

# GAME ON!

**ReConnect. ReEnergize. ReDiscover.**



## PARTNER PROSPECTUS

**JUNE 22 - 24, 2022**

SOUTH POINT HOTEL, CASINO & CONVENTION CENTER  
LAS VEGAS



The Billiard & Home Leisure Expo provides the latest billiard and related recreation products, services and connections.

This 2022 BCA Expo promises to celebrate our industry who is gathering together in person for the first time since the pandemic. Don't miss out on your opportunity to gain recognition and make sales during this special event.

## THE 2022 BCA EXPO PROMISES:

### Enhanced Exhibit Hall Experience

- Daily door prizes, exhibitor swag & cash giveaways
- Exclusive show-only specials
- Retailer Rebate Program
- New Product Showcase
- Expert advice on tangible business improvements
- Home Leisure Sports Challenge

### More Fun

- Complimentary parties
- Networking events
- Morning treats & beverages
- Exhibit floor bars & entertainment
- Nighttime gatherings with food, cocktails, live music and fun

### Brand Building & Audience Engagement Opportunities

The 2022 BCA Expo provides exhibitors a broad range of opportunities to ensure you reach your goals, whether that's building brand awareness, showcasing your product, demonstrating your leadership and expertise with our educational and industry specific seminar sessions, deepening current client relationships or driving traffic to your booth.



## BUILD BRAND AWARENESS

### **Sponsor the Industry Social:** **\$5,000 (4 available)**

Hosted in the Grand Ballroom, the ever-popular BCA Expo Industry Social offers a casual and relaxed setting to grab a drink, have some appetizers, and socialize with the industry as you expand your network in an after-hours gathering. This year, we're adding live music and table games to really get things started!

Sponsorship includes recognition online, on signs, in the BCA Insider Expo edition and in all Industry Social Celebration promo messages.

### **Sponsor the BCA Expo Kick Off Celebration:** **\$3,500 SOLD**

#### *EXCLUSIVE OPPORTUNITY*

Hosted in the Exhibit Hall Lobby, the BCA Expo Kick-Off Celebration will warm attendees' hearts with complimentary coffee and tea bars and warm cinnamon rolls.

Sponsorship includes recognition online, on signs, in the BCA Insider Expo edition and in all Kick-Off Celebration promo messages.

### **Sponsor the Wednesday Morning BCA General Membership Meeting Breakfast:** **\$6,000 SOLD**

#### *EXCLUSIVE OPPORTUNITY*

Hosted in the Grand Ballroom, the BCA General Membership Meeting is your opportunity to learn about current BCA initiatives and provide input regarding the association's strategic direction and priorities.

Sponsorship includes recognition online, on signs, in the BCA Insider Expo edition and in all General Membership Meeting promo messages.

### **Sponsor the Wednesday Afternoon Dealer Pop-Up Bars:** **\$2,000 (2 available)**

New for 2022! Hosted in your booth (or aisle next to your booth) on the Exhibit Hall Floor, a pop-up bar gives attendees an opportunity to chill out with a cocktail, or a non-alcoholic beverage and light snack.

Sponsorship includes recognition online, on signs, in the BCA Insider Expo edition, in all Dealer Appreciation Pop-Up Bars promo messages, and your team can work they crowd while they enjoy their treats.



**Sponsor the Thursday Afternoon Dealer Appreciation Happy Hour:**  
**\$3,000 SOLD OUT**

**EXCLUSIVE OPPORTUNITY**

New for 2022! Hosted in your booth (or aisle next to your booth) on the Exhibit Hall Floor, the Dealer Appreciation Happy Hour gives attendees an opportunity to decompress with a cocktail, or a non-alcoholic beverage and light snack.

Sponsorship includes recognition online, on signs, in the BCA Insider Expo edition, in all Dealer Appreciation Happy Hour promo messages, and your team can work they crowd while they enjoy their food and drink.

**Sponsor the Thursday Evening After Hours Meet-Up:**  
**\$9,000 SOLD OUT**

**EXCLUSIVE OPPORTUNITY**

New for 2022! Hosted in the Grand Ballroom, the BCA Expo Thursday Evening After Hours Meet-Up offers all attendees an opportunity to celebrate the industry during a fun, entertaining event. Grab dinner, roll the dice and return to the Grand Ballroom for free cocktails, live cover band and more.

Sponsorship includes recognition online, on signs, in the BCA Insider Expo edition and in all Meet-Up promo messages.

**Optional Meet-Up Entertainment Add-On:**  
**\$3,000**

Sponsor the entertainment: a cover band featuring classic rock, country and pop. Introduce the band and win the evening!

Sponsorship includes recognition online, on signs, in the BCA Insider Expo edition and in all Meet-Up promo messages.

**Lanyard Sponsor:**  
**\$2,500 SOLD OUT**

**EXCLUSIVE OPPORTUNITY**

No one will forget your company name! They'll be wearing it around their neck throughout the event. Co-branded with BCA logo.

**Product Literature Bags:**  
**\$1,500 plus production of 1,000 bags SOLD OUT**

**EXCLUSIVE OPPORTUNITY**

Help attendees manage their load by sponsoring the official BCA Expo swag bag. Your logo, co-branded with the 2022 BCA Expo logo will be featured on the attendee swag bags.

**Charging Station:**  
**\$500 (2 Available)**

We'll provide a spot in our lounges for attendees to rest and recharge their devices and give you all the credit for it with tabletop graphics or signs.



# INCREASE BOOTH TRAFFIC AND ON-FLOOR SALES

## **The Retailer Rebate Program:** **\$1,000 (16 Available)**

Increase booth traffic. Close more sales. Reward your buyers. Join the BCA Expo Retailer Rebate Program.

**REGISTER TODAY.**

# SHOWCASE YOUR PRODUCT OR SERVICE

## **BCA Product of the Year:** **FREE (Unlimited Available)**

Entering your new and innovative products, introduced to the market after Jan. 1, 2021, in the competitions for Best Design and Best innovation is a terrific opportunity to increase exposure gain publicity for your product(s) and helps to advance the billiard and home leisure industry.

**REGISTER TODAY.**

## **New Product Showcase:** **FREE (Unlimited Available)**

Products introduced to the marketplace after Jan. 1, 2021 are eligible. Receive new product exposure before, during and after the BCA Expo.

**REGISTER TODAY.**

# BRANDED SPONSORSHIP OPPORTUNITIES

## **Exclusive Booth Giveaways:** **\$400 retail valued item (15 Available)**

Gain instant recognition and collect dealer contact information by providing an hourly giveaway for dealers. Items must be valued at a minimum of \$400 retail (Yeti Cooler, \$400 South Point Credit, or your own branded product). Work with the BCA to determine the giveaway. Participation includes pre-event promotion and on-site PA and text message announcements.

## **Industry Social Giveaway:** **\$500 plus production of 500 items (4 Available)**

Market your company via a branded giveaway (i.e., Koozie, pens, shirts, hand sanitizers, etc.) during the single largest gathering of the industry.

## **Exhibit Aisle Floor Signs:** **\$300**

Market your company and booth location on a 3'X3' aisle floor sign.

## **Door Prizes:** **300 items valued at \$5 per item**

Reward buyers with a door prize each morning for the first 300 attendees. Work with the BCA to determine the giveaway.

