

AXPONA

AUDIO EXPO NORTH AMERICA

April 14 - 16, 2023

ADVERTISING & SPONSORSHIP OPPORTUNITIES

With 8,000+ music loving consumers, trade and press attending, here are high-exposure opportunities to bring greater visibility to your brand before, during, and after AXPONA.

SPONSORSHIPS

EMAIL OPPORTUNITIES

ADVERTISING



ABOUT OUR COMMUNITY

ATTENDEES COME FROM:

ALL **50** STATES
17 COUNTRIES



42%

ATTENDED FOR THE FIRST
TIME

77%

MADE A PURCHASE AT THE
SHOW OR PLAN TO MAKE
A PURCHASE IN THE NEXT
YEAR

WHAT ARE PEOPLE SAYING?

"AXPONA is a fantastic event that brings together like minded people from all over the country. At the event you are able to discuss and learn more about your hobby and enjoy Music. The enjoyment of Music is one of the few things that brings people together instead of tearing us apart."

- Len P -Buffalo, NY

"There is no better way to get exposure to a wide range of high quality audiophile level products than AXPONA. Every year I return, there are more valuable things to learn about our great hobby and see how much further state-of-the art products have progressed and trickled down to the affordable. These are great times for audio-philosophers of all stripes."

- Art R, Western springs, IL

"Top to bottom, year after year, the AXPONA team puts on the best high end audio shows in the industry."

- Reg H, New Berlin, WI

"AXPONA 22 was amazing! Great selection of dealers, brands and vendors. Some of the gear was incredible! Listening rooms and live music events provided optimum enjoyment. Brand reps were knowledgeable, friendly and engaging. Can't wait to attend again next year!"

- John L, Oklahoma, OK

This is clearly the best audio show in North America. This was my first time, and I will be coming back for sure.

- Prof Jim Breakall, Port Matilda, PA

Axpona is by far the best audio show in the U.S. It is a unique opportunity to audition some of the best equipment available and transcend geographic boundaries that limit exposure to much of the equipment being demonstrated. For several decades I've annually attended CES and now regret the waste of time when Axpona is so much more inline with my interests.

- John G, Port Orleans, LA

For Questions & Custom Proposals Contact:

Mark Freed | mark@jdevents.com | 203-307-2688

PRINT ADVERTISING

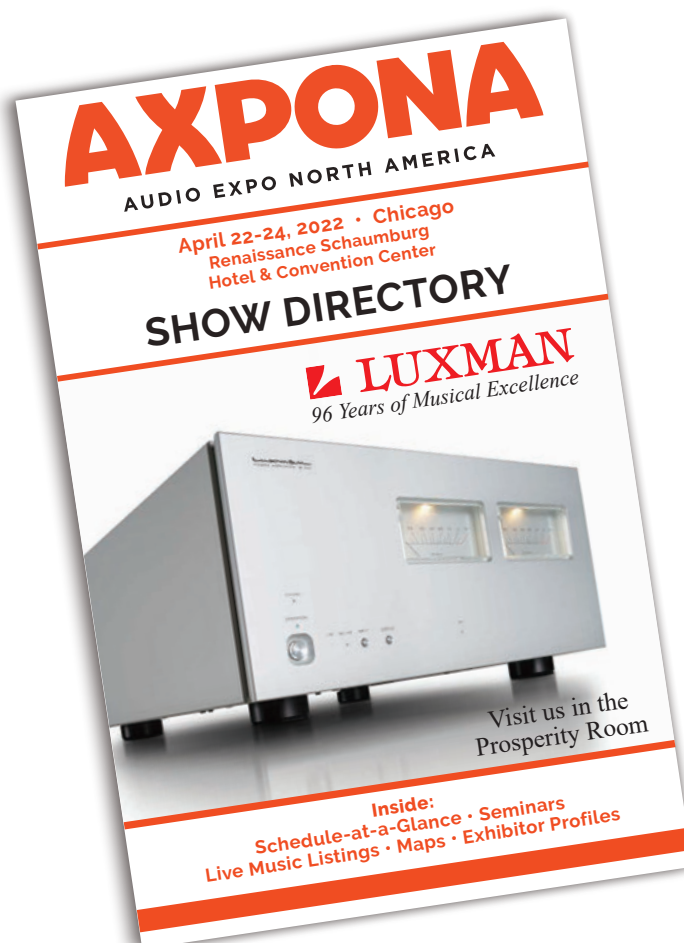
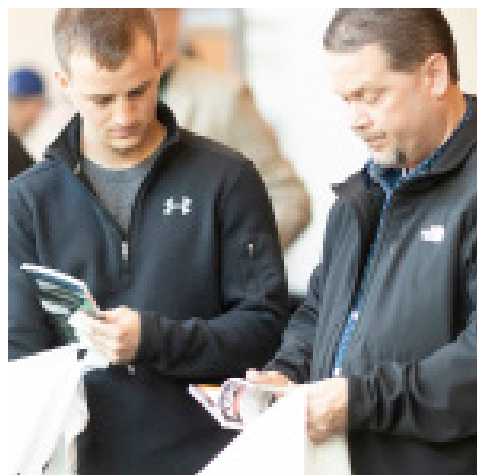
AXPONA 2023 EVENT GUIDE

Reach your most highly qualified buyers at the perfect time to help them find your products! The AXPONA Show Directory is distributed to each attendee when they arrive at the show. It includes the complete event schedule, seminar details, special events, performances and exhibitor profiles.

Full Page Ad
\$1,150

Half Page Ad
\$850

Two Page Spread
\$1,750



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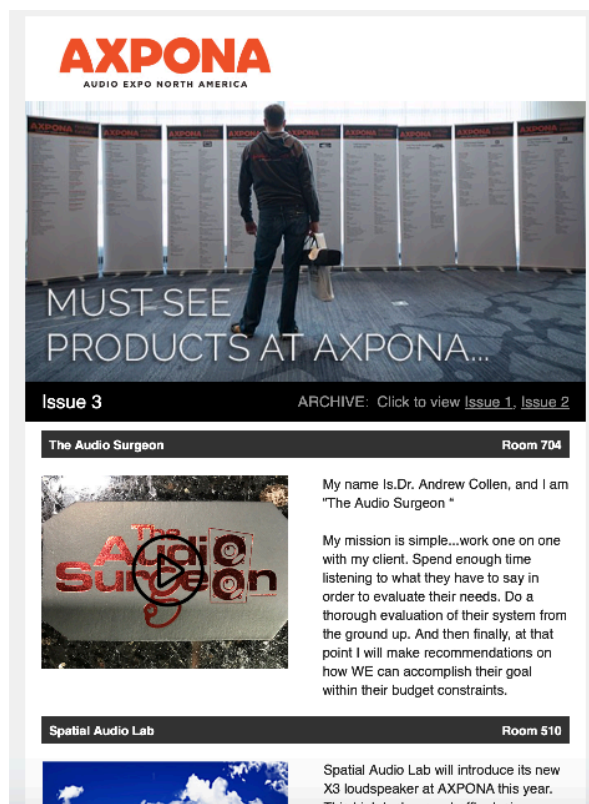
Pre-Show Promotions

MUST SEE VIDEO SERIES

Tell attendees why they must visit you! AXPONA will send your one minute video to all registered ticket buyers, press and moreon why the viewer must visit you at AXPONA. . Limited to 4 brands, AXPONA will also post your video and description on Facebook. Ask for sample from AXPONA 2019!

\$950

40%
VideoSeries
Open Rate



“See Us at AXPONA” Newsletter Ad

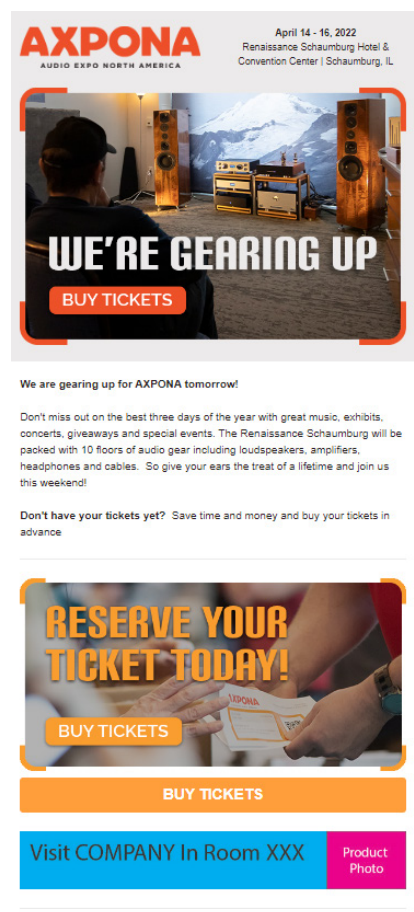
Exclusive advertising to AXPONA's newsletter subscribers. The database has 10,000+ opt-in records, which includes AXPONA's previous ticket buyers.

Your exhibit will be featured with a “See us at AXPONA” Banner Ad in AXPONA's promotional newsletter.

Specs: Artwork must include a product image, the copy “See us at AXPONA in Room/ Booth XXX” and a company logo”.

Size: 600w x 90 h jpg.

\$950 per issue



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EVENT SPONSORSHIPS



Exclusive!

ATTENDEE TICKET

Have your artwork included on every ticket! (Included on tickets from date artwork received and forward)

Have your logo on the attendee ticket sales landing page.

Logo and link included on sponsor page of Show Directory and website.

\$5,000

Exclusive!

LANYARD SPONSOR

Gain broad exposure by providing the official lanyards for the event distributed to every attendee, press, speaker, and exhibitor.

Logo and link included on sponsor page of Show Directory and website. Sponsor is responsible for producing the lanyards.

SOLD

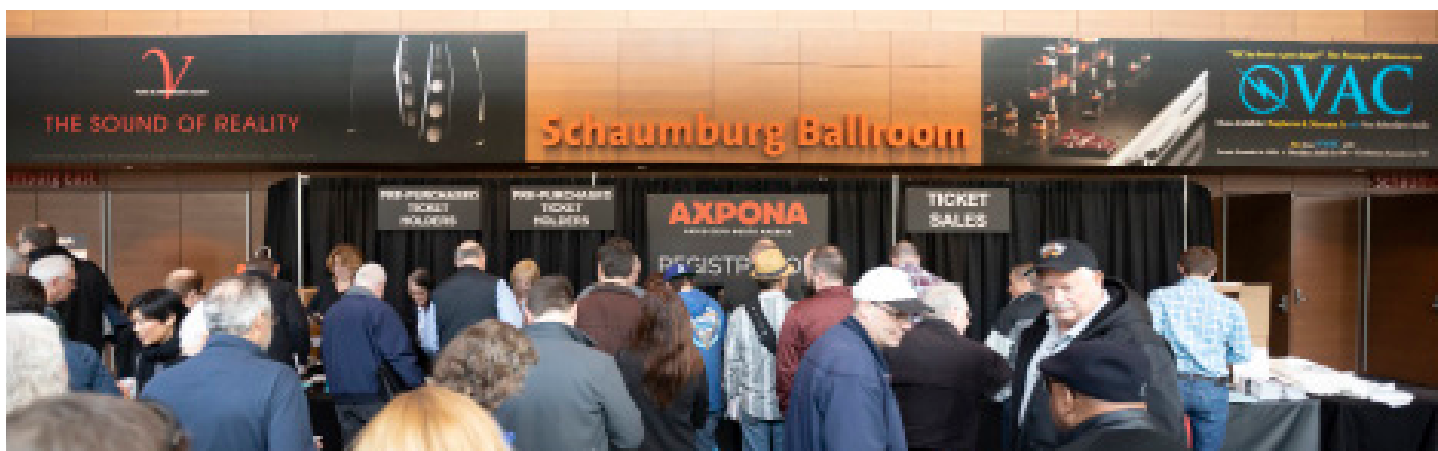


Exclusive!

THE BIG REGISTRATION SPONSORSHIP

This is the **BIG** first impression that includes two 19 x 4.5 foot hanging banners in the AXPONA registration area, sponsor provides artwork. AXPONA will produce and dress 2 registration tables with table cloths that include your logo. Opportunity to provide one incentive item (approved by AXPONA) which will be handed out at registration.

\$10,500



ELEVATOR WRAP



Where do people congregate at AXPONA?
The Elevators.

Put your art work and exhibit location for everyone to see!

Two elevators on 1st floor	\$5,000
Two elevators on 2nd floor	SOLD
Floors 3-16, five elevators	\$6,500/floor

HIGH TRAFFIC CLINGS

Tens of Thousands
of impressions!



HOTEL TOWER AREA

Brand the walkway between the Hotel and Convention Center with your artwork AXPONA on windows and columns.

\$1,000 for two clings
(20"x30")

Column Wrap **\$2,500**
(8' high and 3' wide)



BRIDGE WALKWAY CONNECTING CONVENTION CENTER & HOTEL

AXPONA will place 37" x 74" glass clings along this popular catwalk that connects the 2nd floor of the Convention Center to the Hotel.

\$1,000 per cling



STAIRCASE AREA SPONSORSHIP

GLASS CLINGS 1

Brand the staircase that connects the 1st and 2nd floor of the convention center, drive traffic and bring awareness to your exhibit.

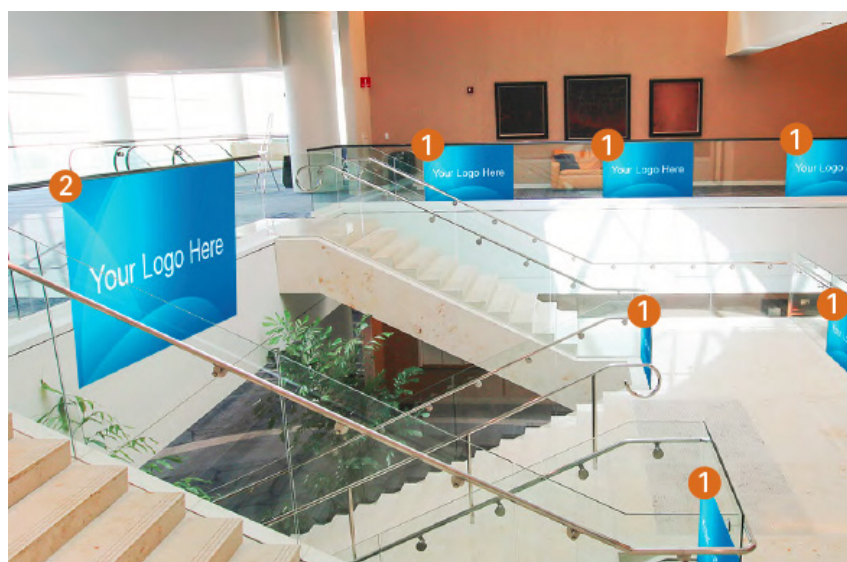
\$1,250 per cling or 5 Clings for \$5,000

HANGING BANNER 2

Exclusive!

AXPONA produces and places the hanging banner with your artwork. The hanging banner is 9' wide x 6' high.

\$3,000



SPEAKING OPPORTUNITY - The Masterclass Theater

Got timely and valuable content?

Lead a 30 minute presentation in the Master Class Theater located in the AXPONA Expo Hall. Session title and logo will appear on signage, the AXPONA website, and Show directory. Subject matter must be educational and approved by AXPONA.

\$500



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SHOW FLOOR GRAPHICS

Direct attendees right to your booth! Design your artwork and work with AXPONA to design placement. Dimensions: 4 Stickers, 24" wide x 24" long

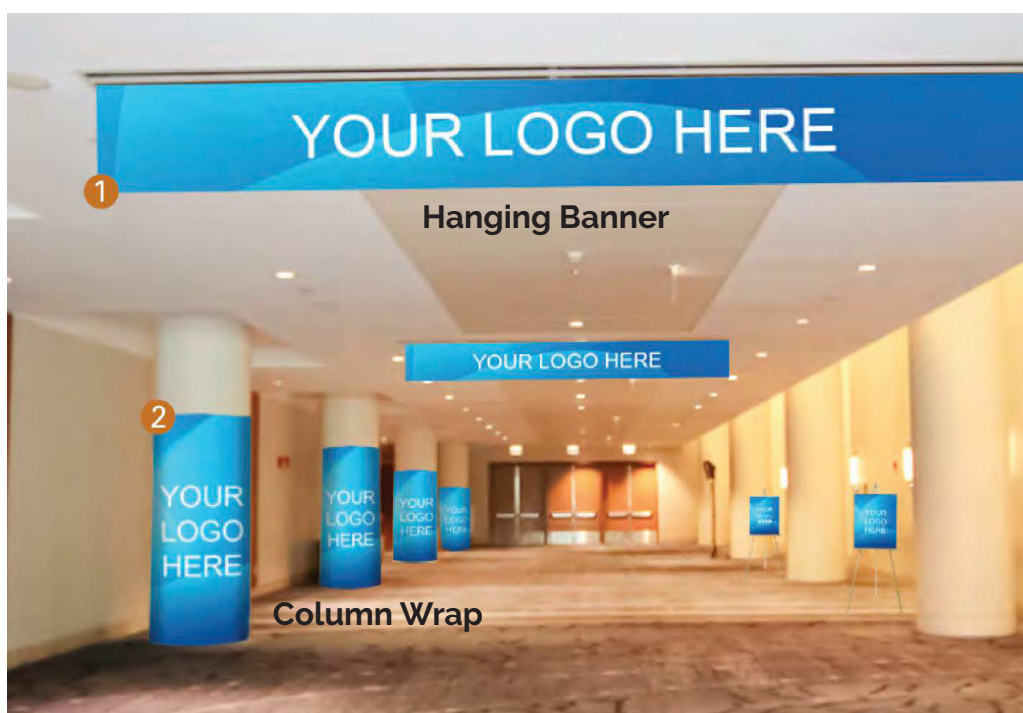
\$2,000

COLUMN WRAPS & HANGING BANNERS

This high traffic area leads the way to and from The EXPO Hall.

Column Wrap \$2,500
(8' high and 3' wide)

Hanging Banner \$2,500
(double sided, 2' high x 14' wide)



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MAIN ENTRANCE - GLASS CLINGS **Exclusive!**

The logos attendees see!

AXPONA will produce and place 6 window clings on the AXPONA Main Entrance doors.

Sponsor provides the artwork.

Window clings are 20" high x 30" wide

\$5,500

CENTRAL DOORS - GLASS CLINGS

Leading to Expo Hall

The central doors on the left side of registration lead to the EXPO Hall. Clings are double sided.

Leading to Listening Rooms - **SOLD**

The central doors on the right side of registration lead to the Listening Rooms. Clings are double sided.

\$7,500



SEMINAR & CONCERT ROOM SPONSORSHIP **Exclusive!**

4'x8' Banner in Seminar room throughout show. Logo on seminar page and concert pages of the website and Event Guide. Opportunity to provide one seat drop item.

\$2,950



GOLD LOUNGE SPONSORSHIP **Exclusive!**

Meet the VIPs!

Promote your brand where Gold Pass attendees gather and get refreshments.

Exclusive pre-show exposure includes your logo with event details emailed to all Gold Pass Holders.

Exclusive on-site exposure includes your logo on provided signage and the opportunity to provide a branded gift or literature to gold pass attendees.

As an added bonus, you may also host a mixer event inside the Lounge (time approved by AXPONA) and promote after hours VIP listening sessions in your sound room.



\$2,950

METER BOARDS

Get visibility with your eye-level pop up banner. Bring your 31" w x 78" Meter Board to be displayed in front of all potential buyers which AXPONA will place in a central area.

\$950



INDUSTRY WELCOME MIXER

Sponsor the kick-off of AXPONA! Exhibitors and trade professionals will network, lift a glass with friends and toast the opening of AXPONA.

Logo/company info along with all promotions of the welcome reception in emails and website to exhibitors and trade pass holders.

Logo on 22"x28" sign promoting mixer.

Logo/company info on 8 ½ x 11 signs throughout party location.

Opportunity to provide promotional materials and branded napkins during the party.

\$2,500

Event is co-sponosered with AV Tech Media

MEET THE PRESS!

Build awareness and create excitement around your product launch or company announcement at AXPONA by hosting an official press event. Your company logo will appear on AXPONA press webpage and in the event invitation sent to the AXPONA media contact list. AXPONA will include your event in a schedule of events email for registered press.

\$750 Limited to two events per day

Website Advertising

Build your brand and drive traffic to your website. An online banner connects you with potential buyers, drives traffic to your website and promotes your exhibit at AXPONA.

Home Page:
300x250 Medium Rectangle \$750 per month

Interior Pages
728x90 Rectangle \$950 per month

Ads run across the AXPONA Website on exhibitor list, event schedule, concerts, seminars, faq, etc

LATEST UPDATES
Register for the latest AXPONA news.

Subscribe

multiple hotel floors packed with over 200
The Record Fair, The Ear Gear Experience,
i. Whether you're a serious audiophile,
/ a music lover, you'll find everything you
e sounds.

t AXPONA
nd hear the world's top audio brands
. their latest and greatest gear in
00 listening room. Experience
music like never before.

binars
s for our monthly series of webinars
rn something new and hear from
try experts in high-end audio

YOUR AD HERE

AD #1
300x250 Rectangle
jpg or png

YOUR AD HERE

AD #2
300x250 Rectangle
jpg or png

FOLLOW @AXPONA FOR THE LATEST UPDATES

“WHAT’S NEW” WEBINAR SERIES

AXPONA offers the top global audio brands the ability to deliver timely and relevant content to consumers, industry, and press by participating in the “What’s New” Webinar Series.

Designed to build product awareness and provide education to our passionate audio community, your in-house spokespersons can relay your visual story with best practices, product announcements, interviews, or advice from experts. Your exclusive webinar will be both live and have an on-demand archived version on AXPONA's YouTube channel and website. Exclusive Sponsorship includes:
Pre webinar: Two promotion emails to the AXPONA newsletter email list with your logo and link, two posts on AXPONA's social media channels and three custom registration questions

During Webinar: Reminder email to registered attendees day of the webinar.
Post webinar: Pre-registration and attendee contact list for the live webinar (opt-in), Data will include a lead report of registrants' contact information (opt-in). Your logo on post-webinar thank you email to attendees, company name and URL in webinar description on AXPONA's YouTube channel and AXPONA webinar archive page.

Rate: \$2,995

“WHAT'S NEW” WEBINAR SERIES

NETWORKING FOR AUDIOPHILES

Sponsored By:

 **SONORE**

Speaker:

Andrew Gillis, Owner,
Small Green Computer



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