



## WestEdge 2021 Programming in Partnership with Convo by Design

The WestEdge 2021 programming and panel talks will again be co-produced in partnership with Convo by Design (who has co-produced our panel discussions at WestEdge for the last 2 years). We're offering brands the opportunity to sponsor one of 10 talks, many of which will take place in showroom locations and be filmed for web and podcast distribution throughout 2021. These programs will also be streamed at WestEdge 2021.

Sponsorship includes:

- Opportunity to host the panel in showroom with a 1-2-minute virtual guided tour of the space for our audience prior to the panel commencing
- Where appropriate, invitation for company design ambassador or brand spokesperson to be a featured speaker on this panel
- 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.westedgesdesignfair.com](http://www.westedgesdesignfair.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 panel 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 Convo By Design page featuring all talks.

Sponsorship Cost: \$5,000

(Customized sponsorships are available for non-endemic brands. We are also offering category exclusive opportunities to sponsor the entire series/symposium)