



## Fall 2020 WestEdge Convo in Partnership with Convo by Design

WestEdge has decided to take its 2020 talks online with a series of one-on-one chats with thought leaders and industry insiders, programmed in partnership with media partner Convo by Design. We're offering brands the opportunity to sponsor one of 10 talks. Each talk will also be packaged as a Convo by Design (CXD) podcast which will be pushed out beginning in December, 2020.

Sponsorship includes:

- Opportunity to host the conversation in showroom with a 2-5-minute virtual guided tour of the space for our audience prior to the conversation commencing
- Where appropriate, invitation for company design ambassador or brand spokesperson to be a featured speaker on this conversation
- Opportunity for sponsor to run a looped video or other content prior to the program session (suggested length is 30 seconds – 45 seconds)
- Opportunity to introduce the program
- Branding incorporating logo as part of event promotion in pre-promotion and event itself
- Inclusion in a WestEdge email blast newsletter (banner ad specs to be provided with click thru link)
- Branded content via WestEdge and/or Convo by Design—moment with CEO or other brand rep to do a Q+A (3 questions)—IG shorts for each of 3 questions (3 minutes)—less than 60 seconds
- Promotional benefits, including:
  - Logo inclusion/link on [www.westedgesignfair.com](http://www.westedgesignfair.com)
  - 2 social media posts through WestEdge Instagram and Facebook channels
  - Logo inclusion in WestEdge email blast campaign reaching 60,000 (past WestEdge trade and consumer attendees, as well as other proprietary lists)
  - Logo and mention in the podcast segment and video segment covering the WestEdge conversation as part of our Convo X Design media partnership
  - Showroom gift bags TBC or inclusion in gift bags for presenting talent and VIP A&D list
- Video and podcast distributed via CXD channels with sponsor recognition
- Video on WestEdge YouTube and IG TV Channels, and WestEdge website dedicated symposium page (to live on website after live event in the fall)

Sponsorship Cost: \$3,000 per segment

(Customized sponsorships are available for non-endemic brands. We are also offering category exclusive opportunities to sponsor the entire series beginning at \$20,000)