

2012 CLIMBING WALL SUMMIT EXHIBITOR PROSPECTUS



CWA
CWA
CWA
CWA
CWA

May 16–20, 2012

Boulder, Colorado USA

“The most targeted
and productive
market each year.”

Daniel Chancellor, So iLL Holds

Target Audience: Climbing gym owners & managers,
recreation professionals, colleges and universities, wall
builders, equipment manufacturers.

CWA
CWA
CWA
CWA

Sixth Annual Climbing Wall Summit The Climbing Wall Association Conference 2012 Exhibitor's Prospectus

IMPORTANT EXHIBITOR DATES

Member Exhibitor Registration Open:
August 15, 2011

Non-Member Exhibitor Registration Open:
September 15, 2011

Set Up + Opening Party:
May 17, 2012

Exhibit Hall Featured Hours:
May 17-19, 2012

Closing Party + Tear Down:
May 19, 2012

The fifth annual Climbing Wall Summit was a huge success, with record attendance from attendees and exhibitors alike. The high quality exhibit space will grow again as we return to the University of Colorado Campus in Boulder, Colorado May 16-20, 2012.

We invite you to participate in the 2012 Summit as an exhibitor ... or better yet, as a sponsor.

In 2012 we're making the Summit even more lucrative for sponsors and exhibitors. Look forward to an attendee contact list, focused show hours, early tear-down, scheduled product presentations, and workshops relevant to industry suppliers. Top reasons to exhibit:

PAST EXHIBITORS

Air Pear
Asana
Black Diamond
Blocx
Brendle Climbing Systems
Brewer's Ledge
BlueWater Ropes
C.A.M.P.
ClimbFind
Eldorado Climbing Walls
Entre Prises
Evolv
Extreme Engineering
Five Ten
ISC
Leahy & Associates
Liberty Mountain
Mountain Khakis
Nicos
Outdoor Prolink
Perfect Descent
Petzl
Rock & Ice
Rock Candy Holds
Rock On
Rockwerx
Skram Media
Spectrum Sports
So iLL
Sterling Rope
Stratus
The Spot
Total Climbing
TruBlue Auto Belay
Trango
Walltopia

- The most targeted and qualified climbing wall industry leads
- A vibrant meeting ground to do business with the climbing community
- Face time with current clients and social events to contact new prospects
- More than “just a tradeshow” with classes, clinics, speakers, workshops, and roundtables discussing issues affecting the climbing industry today

The Climbing Wall Summit is the only conference and professional development forum for wall builders, equipment manufacturers, and climbing facility managers. We anticipate high demand for exhibit space, so reserve your space early. If you miss the Summit, you miss the market.

NEW FOR 2012

You Spoke. We Listened. Thanks to feedback from Sponsors and Exhibitors, we've upped our game for the 2012 Climbing Wall Summit. Here's the beta:

Exhibit Hall Hours

Shorter and focused like a boulder problem, so you'll get great contact with clients in less time. Parties and happy hours will return to the exhibit hall. Scheduled exhibit specific hours will allow you to attend workshops, call on local clients, or schedule meetings. One less “work” day lets you pack up Saturday evening to travel home ... or send a local crag on Sunday.

Product Presentations

No more having to sneak a sales pitch into a workshop. 2012 offers specific opportunities to show off your product or service to the most interested leads.

Attendee Contact List

Didn't get a card from a hot lead? No problem. By popular request, we'll be providing a list of Summit attendees. Free for sponsors and available to exhibitors.

Full-Color Ads

Handholds and 'biners are color. Ads should be too -- neon lycra pants are the exception. All ads in the Summit Program, regardless of size, can be printed in full-color glory.

Workshops for Industry Vendors

Each year climbing gyms compare notes and learn from each other to improve business. Why not industry vendors? 2012 will offer workshops relevant to suppliers.

Exhibitors & Sponsorship Levels

Sponsorship levels are designed to maximize your impression on decision makers and reach beyond Summit attendees. Below is a partial highlight of benefits.*

“Title” Sponsor: \$12,000 (limit 1) Show true leadership in the growing climbing wall industry and reach influential climbing wall owners, managers, and decision makers. The Title Sponsor will become a Summit partner and will receive a custom benefits package to include the highest visibility in all web media, print media, and in the venues.

- Custom benefits package
- Introduction at opening Keynote Address
- 12 complimentary Summit passes
- VIP location 20’x20’ Exhibit booth
- Attendee contact list in advance
- Banner in exhibit area + plenary sessions
- Title Sponsor designation in Summit marketing
- Two page, color spread in Summit program
- Online banner ads rotating on CWA home page and Summit webpage
- Company logo on Summit sponsor page
- Company name, logo and 200-word description in Summit program
- Company name on all conference press releases
- Two targeted event emails to attendees and CWA members
- Two targeted event direct mailings to attendees and CWA members
- Opportunity to sponsor opening reception and event at the conference venue
- Attendee bag insert
- Product presentation

“Lead” Sponsors: \$6,500 (Limit 5) Lead sponsors earn prominent visibility and are poised for advance marketing with decision makers.

- 6 complimentary Summit passes
- Preferred location 20’x10’ Exhibit booth
- Attendee contact list in advance
- Banner in exhibit area + plenary sessions
- Lead Sponsor designation in Summit marketing
- Full page, color ad in Summit program
- Online banner ad rotating on Summit webpage
- Company logo on Summit sponsor page
- Company name, logo and 150-word description in Summit program
- Targeted event email to attendees and CWA members
- Targeted event direct mailing to attendees and CWA members
- Opportunity to sponsor an event at the conference venue
- Attendee bag insert
- Product presentation

“Belay” Sponsors: \$4,500 (limit 10)

- 4 complimentary Summit passes
- 10’x10’ Exhibit booth
- Attendee contact list after Summit
- Banner in exhibit area
- Belay Sponsor designation in Summit marketing
- ½-page, color ad in Summit program
- Company logo on Summit sponsor webpage
- Company name, logo and 100-word description in Summit program
- Attendee bag insert
- Product presentation

“Spotting” Sponsors: \$3,500 (limit 15)

- 3 complimentary Summit passes
- 10’x10’ Exhibit booth
- Attendee contact list after Summit
- Banner in exhibit area
- Spotting Sponsor designation in Summit marketing
- ¼-page, color ad in Summit program
- Company logo on Summit sponsor webpage
- Company name, logo and 50-word description in Summit program
- Attendee bag insert
- Product presentation

Exhibitors – Members: \$ 1,750;

Non-Members \$2,150 (space available basis)

- 2 complimentary Summit passes
- 10’x10’ Exhibit booth
- Company logo on Summit exhibitor webpage
- Company name, logo and 30-word description in Summit program

**Attendee list and direct marketing subject to user opt-in / opt-out. Ad space, logo placements, listings, bag inserts have deadlines for inclusion. Direct marketing is via third-party, actual costs apply. Product demos subject to application, review and space.*

Upgrades + Add Ons

Additional Summit Passes	\$ 275
Attendee Contact List (must exhibit)	\$ 1,500
Attendee Bag Insert	\$ 500
Ad in program ¼ page	\$ 350
½ page	\$ 600
Full page	\$ 1,000

Ad upgrades available for \$ difference.

MORE SPONSORSHIP ROLES

Luncheon: If the way to a climber’s heart is through the stomach, sponsoring a Summit luncheon will surely leave an impression and yield a captive audience. Limit 2. Approx. \$3000-\$6000 room + catering costs.

Scholarships: Consider sponsoring Summit scholarships to earn positive press or show valued customers you appreciate their business. Last year one sponsor provided full scholarships to ten participants otherwise unable to attend! Set of five scholarships \$3000.

Coffee Breaks: The life blood of conferences, attendees will thank your company for making their mornings (and afternoons) alert. Limit 4. Approx. \$500.

BENEFITS	TITLE	LEAD	BELAY	SPOTTING	EXHIBITOR
Price (limit)	\$12,000 (1)	\$6,500 (5)	\$4,500 (10)	\$3,500 (15)	\$1,750/\$2,150 (space available)
Key Benefits					
Custom Partnership Benefit package	✓				
Attendee Contact List	advance	advance	after	after	available
Comp Summit Passes	12	6	4	3	2
Role at Summit					
Booth Space	20x20	20x10	10x10	10x10	10x10
Booth Location	VIP	Preferred			
Introduction at Keynote	✓				
Product Presentation	✓	✓	✓	✓	
Opportunity to host opening reception	✓				
Opportunity to host sponsored event at venue	✓	✓			
Banner in Exhibit Hall	✓	✓	✓	✓	
Banner in Plenary Sessions	✓	✓			
Attendee Bag Insert	✓	✓	✓	✓	
Advanced Marketing					
Event email to attendees & members	twice	once			
Event direct mail to attendee & members	twice	once			
Banner Ad on CWA home page	✓				
Banner Ad on Summit webpage (rotating)	✓	✓			
Name, Logo on Summit Sponsors webpage	✓	✓	✓	✓	✓
Name, Logo on all Summit Marketing: press-releases, email, mailings, etc	✓	✓			
Name, Logo on most Summit marketing: mailings, email	✓	✓	✓	✓	
Event Program					
Ad in program (full color)	2-page spread	full page	1/2 page	1/4 page	
Listing in Program	200 word	150-word	100-word	50-word	30-word
Logo, name, address in Program	✓	✓	✓	✓	✓

"A must attend event. I recommend it to everyone... except other rope makers, of course!"

Carolyn Brodsky, Sterling Rope

"Industry leaders step up at the Summit."

Eric Olsen, Adventure Rock Climbing Gym