



BCI Convention + Power Mart Expo

September 22-25, 2021 • Hilton San Diego Bayfront • San Diego, CA

EXHIBIT AND SPONSORSHIP GUIDE



THE INDUSTRY WILL BE THERE. **WILL YOU?**

Experience the premier event focused specifically on the lead battery market as an exhibiting sponsor at the 2021 BCI Convention + Power Mart Expo, September 22-25, 2021 in San Diego, California.

Seize the opportunity to display your company's products, equipment and innovations to over 600 attendees across all facets of the industry, many of whom hold senior- and executive-level positions. Increase your brand's visibility with new year-round sponsorship opportunities and even more Convention sponsorship offerings than ever before! Secure space to hold meetings with current and new customers in one place with minimal investment. In addition, attendance at the Convention will give you access to valuable information on lead battery industry trends and innovations from leading experts.

Don't miss the opportunity to come back together again in-person to network with friends, colleagues and customers during the industry's leading event focused primarily on the North American lead battery market.

What Can You Expect?

- **NEW!** Exhibitor and Sponsorship Packages with even more opportunities to reach your target audience, both during the Convention and year-round
- High visibility à la carte selections that will put your message in front of your target audience



Be a part of this exciting event as an exhibitor and sponsor! For more information contact me at pobrien@batteryCouncil.org or +1.312.673.5752.

We hope to see you there.

Pam O'Brien

Vice President of Operations



EXHIBITOR BENEFITS



SCHEDULE OF EVENTS

THURSDAY, SEPTEMBER 23

12:00 p.m. – 5:00 p.m.
Power Mart Expo Open

12:00 p.m. – 1:30 p.m.
Lunch in Power Mart Expo

1:30 p.m. – 4:00 p.m.
BCI Theater Open

Featuring 15-minute presentations from sponsors showcasing their products and services in front of hundreds of potential customers on the Power Mart Expo floor. *Speakers will be provided with a microphone and projector. The schedule will be promoted in pre-event communications.*

4:00 p.m. – 5:00 p.m.
Power Hour

Use this extra hour to socialize with customers on the expo floor, and enjoy light appetizers, wine, beer and soft drinks.

THURSDAY, SEPTEMBER 23 (continued)

12:00 p.m. – 5:00 p.m.
Premium Supplier Rooms

Available to Gold Partners only, these private rooms are provided for personal or corporate use to facilitate meetings. *Refreshments and AV can be added at an additional cost.*

2:30 p.m. – 5:30 p.m.
Customer Meeting Rooms

Reserve a private room to meet with customers. Rooms are reserved for exhibitors free-of-charge and will be scheduled on a first-come, first-served basis.

FRIDAY, SEPTEMBER 24

9:00 a.m. – 5:00 p.m.
Premium Supplier Rooms

12:00 p.m. – 2:00 p.m.
Customer Meeting Rooms



EXHIBITOR AND SPONSORSHIP PACKAGES

		GOLD \$20,000	SILVER \$15,000	BRONZE \$7,500	EXHIBITOR-ONLY SPONSORSHIP* MEMBER: \$2,195 NONMEMBER: \$3,495
CONVENTION BENEFITS					
EVENT	Exhibit Booth Space**	8 x 20	8 x 10	8 x 10	8 x 10
	Complimentary Full Convention Registration(s)	2	2	1	1
	Logo Recognition in BCI Convention Marketing Materials***	X	X	X	
	Invitation to President's Reception	2 Invitations	1 Invitation		
	15-minute Presentation in BCI Theater	X	X		
	À La Carte Selections (see page 7)	X	X		
	Premium Supplier Room (one day)	1			
PRINT	Onsite Guide Advertisement	X	X		
	Handout at Registration	X	X		
	Advanced Program Advertisement	X			
DIGITAL	Banner Advertisement on Convention Website****	X	X		
	Pre-event Social Media Posts	2	1		
	Mobile App Push Notification	1			
	Pre-Convention Email Blast	1			

***NO PRICE INCREASE OVER 2019!**

Booth Package (8'x10')

- 8' back pipe & drape, 3' side pipe & drape
- (1) 6' skirted table
- (2) side chairs
- 5 amp electric drop
- Company ID sign with company name
- Pre- and post-event attendee lists
- Name recognition in BCI exhibitor list
- Recognition on website and onsite guide
- Access to book a Customer Meeting Room (first come, first served)

** Additional exhibit booth space can be purchased for an added fee.

*** Includes logo recognition in onsite signage, Convention website, Convention promotional video and Convention informational slides featured throughout the event.

**** Banner ads will be displayed on the BCI website leading up to the Convention and for one month after. Placement is at BCI's discretion.

SPONSORSHIP PACKAGES (continued)

YEAR-ROUND BENEFITS	GOLD	SILVER	BRONZE
Banner Ad on BCI Website*	3 Months	2 Months	1 Month
Sponsored Social Media Posts	2	2	1
<i>The Energy Beacon</i> Banner Advertisement	2	2	1
BCI Sponsor Logo	X	X	X
Email Blast to BCI Members	1	1	
Article in <i>The Energy Beacon</i>	1		
Sponsored Webinar	1		

*Sponsor has the option to choose which months to feature the banner ad, available on a first-come, first-served basis. Placement is at BCI's discretion.



5,000+

Average number of views of the BCI Convention homepage in the months leading up to the event

30.8%

Average open rate for *The Energy Beacon*



4.5%

Average engagement rate of BCI's social media posts

À La CARTE SPONSORSHIP OPPORTUNITIES

As part of their sponsorship packages, Gold and Silver Partners are eligible for à la carte opportunities at no cost. Gold Partners are eligible for either (1) à la carte item from the top tier, or (2) à la carte items from the secondary tier. Silver Partners are eligible for (1) à la carte item from the secondary tier. All options are available on a first-come, first-served basis.

Any items remaining after Sponsorship Selection will be made available to all exhibitors for purchase. All items based on availability.

TOP TIER

Golf Tournament: Contact Us to Learn More



Sponsor the BCI Golf Tournament and your logo will be displayed throughout the tournament, including on welcome signage, beverage carts and cart signs. Your company will also be recognized during the general session when the golf tournament winners are announced.

Promotional items from non-sponsoring companies at the golf tournament are not permitted without prior approval from BCI.

Golf Award: Closest to the Pin Sponsor

Golf Award: Longest Drive Sponsor

Sponsor a golf award and your company will be recognized during the general session when the golf tournament winners are announced.

Laptop Lounge (available for à la carte purchase only): \$8,000



Sponsor a lounge space at the Convention where attendees can charge their devices and get some work done. Your company will be recognized with signage in this area and in marketing materials. You can also provide marketing collateral to place on the table(s) (printing and shipping are responsibility of the sponsor).

Wi-Fi Sponsorship: \$5,000



Get connected to your customers by sponsoring the Wi-Fi that will be used by every attendee throughout the event. Your company name will be the password for the network and drive attendees to your website upon login.

Mobile App Sponsor: \$5,000



Maximize your digital presence on the BCI convention mobile app by featuring your logo on the secondary launch screen. You'll also receive a banner ad and accompanying in-app landing page. The mobile app is downloaded by over 400 users and these banner ads annually earn over 17,000 impressions!

Opening Reception Sponsorship: \$5,000



Leave a lasting impression and be recognized as the sponsor of the final networking event of the conference.



À La CARTE SPONSORSHIP OPPORTUNITIES (continued)

TOP TIER (continued)

Hotel Key Cards: \$5,000



Unlock opportunities with customers, and place yourself in the hands and pockets of every attendee. By placing your logo on a hotel key card, you reinforce your brand outside of the normal exhibiting space.

Notebook Cover: \$3,000



Place your company logo on the cover of the notebook that will be handed out to each attendee at registration.

Premium Supplier Room (1 day): \$1,500



Purchase an extra day in an exclusive supplier room. You will have access to this room for the duration of the day for company use or meetings.



À La CARTE SPONSORSHIP OPPORTUNITIES (continued)

SECONDARY TIER

Coffee Break Stations: \$1,500



Have your company's logo be the first thing attendees see when taking a break to enjoy coffee throughout the event.

General Session Chair Drop: \$1,000



Place a company flyer or other promotional literature on every attendee chair before the keynote presentation. *Sponsor to provide final printed literature. All literature subject to the approval of BCI. One drop per day.*

Hand Sanitizer: \$2,500



Place your logo at these high-traffic stations that will be visited by attendees during downtime throughout the Convention.

Hotel Room Drop: \$2,000



Send marketing collateral (printing and shipping paid for by sponsor) to attendees' hotel rooms on a night of your choosing.

Floor Decal Clings: Contact Us for Pricing



Showcase your logo throughout the Convention space with this unique opportunity to gain additional visibility.

Collectable BCI Lapel Pin Sponsor: \$2,500



Sponsor the collectable BCI lapel pin that will be handed out to each attendee. Your company logo will be featured prominently on the card packaged with the lapel pin and the pin will be advertised as sponsored by your company.

Women's Networking Reception Sponsorship: \$2,500



Be recognized as a sponsor of the highly-anticipated networking reception dedicated to connecting women in the industry.

