

The Quirk's Event: New York Sponsorship Opportunities

July 29-30, 2026

On July 29-30, 2026, Quirk's will host its seventh-annual New York event for marketing research and insight professionals. The Quirk's Event is a two-day experience, with the exhibit hall at the center of the action to facilitate in-person meetings between Quirk's readers and valued industry supporters.

Who is the attendee?

The Quirk's Event is designed to be inclusive and collaborative. The engaging layout, low price point and partnerships with universities and associations allow the event to function as a gathering place for the entire industry, attracting end-client researchers and suppliers alike, from cutting-edge innovators to those who are happy to stick with their trusted traditional methods, from industry veterans to those new to the field. Our 2025 New York event exceeded 1,800 attendees.



How will the event be marketed?

With a database of 125,000 marketing research professionals and over 60,000 active subscribers, Quirk's already has the largest opt-in list in the industry. Likewise, we have more built-in marketing vehicles than any other source. This includes our print and digital magazine; daily and monthly e-newsletters; website; and our LinkedIn groups of 60,000+ members.

About the expo hall

The exposition hall is at the center of the Quirk's Event. The expectation is that exhibitors will work to engage and delight attendees through efforts such as: informative presentations, games, food, contests, photo booths, lounge areas and much more. Interactive exhibits better facilitate supplier-client relationships without making clients feel overwhelmed or approaching the area with fear of being bombarded by a sales pitch. The Quirk's Event is fun and the format innovative! And don't worry, we've kept exhibition space price-points low to encourage you to allocate more of your budget to creatively attracting and engaging attendees.

About speaking sessions

Depending on your sponsorship level, you have the option of having a speaking presentation. Presentations take place in separate conference rooms that are integrated into the exhibit hall. Quality presentations attract attendees and enable exhibitors and sponsors to highlight client case studies, software, research findings and discussions of techniques. These sessions are not designed to function as sales pitches. Rather, they are intended as an opportunity to showcase your firm as a thought leader. Therefore, speaking proposals must be approved by Quirk's editorial staff. The most well-received sessions at our in-person and virtual events have been those that educate and include an end-client researcher as the featured speaker. You will gain many more leads by avoiding direct selling and self-promotion.

To learn more about speaking, sponsorships and exhibiting, see available packages below.

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New York Exhibiting Packages

Bright Space Premium Exhibitor Package – \$14,450

- Larger exhibit space (10' wide x 10' deep).
- Bright space fabric shell scheme stand with back and side walls backlit. Includes printing of stand graphics on fabric.
- Standard electrical hookup.
- Lead capture ability to manage leads for your exhibiting staff via the event app.
- Access to the exhibitor's lounge – a place to relax away from the show floor.
- Your company logo, web link and company description on the event website and event app.
- A graphic Quirk's exhibitor logo for placement on your website and other marketing materials.
- Three (3) event registrations for your employees.
 - 20% off additional New York event staff passes at the prevailing supplier registration rate, limited availability.
- Three (3) free VIP event tickets for your corporate researcher/end-client customers to attend in New York.
 - VIP passes are guaranteed until June 3, 2026. After that date, VIP passes are not guaranteed and will only be accepted if space is available. Passes cannot be used by your company employees or staff.
- A unique code to offer your clients a 10% discount off registration at the New York event.
- List of attending organizations and job titles (company names only, no individual names or contact details) – provided one week prior to the event.



Exclusions:

- Stand furniture (tables, chairs, etc.) not included.
- Attendees' contact information is not included.
- Internet connection is not included.
- Exhibitors may not bring their own booth, backdrop, or display structure – printed light walls must be used.
- Design services not included – custom graphics are due June 22, 2026.

Standard Exhibitor Package – \$9,450

- Designated exhibit space (10' wide x 8' deep).
- Standard pipe and drape to define your space.
- Standard electrical hookup.
- Lead capture ability to manage leads for your exhibiting staff via the event app.
- Access to the exhibitor's lounge – a place to relax away from the show floor.
- Your company logo, web link and company description on the event website and event app.
- A graphic Quirk's exhibitor logo for placement on your website and other marketing materials.
- Three (3) event registrations for your employees.
 - 20% off additional New York event staff passes at the prevailing supplier registration rate, limited availability.
- Three (3) free VIP event tickets for your corporate researcher/end-client customers to attend in New York.



- VIP passes are guaranteed until June 3, 2026. After that date, VIP passes are not guaranteed and will only be accepted if space is available. Passes cannot be used by your company employees or staff.
- A unique code to offer your clients a 10% discount off registration at the New York event.
- List of attending organizations and job titles (company names only, no individual names or contact details) – provided one week prior to the event.

Exclusions:

- Stand furniture (tables, chairs, etc.) not included.
- Exhibit display and graphics/printing are not included.
- Attendees' contact information is not included.
- Internet connection is not included.

Mini Stand Exhibitor Package – \$6,750

- Printed back wall (3' wide x 8' high).
- One cabinet and one stool included.
- Lead capture ability to manage leads for your exhibiting staff via the event app.
- Access to the exhibitor's lounge – a place to relax away from the show floor.
- Your company logo, web link and company description on the event website and event app.
- A graphic Quirk's exhibitor logo for placement on your website and other marketing materials.
- One (1) event registration for an employee.
 - 20% off additional New York event staff passes at the prevailing supplier registration rate, limited availability.
- One (1) free VIP event tickets for your corporate researcher/end-client customers to attend in New York.
 - VIP passes are guaranteed until June 3, 2026. After that date, VIP passes are not guaranteed and will only be accepted if space is available. Passes cannot be used by your company employees or staff.
- A unique code to offer your clients a 10% discount off registration at the New York event.
- List of attending organizations and job titles (company names only, no individual names or contact details) – provided one week prior to the event.



Exclusions:

- Attendees' contact information is not included.
- Internet connection is not included.
- Electrical connection is not included.
- Design services not included – custom stand graphics are due June 22, 2026.
- Exhibitors may not bring their own booth, backdrop, or display structure – printed wall must be used.

New York Premium Exhibiting Sponsorship Packages

Title Sponsor Exhibitor Package – \$39,950

(Only 1 available)

- Top billing at the 2026 New York Event.
- Company logo listed prominently on the event website pages.
- Large, premium-location exhibit space (20' wide x 8' deep or 16' wide x 10' deep).
- Standard pipe and drape to define your space.
- Standard electrical hookup.
- Lead capture ability to manage leads for your exhibiting staff via the event app.
- Food Experience Action Station each day (300 servings of food to be distributed at your booth).
- Access to the exhibitor's lounge – a place to relax away from the show floor.
- Two (2) speaker/presentation sessions (topic to be approved by Quirk's) – one per day.
 - Full event passes for published speakers (up to 3 speakers included; additional passes must be purchased separately).
 - List of those that attend your session. (Attendees can opt out of sharing contact information.)
- One full-page advertisement to run in Quirk's magazine prior to the event.
- Recognition of sponsorship on social media.
- Company name and logo on select marketing material indicating your firm is the Title Sponsor.
- Title Sponsor recognition on the Quirk's Event website.
- Company name, logo and description on the event website and app.
- A graphic Quirk's exhibitor logo for placement on your website and other marketing materials.
- **NEW!** One push announcement sent to attendees badges each day. (Message appears on attendee's electronic badge screen at the event.)
- One push announcement sent to attendees via the event app each day.
- Contact details of attendees sent one week prior and post event. (Attendees can opt out of sharing contact information.)
- Eight (8) event registrations for your employees.
 - 20% off additional New York event staff passes at the prevailing supplier registration rate, limited availability.
- 20 guaranteed VIP event tickets for your corporate researcher/end-client customers to attend in New York.
- A unique code to offer your clients a 10% discount off registration at the New York event.

Exclusions:

- Stand furniture (tables, chairs, etc.) not included.
- Exhibit display and graphics/printing are not included.
- Internet connection is not included.

Platinum Sponsor Exhibitor Package – \$35,950

- Large, premium-location exhibit space (16' wide x 10' deep or 20' wide x 8' deep).
- Standard pipe and drape to define your space.
- Standard electrical hookup.
- Lead capture ability to manage leads for your exhibiting staff via the event app.
- 300 pieces of food to be distributed at your booth each day during the mid-day break.
- Access to the exhibitor's lounge – a place to relax away from the show floor.
- Your company logo, web link and company description on the event website and event app.
- Platinum recognition on the Quirk's Event website and event signage.
- Company name and logo on select marketing material indicating your firm is the Platinum Sponsor.
- A graphic Quirk's exhibitor logo for placement on your website and other marketing materials.
- **NEW!** One push announcement sent to attendees badges each day. (Message appears on attendee's electronic badge screen at the event.)
- Two (2) speaker/presentation sessions (topic to be approved by Quirk's) – one per day.
 - Full event passes for published speakers (up to 3 speakers included; additional passes must be purchased separately).
 - List of those that attend your session. (Attendees can opt out of sharing contact information.)
- One full-page advertisement to run in Quirk's magazine prior to the event.
- Recognition of sponsorship on social media.
- Contact details of attendees one week prior and post event. (Attendees can opt out of sharing contact information.)
- Six (6) event registrations for your employees.
 - 20% off additional New York event staff passes at the prevailing supplier registration rate, limited availability.
- 10 guaranteed free VIP event tickets for your corporate researcher/end-client customers to attend in New York.
- A unique code to offer your clients a 10% discount off registration at the New York event.

Exclusions:

- Stand furniture (tables, chairs, etc.) not included.
- Exhibit display and graphics/printing are not included.
- Internet connection is not included.

Titanium Sponsor Exhibitor Package – \$29,950

- Large, premium-location exhibit space (20' wide x 8' deep or 16' wide x 10' deep).
- Standard pipe and drape to define your space.
- Standard electrical hookup.
- Lead capture ability to manage leads for your exhibiting staff via the event app.
- Access to the exhibitor's lounge – a place to relax away from the show floor.
- Your company logo, web link and company description on the event website and event app.
- Titanium recognition on the Quirk's Event website and event signage.
- A graphic Quirk's exhibitor logo for placement on your website and other marketing materials.
- One push announcement sent to attendees via the event app each day.
- One (1) speaker/presentation session **on the first day of the event** (topic to be approved by Quirk's).
 - Full event passes for published speakers (up to 3 speakers included; additional passes must be purchased separately).

- List of those that attend your session. (Attendees can opt out of sharing contact information.)
- One full-page advertisement to run in Quirk's magazine prior to the event.
- Recognition of sponsorship on social media.
- Contact details of attendees sent one week post event. (Attendees can opt out of sharing contact information.)
- Six (6) event registrations for your employees.
 - 20% off additional New York event staff passes at the prevailing supplier registration rate, limited availability.
- 10 free VIP event tickets for your corporate researcher/end-client customers to attend in New York.
 - VIP passes are guaranteed until June 3, 2026. After that date, VIP passes are not guaranteed and will only be accepted if space is available. Passes cannot be used by your company employees or staff.
- A unique code to offer your clients a 10% discount off registration at the New York event.

Exclusions:

- Stand furniture (tables, chairs, etc.) not included.
- Exhibit display and graphics/printing are not included.
- Internet connection is not included.

Gold Sponsor Exhibitor Package – \$24,950

- Large, premium-location exhibit space (20' wide x 8' deep).
- Standard pipe and drape to define your space.
- Standard electrical hookup.
- Lead capture ability to manage leads for your exhibiting staff via the event app.
- Access to the exhibitor's lounge – a place to relax away from the show floor.
- Your company logo, web link and company description on the event website and event app.
- Gold recognition on the Quirk's Event website and event signage.
- A graphic Quirk's exhibitor logo for placement on your website and other marketing materials.
- One (1) speaker/presentation session **on the first day of the event** (topic to be approved by Quirk's).
 - Full event passes for published speakers (up to 3 speakers included; additional passes must be purchased separately).
 - List of those that attend your session. (Attendees can opt out of sharing contact information.)
- One full-page advertisement to run in Quirk's magazine prior to the event.
- Recognition of sponsorship on social media.
- Five (5) event registrations for your employees.
 - 20% off additional New York event staff passes at the prevailing supplier registration rate, limited availability.
- 10 free VIP event tickets for your corporate researcher/end-client customers to attend in New York.
 - VIP passes are guaranteed until June 3, 2026. After that date, VIP passes are not guaranteed and will only be accepted if space is available. Passes cannot be used by your company employees or staff.
- A unique code to offer your clients a 10% discount off registration at the New York event.
- List of attending organizations and job titles (company names only, no individual names or contact details) – provided one week prior to the event.

Exclusions:

- Stand furniture (tables, chairs, etc.) not included.
- Exhibit display and graphics/printing are not included.
- Attendees' contact information is not included.
- Internet connection is not included.

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Silver Sponsor Exhibitor Package – \$18,950

- Designated premier location exhibit space (10' wide x 8' deep).
- Standard pipe and drape to define your space.
- Standard electrical hookup.
- Lead capture ability to manage leads for your exhibiting staff via the event app.
- Access to the exhibitor's lounge – a place to relax away from the show floor.
- Your company logo, web link and company description on the event website and event app.
- Silver recognition on the Quirk's Event website and event signage.
- A graphic Quirk's exhibitor logo for placement on your website and other marketing materials.
- One (1) speaker/presentation session **on the first day of event** (topic to be approved by Quirk's).
 - Full event passes for published speakers (up to 3 speakers included; additional passes must be purchased separately).
 - List of those that attend your session. (Attendees can opt out of sharing contact information.)
- One full-page display advertisement to run in Quirk's magazine prior to the event.
- Recognition of sponsorship on social media.
- Three (3) event registrations for your employees.
 - 20% off additional New York event staff passes at the prevailing supplier registration rate, limited availability.
- Five (5) free VIP event tickets for your corporate researcher/end-client customers to attend in New York.
 - VIP passes are guaranteed until June 3, 2026. After that date, VIP passes are not guaranteed and will only be accepted if space is available. Passes cannot be used by your company employees or staff.
- A unique code to offer your clients a 10% discount off registration at the New York event.
- List of attending organizations and job titles (company names only, no individual names or contact details) – provided one week prior to the event.

Exclusions:

- Stand furniture (tables, chairs, etc.) not included.
- Exhibit display and graphics/printing are not included.
- Attendees' contact information is not included.
- Internet connection is not included.

Bronze Sponsor Exhibitor Package – \$15,450

- Designated premium-location exhibit space (10' wide x 8' deep).
- Standard pipe and drape to define your space.
- Standard electrical hookup.
- Lead capture ability to manage leads for your exhibiting staff via the event app.
- Access to the exhibitor's lounge – a place to relax away from the show floor.
- Your company logo, web link and company description on the event website and event app.
- Bronze recognition on the Quirk's Event website and event signage.
- A graphic Quirk's exhibitor logo for placement on your website and other marketing materials.
- One (1) speaker/presentation session (topic to be approved by Quirk's).
 - Full event passes for published speakers (up to 3 speakers included; additional passes must be purchased separately).
 - List of those that attend your session (Attendees can opt out of sharing contact information.)
- Three (3) event registrations for your employees.

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- 20% off additional New York event staff passes at the prevailing supplier registration rate, limited availability.
- Five (5) free VIP event tickets for your corporate researcher/end-client customers to attend in New York.
 - VIP passes are guaranteed until June 3, 2026. After that date, VIP passes are not guaranteed and will only be accepted if space is available. Passes cannot be used by your company employees or staff.
- A unique code to offer your clients a 10% discount off registration at the New York event.
- List of attending organizations and job titles (company names only, no individual names or contact details) – provided one week prior to the event.

Exclusions:

- Stand furniture (tables, chairs, etc.) not included.
- Exhibit display and graphics/printing are not included.
- Attendees' contact information is not included.
- Internet connection is not included.

Headshot Sponsor Exhibitor Package – \$15,250**(Only 1 available)**

- Includes Standard Exhibit Stand Space (10' wide x 8' deep) adjacent to the headshot booth.
 - Standard pipe and drape to define your space.
 - Standard electrical hookup.
 - Lead capture ability to manage leads for your exhibiting staff via the event app.
 - Access to the exhibitor's lounge – a place to relax away from the show floor.
- Your company listed as the sponsor of the New York headshot photos.
- Signage at the stand with photography hours and your logo.
- A four-hour slot each day of the event with a professional photographer taking headshots of attendees.
- Event app announcement each day inviting people to get a photo, stating your company is the sponsor.
- Your logo on the website where people retrieve their headshots.
- Your company logo, web link and company description on the event website and event app.
- A graphic Quirk's sponsor logo for placement on your website and other marketing materials.
- A half-page display advertisement to run in Quirk's magazine prior to the event.
- Three (3) event registrations for your employees.
 - 20% off additional New York event staff passes at the prevailing supplier registration rate, limited availability.
- Five (5) free VIP event tickets for your corporate researcher/end-client customers to attend in New York.
 - VIP passes are guaranteed until June 3, 2026. After that date, VIP passes are not guaranteed and will only be accepted if space is available. Passes cannot be used by your company employees or staff.
- A unique code to offer your clients a 10% discount off registration at the New York event.
- List of attending organizations and job titles (company names only, no individual names or contact details) – provided one week prior to the event.

Exclusions:

- Stand furniture (tables, chairs, etc.) not included.
- Exhibit display and graphics/printing are not included.
- Attendees' contact information is not included.
- Internet connection is not included.

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Food Experience Station Exhibitor Package – \$14,550

Draw attendees to your stand and capture leads by having a food experience.

- Food or beverage experience served for approximately two hours and/or 200 servings per day.
- Includes Standard Exhibit Stand Space (10' wide x 8' deep) adjacent to the food or beverage station.
 - Standard pipe and drape to define your space.
 - Standard electrical hookup.
 - Lead capture ability to manage leads for your exhibiting staff via the event app.
 - Access to the exhibitor's lounge – a place to relax away from the show floor.
- Your company listed as the sponsor of the New York Food Experience station.
- Signage at the food station with hours and your logo.
- Your company logo, web link and company description on the event website and event app.
- A graphic Quirk's sponsor logo for placement on your website and other marketing materials.
- A half-page display advertisement to run in Quirk's magazine prior to the event.
- Three (3) event registrations for your employees.
 - 20% off additional New York event staff passes at the prevailing supplier registration rate, limited availability.
- Five (5) free VIP event tickets for your corporate researcher/end-client customers to attend in New York.
 - VIP passes are guaranteed until June 3, 2026. After that date, VIP passes are not guaranteed and will only be accepted if space is available. Passes cannot be used by your company employees or staff.
- A unique code to offer your clients a 10% discount off registration at the New York event.
- List of attending organizations and job titles (company names only, no individual names or contact details) – provided one week prior to the event.

Exclusions:

- Stand furniture (tables, chairs, etc.) not included.
- Exhibit display and graphics/printing are not included.
- Attendees' contact information is not included.
- Internet connection is not included.

Exhibitor Add-on Opportunities

Speaking Session at New York Event – \$4,250

Speaking Session bookings are only available to Exhibitors and Sponsors of the 2026 Quirk's Event – New York. Speaking Sessions are not available to firms or individuals that are not otherwise participating in the event.

- One (1) speaking/presentation session (approved by Quirk's).
- List of those that attend your session (attendees can opt out of sharing contact information).
- Full event passes for published speakers (up to 3 speakers included; additional passes must be purchased separately).
- Maximum of one (1) speaking session per exhibitor or sponsor.

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Signature Cocktail Bar at Cocktails with Quirk's – \$4,950

(Limited availability)

Boost your brand visibility and drive traffic to your booth by sponsoring a Signature Bar during the Cocktails with Quirk's reception. The bar, staffed with a professional bartender, will be placed near your stand whenever possible – creating a natural draw for attendees to engage with your team. Signature drink options may include gin and tonic, beer, wine, margaritas or martinis.

- Your firm listed as the exclusive bar sponsor of one of the bars during the opening night reception.
- Branded napkins with sponsor's logo at the bar.
- Company name/logo included on all signage for the Cocktails with Quirk's reception in New York.
- Company name/logo listed on the New York Networking Page online and in the event app.

Exclusions:

- Attendees' contact information is not included.
- Exhibit space and booth furniture (tables, chairs, etc.) are not included.

Backlit Fabric Wall – \$3,150 (10') | \$6,300 (20')

(Limited availability)

Make your exhibit space stand out with a stunning backlit fabric wall. Choose from a 10' or 20' wide display (based on your stand size) to create a sleek, professional look that draws attendees into your booth and enhances your brand presence. These high-impact displays are easier – and often more cost-effective – than shipping, storing and setting up your own booth.

- 10' or 20' wide backlit fabric wall including full-color printing on premium fabric.
- Professional installation and dismantle.
- Back lighting for maximum visual impact.

Exclusions:

- Design services not included – custom stand graphics are due January 30, 2026.



Basic Furniture Package – \$650

Simplify your booth setup with our convenient Basic Furniture Package, designed for ease of ordering and provides exhibitors with a turnkey solution.

- 1 high-top cocktail table.
- 2 stools with backs.
- Includes delivery and set-up.



NOTE:

Additional furniture options and premium packages are available through the exhibitor portal.

Branding Sponsorship Opportunities

Lanyard Sponsorship – \$9,950

(Only 1 available)

Your company logo will be exclusively featured on the attendee lanyards. This provides amazing brand exposure and creates a strong first impression on attendees.

- Your firm listed as the New York Lanyard Sponsor.
- Your company logo or custom graphics are printed on the New York event lanyard (full four-color).
- Sponsorship recognition on the Quirk's Event website.
- Your company logo, web link and company description on the event website and event app.
- A graphic Quirk's sponsor logo for placement on your website and other marketing materials.
- A half-page display advertisement to run in Quirk's magazine prior to the event.
- Discounted registration: 20% off the prevailing supplier rate for your staff (not valid if the event is sold out).
- List of attending organizations and job titles (company names only, no individual names or contact details) – provided one week prior to the event.

Exclusions:

- Attendee passes are not included.
- Attendees' contact information is not included.
- Exhibit space and booth furniture (tables, chairs, etc.) are not included.
- Design services not included – custom graphics are due June 10, 2026; otherwise, the company-provided logo will be used.

Attendee Bag Sponsor – \$8,950

(Only 1 available)

Create a strong first impression. Available for attendees to take at the exhibition entrance, this tote bag lets them carry event information and swag while showcasing your logo exclusively throughout the event space.

- Your firm listed as the New York Attendee Bag Sponsor.
- Your company logo or custom graphic is printed on the New York attendee bag.
- Sponsorship recognition on the Quirk's Event website.
- Your company logo, web link and company description on the event website and event app.
- A graphic Quirk's sponsor logo for placement on your website and other marketing materials.
- A half-page display advertisement to run in Quirk's magazine prior to the event.
- Discounted registration: 20% off the prevailing supplier rate for your staff (not valid if the event is sold out).
- List of attending organizations and job titles (company names only, no individual names or contact details) – provided one week prior to the event.

Exclusions:

- Attendee passes are not included.
- Attendees' contact information is not included.
- Exhibit space and booth furniture (tables, chairs, etc.) are not included.
- Design services not included – custom graphics are due June 10, 2026; otherwise, the company-provided logo will be used.

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Café Sponsor Package – \$8,950

(Only 3 available)

The Café sponsorship is a branding opportunity at the coffee station located within the exhibit hall. The area includes seating that will be a dedicated place for attendees to grab and enjoy a variety of complimentary beverages.

- Your firm listed as the New York Café Sponsor at the coffee station in the exhibit hall.
- Your company name or logo on the expo hall map indicating location of the Café.
- Your company logo or custom graphic displayed as decal stickers on cafe tabletop rounds and their matching stools/chairs.
- Your company logo or custom graphic featured on three (3) floor decals within the cafe.
- Branded napkins with sponsor's logo at the Café Station.
- Café sponsor recognition on the Quirk's Event website.
- Your company logo, web link and company description on the event website and event app.
- A graphic Quirk's sponsor/exhibitor logo for placement on your website and other marketing materials.
- A half-page display advertisement to run in Quirk's magazine prior to the event.
- Discounted registration: 20% off the prevailing supplier rate for your staff (not valid if the event is sold out).
- List of attending organizations and job titles (company names only, no individual names or contact details) – provided one week prior to the event.

Exclusions:

- Attendee passes are not included.
- Attendees' contact information is not included.
- Exhibit space is not included – this is not an exhibiting opportunity.
- Sponsors are not allowed to monitor attendee access to the space.
- Decorations or promotional items provided for the space must be pre-approved by Quirk's.
- Design services not included – custom graphics are due June 10, 2026; otherwise, the company-provided logo will be used.

Networking Zone Sponsorship Package – \$8,250

(Only 1 available)

The Networking Zone will be a dedicated place for attendees to sit and have conversations with fellow attendees.

- Your firm listed as the New York Networking Zone Sponsor in the exhibit hall.
- Your company name or logo on the expo hall map indicating location of Networking Zone.
- Your company logo or custom graphic displayed as decal stickers on networking zone tabletop rounds and their matching stools/chairs.
- Your company logo or custom graphic featured on three (3) floor decals within the Networking Zone.
- Networking Zone Sponsor recognition on the Quirk's Event website.
- Your company logo, web link and company description on the event website and event app.
- A graphic Quirk's sponsor logo for placement on your website and other marketing materials.
- A half-page display advertisement to run in Quirk's magazine prior to the event.
- Discounted registration: 20% off the prevailing supplier rate for your staff (not valid if the event is sold out).
- List of attending organizations and job titles (company names only, no individual names or contact details) – provided one week prior to the event.

Exclusions:

- Attendee passes are not included.
- Attendees' contact information is not included.
- Exhibit space is not included – this is not an exhibiting opportunity.

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- Sponsors are not allowed to monitor attendee access to the space.
- Decorations or promotional items provided for the space must be pre-approved by Quirk's.
- Design services not included – custom graphics are due June 10, 2026; otherwise, the company-provided logo will be used.

Water Station Sponsor Package – \$7,450

(Only 1 available)

Water stations will be located near session rooms as well as in other common areas (minimum 6 water stations).

- Tabletop signage at stations identifying your firm as the sponsor.
- Your company logo printed on beverage napkins and water cups (one-color logo) that will be placed at the water stations in each session room.
- Your company logo or custom graphic decals or wraps on the session room water coolers.
- Your company logo, web link and company description on the event website and event app.
- A graphic Quirk's sponsor logo for placement on your website and other marketing materials.
- A half-page display advertisement to run in Quirk's magazine prior to the event.
- Discounted registration: 20% off the prevailing supplier rate for your staff (not valid if the event is sold out).
- List of attending organizations and job titles (company names only, no individual names or contact details) – provided one week prior to the event.

Exclusions:

- Attendee passes are not included.
- Attendees' contact information is not included.
- Exhibit space and booth furniture (tables, chairs, etc.) are not included.
- Design services not included – custom graphics are due June 10, 2026, otherwise company provided logo will be used.

Work Zone Sponsorship Package – \$6,950

(Only 1 available)

The Work Zone is a dedicated space with tables and lounge chairs for attendees to check e-mail or make a phone call.

- Your firm listed as the New York Work Zone Sponsor.
- Your company name or logo on the expo hall map indicating location of the Work Zone.
- Your company logo or custom graphic displayed as decal stickers on work zone tabletop rounds and their matching stools/chairs.
- Your company logo or custom graphic featured on three (3) floor decals within the Work Zone.
- Work Zone Sponsor recognition on the Quirk's Event website.
- Your company logo, web link and company description on the event website and event app.
- A graphic Quirk's sponsor logo for placement on your website and other marketing materials.
- A half-page display advertisement to run in Quirk's magazine prior to the event.
- Discounted registration: 20% off the prevailing supplier rate for your staff (not valid if the event is sold out).
- List of attending organizations and job titles (company names only, no individual names or contact details) – provided one week prior to the event.

Exclusions:

- Attendee passes are not included.
- Attendees' contact information is not included.
- Exhibit space is not included – this is not an exhibiting opportunity.
- Sponsors are not allowed to monitor attendee access to the space.

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- Decorations or promotional items provided for the space must be pre-approved by Quirk's.
- Design services not included – custom graphics are due June 10, 2026; otherwise, the company-provided logo will be used.

Registration Sponsor – \$6,950

(Only 1 available)

Stand out as the exclusive New York Registration Sponsor, with prime visibility on registration signage – putting your brand in front of every attendee from the start.

- Your company listed as the New York registration sponsor.
- Company name/logo included on the event New York registration signage.
- Your company logo, web link and company description on the event website and event app.
- A graphic Quirk's sponsor logo for placement on your website and other marketing materials.
- A half-page display advertisement to run in Quirk's magazine prior to the event.
- Discounted registration: 20% off the prevailing supplier rate for your staff (not valid if the event is sold out).
- List of attending organizations and job titles (company names only, no individual names or contact details) – provided one week prior to the event.

Exclusions:

- Attendee passes are not included.
- Attendees' contact information is not included.
- Exhibit space and booth furniture (tables, chairs, etc.) are not included.

New York Mobile App Sponsor – \$4,950

(Only 1 available)

Maximize your visibility with our New York event mobile website/app. Put your brand front and center with a custom graphic splash page that attendees see when they enter the event mobile site.

- Custom splash page on the event mobile website/app.
- Your company logo, web link and company description on the event website and event app.
- Discounted registration: 20% off the prevailing supplier rate for your staff (not valid if the event is sold out).
- List of attending organizations and job titles (company names only, no individual names or contact details) – provided one week prior to the event.

Exclusions:

- Attendee passes are not included.
- Attendees' contact information is not included.
- Exhibit space and booth furniture (tables, chairs, etc.) are not included.
- Design services not included – custom graphics are due June 10, 2026; otherwise, the company-provided logo will be used.

Coat/Bag Check Sponsor – \$4,950

(Only 1 available)

The Quirk's Event will have a bag check where all attendees can check their belongings. This is a great opportunity for your firm's name and message to be one of the first to greet attendees. Sponsorship includes:

- Your company listed as the coat check sponsor.
- Signage at the coat check counter identifying your firm as the sponsor.
- Your company's literature can be placed at the Bag Check desk (literature provided by sponsor).
- Your company name or logo on the expo hall map indicating location of the coat check.

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- Your company logo, web link and company description on the event website and event app.
- A graphic Quirk's sponsor logo for placement on your website and other marketing materials.
- Discounted registration: 20% off the prevailing supplier rate for your staff (not valid if the event is sold out).
- List of attending organizations and job titles (company names only, no individual names or contact details) – provided one week prior to the event.

Exclusions:

- Attendee passes are not included.
- Attendees' contact information is not included.
- Exhibit space and booth furniture (tables, chairs, etc.) are not included.

Opening Night Karaoke Party Sponsor – \$2,950***(Limited availability)***

Day 1 Event: After attendees enjoy a dinner on their own, they are welcome to grab a night cap and dessert, mingle and network with fellow attendees.

- Your firm listed as a party sponsor.
- Table-top signage at party with sponsor names and logos.
- Your company's name mentioned in an e-mail invite to the Opening Night Party.
- Party sponsorship recognition on the Quirk's event website and party signage.
- Ability to have a promotional item on the tables in the party bar area.
- Discounted registration: 20% off the prevailing supplier rate for your staff (not valid if the event is sold out).
- List of attending organizations and job titles (company names only, no individual names or contact details) – provided one week prior to the event.

Exclusions:

- Attendee passes are not included.
- Attendees' contact information is not included.
- Exhibit space and booth furniture (tables, chairs, etc.) are not included.

Notepad and Pen Sponsor – \$2,450***(Only 1 available)***

Enjoy a high degree of brand visibility as attendees take notes during the conference – and long after, as they bring their notepad and pen home.

- Notepads and pens are placed in each session room.
- Discounted registration: 20% off the prevailing supplier rate for your staff (not valid if the event is sold out).
- List of attending organizations and job titles (company names only, no individual names or contact details) – provided one week prior to the event.

Exclusions:

- Notepads and pens. Sponsor is responsible for providing logo imprinted notepads, pens, shipping and handling.
- Attendee passes are not included.
- Attendees' contact information is not included.
- Exhibit space and booth furniture (tables, chairs, etc.) are not included.

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