



BECOME A PARTNER OF QUILT EXPO 2012

September 6-8, 2012

Quilt Expo is a three-day event that brings together thousands of quilters from across the Midwest and beyond to be inspired, learn new techniques and discover all that's new in the quilting world. Now in its 8th year, the show takes place at Madison's Exhibition Hall at the Alliant Energy Center and is presented by Wisconsin Public Television (WPT) and Nancy Zieman Productions.

Quilt Expo Features:

- More than 17,000 attendees with a highly desirable profile.
- 85,000 square-foot vendor mall featuring nearly 400 booths.
- More than 100 educational lectures, stage presentations and workshops.
- Appearances by Nancy Zieman, host of public television's *Sewing with Nancy*.
- 10-category juried and judged quilt contest.
- Special evening events featuring quilting celebrities.
- Quilting community service project.
- Live on-site radio broadcasts.

Quilt Expo Sponsor Benefits:

Sponsors enjoy tremendous reach, impact and exposure at this annual event.

- Increase your brand visibility with recognition in a variety of media.
- Benefit from the extensive marketing and promotional resources of WPT before and throughout the show.
- Associate your business with the high quality and strong public trust of PBS.
- Link your business to this increasingly popular national quilting event.

Other Sponsorship Opportunities

- Stage Presentation Sponsorship, Sit & Sew Workshop Sponsorship, and Quilt Contest Sponsorship (Please see sponsorship agreements at wiqultexpo.com for detailed information).

New Web Advertising Opportunity

- Take advantage of our established web presence at wiqultexpo.com and nancyzieman.com to deliver your businesses' marketing message to potential new customers.

| Event Sponsorship | Premier \$5,000 | Assoc. \$2,500 |
|------------------------------------|-------------------|---------------------|
| Standard Exhibitor Booth | ✓ | ✓ |
| Presentation Opportunities | 3 | 3 |
| Guest Passes | 6 | 4 |
| Logo in Advance Registration Guide | Primary Placement | Secondary Placement |
| Logo in Event Program | Primary Placement | Secondary Placement |
| Logo on Event Signage | Primary Placement | Secondary Placement |
| Logo on Website | Primary Placement | Secondary Placement |
| Event Program Advertising Credit | \$500 | \$250 |
| Logo on Promotional Pieces | ✓ | ✓ |
| Recognition in Press Releases | ✓ | |
| Recognition in Promotional E-mails | ✓ | |

More Information and Next Steps

For more information please contact
 Kristin Korevec/Special Events Manager
 608. 262. 5256 kristin.korevec@wpt.org

Detailed sponsorship agreements available at wiqultexpo.com.

