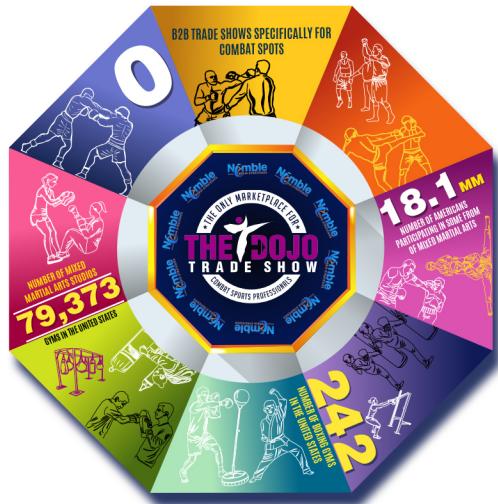


2020 SPONSOR & EXHIBITOR PROSPECTUS



- Number of boxing gyms in the United States = 242
- Number of Mixed Martial Arts Studios/Gyms in United States = 79,373
- Number of Americans participating in some form of Mixed Martial Arts = 18.1MM
- Number of B2B Trade Shows Specifically for Combat Sports = 0

#thedjts

#dojop

#dojod

#letsroll

EXHIBIT WITH US ACROSS THE COUNTRY!



PORTLAND



DALLAS

THE DOJO BOOTH RATES

All booths in 10'x10' Increments unless noted.

PORTRLAND

JULY 25 & 26, 2020

DALLAS

TBA

10x10

\$3,000

10x20

\$6,000

OTHER BOOTH SIZES:

20x20 - \$12,000

20x30 - \$18,000

Larger Booths Also Available

All Booths Add 5% Venue Cleaning Fee & \$195 Set-Up Fee.



STEP 3 BOOTH ADD-ONS

ADD-ONS

PRINTED PROGRAM ADS:

6' TABLE + (2) CHAIRS

\$200

HALF PAGE

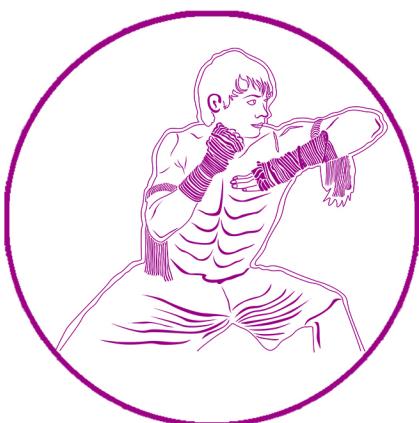
\$500

REGISTRATION LIST

\$3,000

FULL PAGE

\$900





SHOW DATES

2020

PORTLAND

JULY 25 & 26 // PORTLAND EXPO CTR.

DALLAS

TBA // KAY BAILEY HUTCHISON CONV. CTR.

WHAT IS THE DOJO TRADE SHOW?

- The Dojo Trade Show is the nation's only B2B trade show, conference & networking event dedicated to combat sports business owners & business professionals,
- The Dojo Trade Show brings together thousands of business owners and decision-makers to shop for products & services from suppliers like you.
- In addition to our huge exhibitor hall, there are many other networking opportunities including: **Workshops, Referee Licensing Training, Main Stage Presentations, Dojo Mixer.**

WHO EXHIBITS?

Any company that has a product or service that helps gym owners, trainers, managers and athletes should exhibit at The Dojo Trade Show. If you want qualified leads and want to increase your sales, exhibiting at this show is a must.

WHY EXHIBIT?

- Brand your Business
- Reach THOUSANDS of Qualified Buyers
- Make Immediate Sales
- Generate Great Sales Leads
- Get New Customers
- Reach Your Target Audience of Business Owners & Buyers
- Introduce Your Company's New Products & Services
- Distribute Product Samples
- Give Live Product & Service Demonstrations

WHY DO GYM OWNERS, REFEREES & ATHLETES ATTEND?

EDUCATION

Industry Specific **Workshops** on the most timely and useful topics
Panel Discussions led by **Leading Speakers** &
Powerful Main Stage Presentations

FREE!
FREE!
FREE!

NETWORKING OPPORTUNITIES

Meet and Greet **Attendee Lounge** **FREE!**
Late Afternoon 'Happy Hour' Cocktail Reception **FREE!**

FIND NEW VENDORS / SUPPLIERS - SHOP & DISCOVER

Discover hundreds of **Business Products and Services** **FREE!**
Fortune 1,000 and Local Business **Demos** **FREE!**

HOW DO WE ATTRACT MORE ATTENDEES?

- | | |
|---|---|
| <ul style="list-style-type: none"> Email Blasts Major Partnerships Trade Publications Government Agencies Popular Event Calendars (Local & National) | <ul style="list-style-type: none"> PR Professional Associations Social Media Direct Mail TV & Radio Telemarketing Campaigns Word of Mouth & Affiliate Programs |
|---|---|



SPONSORSHIPS

**INCLUDED
WITH EACH
SPONSORSHIP:**

	Red Belt Sponsor	Black Belt Sponsor	Brown Belt Sponsor	Purple Belt Sponsor	Blue Belt Sponsor	White Belt Sponsor
	Call for Pricing	Call for Pricing	Call for Pricing	Call for Pricing	Call for Pricing	Call for Pricing
Exclusive Logo Placement with The Dojo Trade Show Logo on Website, E-blasts & Ads	1st Position	2nd Position				
Sponsor Block Placement (website, e-blasts, online agenda, & signage)	1st Position	2nd Position	3rd Position	4th Position	5th Position	6th Position
Premium Booth Location	20X20	20X20	20X20	10X20	10X20	10X10
Listed as a Sponsor on Online Agenda & Website	✓	✓	✓	✓	✓	
Registration List with all Contact Info	✓	✓				
Press Release Announcement	✓	✓	✓	✓		
Online Rotating Banners on The Dojo Trade Show Website	✓	✓	✓	✓	✓	✓
Social Media Announcements	✓	✓	✓	✓	✓	✓
Dedicated Table & Banner in the Registration Area	✓					
Logo Displayed on Step & Repeat	✓	✓	✓			

SPONSOR BLOCK
1ST POSITION ➔1ST POSITION ➔1ST POSITION ➔1ST POSITION ➔1ST POSITION ➔1ST POSITION ➔
RED BELT SPONSOR - TITLE SPONSOR (NATIONAL)

BLACK BELT SPONSOR

BROWN BELT SPONSOR

PURPLE BELT SPONSOR

BLUE BELT SPONSOR

WHITE BELT SPONSOR


THE DOJO OPTIONS

REGISTRATION LIST

Registration List: \$3,000

Our Registration List for each Trade Show is sent out as an Excel File within (7) business days after the Trade Show. This is a great way to build your email list with hot qualified leads. This list includes each registrant's Name, Company, Job Title, Phone Number, Mailing Address and Email Address.



Rolling Registration List: \$4,000

Receive registrations as they come in, so you can market to the attendees before, during & after the Trade Show! Receive new registrations daily, weekly or monthly! (lists start sending approx. 3 weeks before the event date).

WEBSITE ADVERTISING

Rotating Website Homepage Banner Ad: \$600/mo. (Billed annually)

Get thousands of impressions on our website with an attractive web banner linking directly to your website.

The Dojo Trade Show Monthly Email Newsletter Sponsorship: \$950

The Dojo Trade Show sends out a monthly informational newsletter about small business critical issues. You are the sole sponsor of this monthly newsletter with banners throughout the newsletter linking back to your URL of choice.

Partner Listing on TheDojoTradeShow.com:

Do you want to be featured as an official partner of The Dojo Trade Show? Your logo, contact information, product/service description, special promotional offer and direct link back to your website is featured on our exclusive Partners section of TheDojoTradeShow.com.

PRINTED SHOW PROGRAM ADVERTISING

Program Insert: \$2,500

Every attendee that walks into our show receives our Show Program that includes valuable details about the day including the Show Agenda, Workshop Descriptions, Exhibitors & Map. Your 8.5x11 Full Color One-Sided Insert will be included in this program for everyone to see! You design the insert, we handle the printing & stuffing into the Program.

Full Color Ad in Printed Program:

Half Page: \$500

Full Page: \$900

SHOW UPGRADES

Aisle Logo Decals: Call for pricing

Your exclusive logo with Booth # and Website will be posted on the aisles throughout the show.
Please call (800)983-8972 to get a quote for the show you are inquiring about.



THE DOJO OPTIONS MUST BE PURCHASED WITH BOOTH

\$10,000 - Red Carpet Sponsor

Ready for a good time? The Red Carpet Sponsors are the official sponsors of The Dojo Afterparty. Your brand's logo will be positioned on the Step & Repeat wall outside the afterparty along with The Dojo Trade Show, The Dojo Trade Show media partners

This sponsorship sponsor logo on all The Dojo Trade Show print advertising campaigns. Your brand's logo promoted on public transportation signage / passes. Your brand's logo on our transportation vehicle wrap. Your logo on all signage throughout the venue. Red Carpet photos of you with our special guests and your product outside the event.

\$3,000 - Swag Bag Sponsor

Swag Bag Sponsors gives The Dojo Trade Show afterparty goers something to tweet to about. Not only will you have a table inside the afterparty venue with your brand's logo or signage, you will also receive social media engagement from every bag given to an attendee through The Dojo Trade Shows marketing campaign

In addition, you will also receive social media blasts on all The Dojo Trade Show social media platforms

\$5,000 - Tote Bag Sponsor

Keep your brand in the hands of The Dojo Trade Show attendees long after The Dojo closes. TOTE BAG SPONSORS will have their brand's logo printed on The Dojo Trade Show tote bags given to every person who enters The Dojo.

Four (4) Stripe Blue Belt Sponsors will have their logo on digital signage throughout the trade show, direct mention on all The Dojo Trade Show social media accounts, ability to place one (1) personalized banner or company marketing materials in a secondary location, ability to build booth up to 14' tall.

\$7,000 - Drink Sponsorship

Turn down for what?! Drink Sponsors gets the party started. The sponsor will be listed as our Tap Out sponsor with company logo displayed at the bar.

Drink Sponsors also receive blasts on The Dojo Trade Show social media accounts. Logo on signage throughout public transportation. Includes logo on group slider on thedojotradeshow.com and logo on all afterparty promotional materials, digital media campaigns and banner ads.

In addition, sponsor recognition on signage within the trade show.

\$4,000 - T-Shirt Sponsor

T-Shirt sponsors will have their brand promoted long after The Dojo closes. T-Shirt sponsors will have the opportunity to have their logo printed on "Dojo Portland" t-shirts distributed solely to gym owners - the people needing products and services like yours. T-Shirt Sponsors will have their logo on digital signage throughout the trade show, direct mention on all The Dojo Trade Show social media accounts, ability to place one (1) personalized banner or company marketing materials in a secondary location.

\$4,000 - Vendor Only Happy Hour Sponsor

Enjoy the taste of a local beer while at The Dojo Trade Show. Happy Hour sponsors will have their logo on a "Special Thanks" banner at the beer station. Not only will you be a favorite amongst our vendors, you'll be tweeted about 400 times within an hour from everyone who receives a beer.

Your logo will be featured on digital display signage within the venue. You will have the opportunity to place one personalized banner throughout the event and will receive direct mention on all The Dojo Trade Show social media accounts

\$12,000 - Celebrity Mention of Product to 1MM fans

Could you use more than a million combat sports fans seeing your product in the hand of their favorite MMA professional or sports related celebrity? This sponsorship brings you just that. A direct mention during a Live Streamed interaction by our celebrity to their social media pages and The Dojo Trade Show social media pages.

Your product mentioned and displayed on The Dojo Trade Show Live Stream and on 95.5 LIVE. Sponsor will also have their logo on digital signage throughout the trade show, direct mention on all The Dojo Trade Show social media accounts, ability to place one (1) personalized banner or company marketing materials in a secondary location, ability to build booth up to 14' tall, and Sponsor logo in all online promotional materials of celebrity designed by The Dojo Trade Show.

\$15,000 – Celebrity Sponsor

Shake hands with some of the greatest combat sports athletes to ever enter the octagon. As our Celebrity Sponsor, your brand's logo will be included in all The Dojo Trade Show celebrity promotional materials. Your logo will be included on the Step & Repeat Wall within the event and on the Step & Repeat Wall outside the afterparty.

Also included, is digital signage with your company logo inside The Dojo Trade Show. Two personalized standing banners or company marketing materials placed in a secondary location during the show.

\$10,000 - Save Ride Sponser

Safety first. The Safe Ride Sponsors will have their company logo wrapped on the vehicle of The Dojo Trade Show's Safe Ride's van. Your brand will be displayed on our transportation vehicle wrap around the Portland Oregon metroplex for appx 30 days leading up to Dojo Portland.

This Sponsors' logo on all The Dojo Trade Show print advertising campaigns. Your brand's logo promoted on public transportation signage / passes. Your logo on all signage throughout the venue. Red Carpet photos of you with our special guests and your product outside the event.

\$6,000- Media Sponsor

Meet the press. Media Sponsors will have their logo on all The Dojo Trade Show media displays. Media Sponsors will receive on-air mentions via TV and radio and will also have their logo included on our banner ads displayed to more than one million viewers.

\$6,000 - Business Section Leader Sponsor

Ready to kick it up a notch and learn from the pros how to take your combat sports business to the next level? Your logo will be displayed on a banner in the seminar rooms.

Also included, is digital signage with your company logo inside The Dojo Trade Show. Two personalized standing banners or company marketing materials placed in a secondary location during the show

\$2,500 – Social Media Sponsor

Expand the reach of your product as our Social Media Sponsor. As a social media sponsor, your logo will be included in promotional posts for The Dojo Trade Show. In addition to this, you'll get your logo featured on a group slider on The Dojo Trade Show website.

\$4,500 – Radio Contest Sponsor

Reach an entire metroplex and beyond by sponsoring The Dojo Trade Show's online contest in partnership with LIVE 95.5 FM. Your logo will be displayed on all contest banners hosted on Live 95.5 FM and your company's name will be mentioned on air during the promo as "brought to you by / sponsored by".

The Dojo Trade Show will include a link and a mention @yourbrandname in every social media post promoting the contest. Your logo will be featured prominently on all banners promoting the contest on The DJT homepage.