

POLECON 2024

BACK IN THE
DMV

**MAY 30 -
JUNE 2, 2024**

**SPONSOR
INFO**

Join us back in the DMV for the 13th Annual PoleCon!

May 30-June 2, 2024

Live! Casino & Hotel Maryland

7002 Arundel Mills Cir Ste 7777, Hanover, MD 21076

Live! Casino & Hotel is in the heart of it all, located between Baltimore and Washington, D.C., just minutes from BWI Airport. Directly adjacent to Arundel Mills® mall in Hanover, Maryland, you'll have everything at your fingertips—gaming, shopping, entertainment and dining.



www.poleconvention.com • info@poleconvention.com

**POLE
CON**
INTERNATIONAL

PoleCon celebrates the diversity of the pole dance community. Connect with your pole friends, watch amazing performances, take pole star workshops, and shop with your favorite vendors!

For all students, competitors, pole-fessionals, and pole enthusiasts of all ages, from all walks of life!



Marketing that works for you

connect and grow with #polecon



Website

Schedule of events finalized in February 2024.

Print

Postcards announcing the event sent to pole, fitness, and wellness communities now through spring of 2024.



Social Media

Facebook and Instagram updated regularly with links, photos, sponsor information, additional relevant event information, and give aways that drive traffic to your site and your social media presence.

Blog

Publishing weekly with writers focusing on topics relevant to pole, fitness, and wellness communities.

The blog provides several opportunities to engage with your customers including online advertising and promoted posts.

Newsletter

Regular newsletter sent to a focused mailing list of customers providing relevant, updated event information as well as highlighting sponsors and advertisers.

Ongoing PR

Regular publicity through the blog, online, TV, and print magazines as well as international news outlets. See the "press" section of our website for press from the 2015-2023 events.

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**Hold your booth with a 50% deposit.
Contact: info@poleconvention.com**

Be an exhibitor

Main Room: 10' x 8' space in the main room where all the performances take place!

Up to three companies can share a booth.

\$775 Early Bird (until 3/1)

\$925 Regular Price (until 5/1)

Hallway Booth: 6' table just outside the main room

Up to two companies can share a hallway booth.

\$625 Early Bird (until 3/1)

\$900 Regular Price (until 6/1)

Included:

- 2 Weekend Passes (additional passes available at 50% off)
- Pipe and drape with a small sign for your business name (main room only)
- 1 6 ft Table
- 2 Chairs
- 1 Waste Basket (main room only)
- Basic Wifi.

Once you have paid, you will be sent additional information to finalize your space and order other services as needed such as:

- Electric (~\$100)
- Other equipment or furniture as needed
- Shipping/freight information
- Each individual exhibiting companies (even in shared booths) MUST have insurance. "Weekend Policy" available for a fee (~\$50-60) from our insurance provider.

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Be a sponsor

Exceptional value for exhibitors

Gold — \$2,500 (three available)

- 2 Additional Weekend Passes
- Your choice of Exhibitor Booth (includes 2 Weekend Passes)
- Full page ad in program booklet
- Monthly* promotion in our monthly newsletter and social media
- Logo featured on our website with links to your website.

Silver — \$1,000 (five available)

- 1 Weekend Pass
- Half page ad in program booklet
- Logo featured on our website with links to your website
- Once a quarter* promotion in our monthly newsletter and social media.

**from sponsorship booking until event*

For Studio Sponsor information, please contact info@poleconvention.com



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**Market your
product or service
with the advertising that is
right for your brand**



Pre-PoleCon Options:

Blog Post \$500

- Write your own (up to 500 words) or have us review your product/service or even conduct an interview. Publicized through the monthly newsletter and social media.

Blog Ad \$100 (per month)

- Run a monthly electronic ad in our popular blog with a link to your website.

Newsletter Ad \$100

- Two issue promotion in our newsletter.

Social Media Giveaways \$65

- Generate buzz with social media give aways
- Encourage participation and increase followers.

During-PoleCon Options:

Sponsor a Showcase \$79

- (In addition to fee) provide something for up to 4 pole cleaners to wear during the sponsored showcase
- Have your brand mentioned throughout the showcase
- Listed as a sponsor of the showcase in program booklet and online.

Program Booklet

Digital program booklet is provided to all attendees. It is the complete event resource for every attendee and the perfect way to advertise and feature your product or service.

- 2-page spread \$375
- Full page \$200
- Half page \$125
- Quarter page \$75
- Art specs sent upon payment
- All files electronically due by May 1, 2024.

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