & ICE SYMPOSIUM



**STATUS** // 2 of 2 AVAILABLE

**PRICE** // \$5,000

*\*The Thursday Spectacular will be held from 7-10pm on Thursday, June 15th\**

## Thursday Spectacular: Food Truck Sponsor

Join us at THE place to be on Thursday Night - the Spectacular! In a venue located right on the beautiful Connecticut River, this event is open to all event participants and will include entertainment, food + drinks, boat rides and more.

*Final food truck is still TBD; this fee includes 150 free meals for attendees.*

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications and push notification to all attendees
- Logo to be displayed at the food truck + on custom napkins handed out
- RESERVED table near the stage to invite your customers
- ½ Page Ad in any issue of Snow Business, ½ Page Ad in the Symposium Xtra + 1 Product Snapshot



# SNOW & ICE SYMPOSIUM



**STATUS** // AVAILABLE  
**PRICE** // \$4,000

*\*The Thursday Spectacular will be held from 7-10pm on Thursday, June 15th\**

## Thursday Spectacular: Boat Sponsor

Join us at THE place to be on Thursday Night - the Spectacular! In a venue located right on the beautiful Connecticut River, this event is open to all event participants and will include entertainment, food + drinks, boat rides and more.

*The boat can hold up to 16 people per trip; each trip will be 15 minutes.*

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications and push notification to all attendees
- Logo to be displayed on the dock and in signage leading up to the dock
- Option for a staff member to welcome attendees as they wait on the dock
- ½ page ad in Snow Business Magazine + 3 Product Snapshot



# SNOW & ICE SYMPOSIUM



**STATUS // ON HOLD**

**PRICE // \$3,500**

## Welcome Unit Sponsor

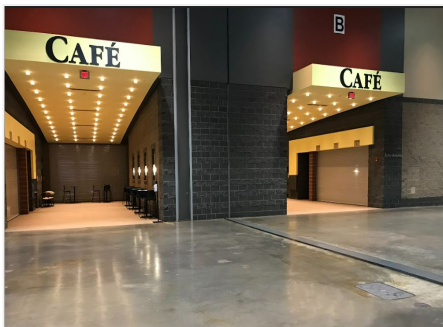
Be part of the 'welcome' each attendee will get as they enter our event space. This large cube unit will be front and center in the registration/trade show entrance foyer space within the convention center for all to see!

### Sponsorship includes:

- Recognition in all emails, print and marketing as an overall show sponsor
- Logo/artwork on the cube unit located in the main foyer space
- Two (2) 16:9 slides that will rotate on the Live Display screens found on this unit and the entrance unit
- ½ page ad in Snow Business Magazine



# SNOW & ICE SYMPOSIUM



**STATUS** // ON HOLD

**PRICE** // \$3,500

## Concession Sponsor

Be seen where everyone will be on Thursday for the lunch - the concession area! Each attendee will receive a food voucher to use in this space ... make sure you're here too.

### Sponsorship includes:

- Recognition in all emails, print and marketing as an overall show sponsor
- Logo/artwork on digital sign in the Concession Area
- Recognition on the food voucher given out at check-in
- Table tents and/or product information on each of the tables
- **Option to include a piece of equipment in this [space](#)** (needs to be approved by the CTCC)



# SNOW & ICE SYMPOSIUM



**STATUS // SOLD**

## Floor Cling Sponsor

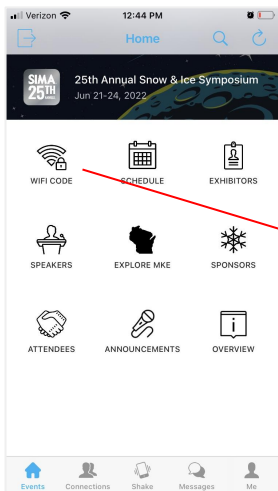
To help direct attendees to the Best Show in Snow with custom floor clings! These clings will be strategically placed throughout the venue and will include event design AND sponsor logo/booth number

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Up to four (4) logo'd directional clings
- Up to ten (10) clings placed on the Trade Show floor directing attendees to your booth
- Option for sponsor to suggest/assist in crafting fun decal sayings
- ½ Page ad in Snow Business - you chose the issue
- Product Snapshot you chose the month



# SNOW & ICE SYMPOSIUM



Watch this Video  
for the WIFI  
Password



**STATUS // ON HOLD**

## Show App & Internet Sponsor

Help attendees stay informed during the 2023 Symposium with this Internet & Event App sponsorship. The SIMA Show app is information central for attendees — it's where they'll go for the schedule, review sessions, connect with exhibitors, find off-site events, AND retrieve wifi information.

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications (including all onsite directional signage)
- Logo and banner ad on SIMA Show app
- Successful login will direct attendees to a webpage of your choice
- ½ Page ad in the June issue of Snow Business illustrating you as the official app sponsor



# SNOW & ICE SYMPOSIUM



**STATUS** // AVAILABLE  
**PRICE** // \$3,000

## Headshot Station Sponsor

Help professionalize the industry with pictures! Attendees can stop by the headshot station on Thursday and Friday of show week to get a professional headshot. Edited headshots will be added to a google folder for attendees to grab as needed.

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Logo to be displayed on the unit, informational card, and online photo album
- Logo + recognition post event via website and email communications
- 2 Product Snapshots





# SNOW & ICE SYMPOSIUM



**STATUS // SOLD**

## Charging Station Sponsor

Help attendees stay connected by providing them with one of the most requested items during an event - device chargers! These unique charging lockers will give attendees the security they need to keep their battery at full force.

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Logo to be displayed on two (2) charging stations positioned in the Convention Center
- Option to include a MP4 video to be displayed on the stations



# SNOW & ICE SYMPOSIUM



**STATUS** // AVAILABLE

**PRICE** // \$3,000

## Attendee Lounge Sponsor

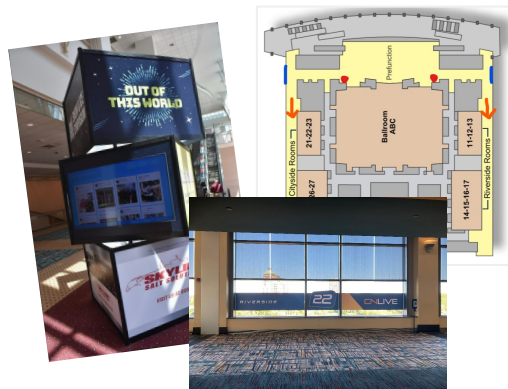
Symposium attendees work hard! Help SIMA create a comfortable atmosphere for them to relax in while promoting your brand/loyalty. The Attendee Lounge will be open Wednesday-Friday, right outside the education ballroom.

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Logo'd pillows placed on the couch/chairs and logo'd table decals; opportunity to display banner flags and materials
- Ability to place brochures/product information in this space
- Option to provide a video or static image to be displayed on a TV screen
- 3 Product Snapshots



# SNOW & ICE SYMPOSIUM



**STATUS** // 2 of 2 AVAILABLE

**PRICE** // \$2,750

## Education Hall Sponsor

Help direct attendees to the correct side of the convention center with this fun sponsorship. Let your brand be seen as guests make their way to the education rooms on Wednesday, Thursday, and Friday of show week.

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Ability to help name the hallway (ex: SIMA Way) that will be listed in the event guide, show app, and more.
- Logo'd cube unit placed near the education hallway + two (2) 16:9 images to be displayed on a TV screen located on the unit
- Logo'd window clings + floor clings within the hallway
- Option to include a piece of equipment in this space (*must meet criteria*)



# SNOW & ICE SYMPOSIUM



**STATUS** // 3 of 3 AVAILABLE

**PRICE** // \$1,750

## Bench Sponsor

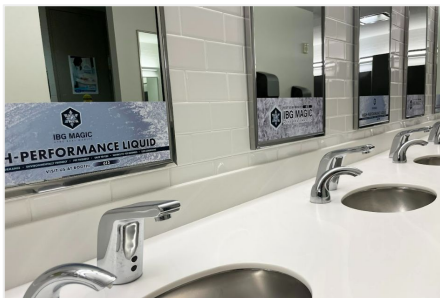
Help give attendees a place to relax while walking the show floor with this bench sponsorship. Twelve total benches will be strategically placed along the main row of the trade show floor; bench artwork can include your logo, tagline, QR code...the sky is the limit!

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Four (4) Logo'd benches placed throughout the show floor (final location assigned by show management)
- Ability to place brochures/product information in this space



# SNOW & ICE SYMPOSIUM



**STATUS // SOLD**

## Bathroom Sponsor

Keep your brand on top-of-mind in one of the most unique locations - the bathroom!

### Sponsorship Includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Sponsor logo/branding on the mirrors in Trade Show floor bathrooms
- Option to have your designer or SIMA's to create your personalized clings



# SNOW & ICE SYMPOSIUM



**STATUS** // **SOLD**

## Escalator Sponsor

Have your brand be the thing attendees see each time they're on the move with the Escalator Sponsorship.

### Sponsorship Includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Sponsor logo/branding on 2 strategic escalators in the Convention Center
- Option to have your designer or SIMA's create your personalized clings



# SNOW & ICE SYMPOSIUM



**STATUS // SOLD**

## Banner Pole Sponsor

Get your company noticed off the show floor with the unique Banner Pole sponsorship. These lightpoles are a main fixture in the convention center foyer space where registration and trade show entrance will be located.

*Note: SIMA Show branding needs to be on the top quarter of these banners.*

### Sponsorship Includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Sponsor logo/branding on 4 'light poles' in the registration foyer (Banner size is 24" x 60"; double-sided)
- Option to create 1 overall banner design or 4!



# SNOW & ICE SYMPOSIUM



**STATUS** // ON HOLD

## Beverage Station Sponsor

Let your brand be seen between during session breaks! Sponsor the 2023 Beverage Station and your company will have the opportunity to give attendees something they need during a long day of education - coffee and soda!

*Select station hours will be on Wed-Fri during event week. Final times are TBD.*

### Sponsorship Includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Decal'd beverage station clings outside the CTCC Ballroom
- Decal'd coffee sleeves
- Table provided for materials and/or display equipment if approved
- Full Page ad in the Symposium & 3 Product Snapshots





# SNOW & ICE SYMPOSIUM



**STATUS // AVAILABLE**  
**PRICE // \$3,000**

## Sanitizer Station Sponsor

Keep safety top-of-mind with this Hand Sanitizer sponsorship. Approximately ten branded sanitizer stations will be strategically placed throughout the trade show floor for attendees to use/see. Get your logo on these stations today!

### Sponsorship includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Logo'd Hand Sanitizer Stations placed throughout the Trade Show Floor
- Option for sponsor to provide design or SIMA can assist
- ¼ Page ad in Snow Business Magazine and One Product Snapshot



# SNOW & ICE SYMPOSIUM



**STATUS** // 5 of 5 SOLD

## Ale Trail Sponsor

Walking the show floor can be exhausting. Kicking the tires, talking to exhibitors ... makes me thirsty just thinking about it. Quench the thirst of our Hartford trade show attendees with domestic and craft beers that will be served from a bar on the show floor.

### Sponsorship Includes:

- Listing as an overall Symposium sponsor both digitally and in print communications
- Decal'd bar placed in your booth (or strategically on the trade show floor depending on booth space)
- Ability to provide a branded t-shirt for the bartender to wear
- Inclusion in the Beer Passport given to attendees to explain each beer and where they will be located on the show floor



# SNOW & ICE SYMPOSIUM



**STATUS // AVAILABLE**  
**PRICE // \$2,650**

## Digital and Print Opportunity

Have you wanted to dip your toe in advertising with SIMA and Snow Business Magazine here is the perfect opportunity. Use this to market to our audience pre and post show. Expected Distribution on digital items would be over 20,000 subscribers. Print over 25,000 subscribers.

### Includes (3) of these Digital Opportunities (based on availability):

- Product Snapshots
- SIMA Solution Banner Ad

### PLUS a Printed Ad:

- ½ Page Ad in an issue of Snow Business April, June, September, October and December 2023 (Verified and Audited subscribers over 25,000+ largest industry subscription in snow)



# SNOW & ICE SYMPOSIUM



**STATUS // AVAILABLE\***

**PRICE // \$5,500**

\*with limited date deliverability

## Custom Email Blast

Looking for a way to create your own message to reach our audience PLUS all the attendees of the Snow and Ice Symposium. The ball is in your court with the messaging, you create the html and we send.

### Email specifications:

- You create the the html with your customized message (You can add a QR, Coupon Code, etc).
- We send you a proof and then will distribute to all subscribers expected audience is over 17,000
- Limited dates available (dates available starting after June 22)
- Open rates are typically over 28%



# SNOW & ICE SYMPOSIUM



**STATUS** // AVAILABLE

**PRICE** // Price dependent on ad size purchased

## Snow Business + Symposium Xtra

What product has the most subscribers out of all the Marketing and Advertising Opportunities SIMA offers? SNOW BUSINESS we have over 25,000 VERIFIED AND AUDITED Subscribers.

91% of our subscribers visit our advertisers website to learn more about a product.

### Includes Choice of Issue-

- April, June, September, October or December
- Ad sizes available 1/4, 1/2 and Full Page, contact [Kerri@sima.org](mailto:Kerri@sima.org) for pricing



# SNOW & ICE SYMPOSIUM



**STATUS** // AVAILABLE

**PRICE** // \$5000 for 3 ads throughout the year

## Snow Business Ad - 3 Ad bundle

Looking to further your reach at the Symposium? What product has the most subscribers out of all the Marketing and Advertising Opportunities SIMA offers? SNOW BUSINESS we have over 25,000 VERIFIED AND AUDITED Subscribers. 91% of our subscribers visit our advertisers website to learn more about a product.

You pick 3 issues of Snow Business to gain exposure to your branding throughout the year. This is a great way to advertise your brand prior to the Symposium and after.

### Includes Choice of Issue-

- February, April, June, September, October or December
- 1/2 size ad

# SIMA 26<sup>TH</sup> ANNUAL SNOW & ICE SYMPOSIUM



## What's up at The Best Show in Snow?

SIMA's Martin Tirado recaps Wednesday's highlights and previews your don't-miss events for Thursday.

**STATUS // AVAILABLE**

**PRICE // \$4,500**

# Symposium E-Dailies

## Sponsorship includes

- Recognition as a general Symposium sponsor in the pre-show print, digital and on site signage
- Exclusive sponsorship to the email series that will be sent out on Wednesday, Thursday and Friday of show week
  - Emails will include recap video, speaker Hot Takes and a What's New section
  - Sponsor has the option to provide a 30-45 sec video (Product video or booth "tour" video) that will be included in the Thursday email
- Verbal sponsor recognition in each recap video
- Sponsorship logo & Digital ad within the email (see link below for example)
- 1/4 Ad in Symposium Xtra

Click [here](#) to see sample from 2022 - final design and content for 2023 is in progress

# SIMA 26TH ANNUAL SNOW & ICE SYMPOSIUM

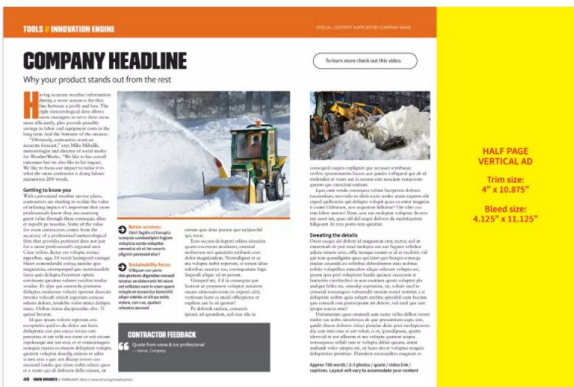
## Innovation Engine

**Snow Business will kick off each Tools of the Trade products section with a new partner-branded opportunity**

Have you ever wanted to write your own story about why your product is the best and how it saved your customer time, labor or money? Here is your chance to illustrate your story.

Six opportunities are available for SIMA supplier members to showcase how a product or service has helped save snow contractors time, labor and money. This case study format will feature tangible results from snow professionals that have used the product. Content will be provided by the advertiser (with editorial approval/suggestions). Campaign includes a 2-page magazine spread with a ½ page vertical ad that will lead into that issue's product focus.

This 2-page promotion will also be included in the Snow Business digital edition as well as showcased on SIMA social media platforms and as a featured story in a SIMA Solutions e-newsletter.



**STATUS** // April and October 2023  
Available  
**PRICE** // \$8,000





# SNOW & ICE SYMPOSIUM



**STATUS** // 1 of 2 AVAILABLE

**PRICE** // \$1,750

## Symposium eNews Banner Ad

Symposium ENews is sent once a month (from February to June) sharing the key features and events of the annual Snow & Ice Symposium.

### Sponsorship includes:

- Top Banner Placement
- Ad size 600x76



# SNOW & ICE SYMPOSIUM



**STATUS** // AVAILABLE  
**PRICE** // \$3,000

*\*Award to be presented at the Awards Ceremony  
on the morning of 6/14/23\**

## Best Companies Award

Sponsor the Snow & Ice Industry's "Best Companies" Award. This award is given to nominated companies that meet all qualifications (see here) during the 26th Annual Snow & Ice Symposium.

### Sponsorship includes:

- Recognition all awards marketing in print and online, including September 2023 issue of Snow Business
- Verbal recognition during the award breakfast and option to assist in congratulating winners during the awards presentation
- Option to interview up to four (4) Best Companies winners via zoom and compile into a recognition video placed in social, SB digital edition, etc.
- BONUS: Half (½) ad in Snow Business (your choice) can be used as sponsor see's fit



# SNOW & ICE SYMPOSIUM



**STATUS** // AVAILABLE

**PRICE** // \$3,000

*\*Award to be presented at the Awards Ceremony  
on the morning of 6/14/23\**

## All-Stars of Snow & Ice Award

Sponsor the Snow & Ice Industry's "All-Star" Awards.

All-Stars title is awarded to individuals based on role; they will be handed out at the 26th Annual Snow & Ice Symposium. In 2022, 8 awards were given.

### Sponsorship includes:

- Recognition all awards marketing in print and online, including September 2023 issue of Snow Business
- Verbal recognition during the award breakfast and option to assist in congratulating winners during the awards presentation
- Option to interview up to three (3) All-Star winners via zoom and compile into a recognition video placed in social, SB digital edition, etc.
- BONUS: Half (½) ad in Snow Business (your choice) can be used as sponsor see's fit