

The Quirk's Event – New York Sponsorship Opportunities August 4-5, 2027

On August 4-5, 2027, Quirk's will host its thirteenth-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 brand insight leaders and valued industry suppliers.

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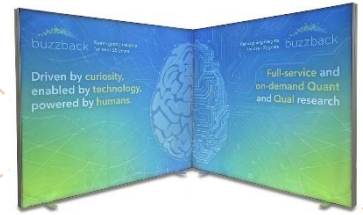
New York Exhibiting Packages

Bright Space Exhibitor Package – \$14,950

- 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 with power strip.
- Lead capture ability to manage leads for your exhibiting staff via the event app.
- Access to the Exhibitor Retreat 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.
 - Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of three (3) additional passes allowed per company.
- Three (3) free VIP event tickets for your corporate researcher/end-client customers to attend in New York.
 - VIP passes are guaranteed until June 9, 2027. 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 job titles (no individual names or contact details) provided two business days prior to the event.

Exclusions:

- Stand furniture (tables, chairs, etc.) is not included.
- Attendee 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 are not included. Custom graphics are due June 11, 2027.



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Standard Exhibitor Package – \$9,750

- Designated exhibit space (10' wide x 8' deep).
- Standard pipe and drape to define your space.
- Standard electrical hookup with power strip.
- Lead capture ability to manage leads for your exhibiting staff via the event app.
- Access to the Exhibitor Retreat Lounge – a place to relax away from the show floor.
- Your company logo, web link and 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.
 - Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of three (3) additional passes allowed per company.
- Three (3) free VIP event tickets for your corporate researcher/end-client customers to attend in New York.
 - VIP passes are guaranteed until June 9, 2027. 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 job titles (no individual names or contact details) provided two business days prior to the event.



Exclusions:

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

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Mini Stand Exhibitor Package – \$7,050

- Printed back wall (3' wide x 8' high).
- One cabinet and one stool are included.
- **NEW!** – Standard electrical hookup with power strip.
- Lead capture ability to manage leads for your exhibiting staff via the event app.
- Access to the Exhibitor Retreat Lounge – a place to relax away from the show floor.
- Your company logo, web link and 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.
 - Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of one (1) additional pass allowed per company.
- One (1) free VIP event tickets for your corporate researcher/end-client customers to attend in New York.
 - VIP passes are guaranteed until June 9, 2027. 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 job titles (no individual names or contact details) provided two business days prior to the event.



Exclusions:

- Attendee contact information is not included.
- Internet connection is not included.
- Design services are not included. Custom stand graphics are due June 11, 2027.
- Exhibitors may not bring their own booth, backdrop, or display structure – printed wall must be used.

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New York Premium Exhibiting Sponsorship Packages

Title Sponsor Exhibitor Package – \$41,450

(Only 1 available)

- Top billing at the 2027 New York event.
- Company logo displayed prominently on the event website.
- 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 with power strip.
- 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 Retreat 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 three 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 and event signage.
- Your company logo, web link and company description on the event website and app.
- A graphic Quirk's sponsor/exhibitor logo for placement on your website and other marketing materials.
- Two push announcements sent to attendees via the event app each day.
- Contact details of attendees sent two business days prior and five business days post event. (Attendees can opt out of sharing contact information.)
- Eight (8) event registrations for your employees.
 - Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of six (6) additional passes allowed per company.
- Twenty (20) free 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.) is not included.
- Exhibit display and graphics/printing are not included.
- Internet connection is not included.

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Platinum Sponsor Exhibitor Package – \$37,250

- 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 with power strip.
- 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 Retreat 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 sponsor/exhibitor logo for placement on your website and other marketing materials.
- One push announcement sent to attendees via the event app each day.
- Two (2) speaker/presentation sessions (topic to be approved by Quirk's) – one per day.
 - Full event passes for published speakers (up to three 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 two business days prior and five business days post event. (Attendees can opt out of sharing contact information.)
- Six (6) event registrations for your employees.
 - Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of six (6) additional passes allowed per company.
- Ten (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.) is not included.
- Exhibit display and graphics/printing are not included.
- Internet connection is not included.

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Titanium Sponsor Exhibitor Package – \$31,050

- 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 with power strip.
- Lead capture ability to manage leads for your exhibiting staff via the event app.
- Access to the Exhibitor Retreat 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 sponsor/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 three 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 five business days week post event. (Attendees can opt out of sharing contact information.)
- Six (6) event registrations for your employees.
 - Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of six (6) additional passes allowed per company.
- Ten (10) free VIP event tickets for your corporate researcher/end-client customers to attend in New York.
 - VIP passes are guaranteed until June 9, 2027. 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.) is not included.
- Exhibit display and graphics/printing are not included.
- Internet connection is not included.

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Gold Sponsor Exhibitor Package – \$25,850

- 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 with power strip.
- Lead capture ability to manage leads for your exhibiting staff via the event app.
- Access to the Exhibitor Retreat 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 sponsor/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 three 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.
 - Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of five (5) additional passes allowed per company.
- Ten (10) free VIP event tickets for your corporate researcher/end-client customers to attend in New York.
 - VIP passes are guaranteed until June 9, 2027. 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 job titles (no individual names or contact details) provided two business days prior to the event.

Exclusions:

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

Silver Sponsor Exhibitor Package – \$19,650

- Designated premier-location exhibit space (10' wide x 8' deep).
- Standard pipe and drape to define your space.
- Standard electrical hookup with power strip.
- Lead capture ability to manage leads for your exhibiting staff via the event app.
- Access to the Exhibitor Retreat 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 sponsor/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 three 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.
- Three (3) event registrations for your employees.
 - Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of three (3) additional passes allowed per company.
- Five (5) free VIP event tickets for your corporate researcher/end-client customers to attend in New York.
 - VIP passes are guaranteed until June 9, 2027. 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 job titles (no individual names or contact details) provided two business days prior to the event.

Exclusions:

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

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Bronze Sponsor Exhibitor Package – \$16,000

- Designated premium-location exhibit space (10' wide x 8' deep).
- Standard pipe and drape to define your space.
- Standard electrical hookup with power strip.
- Lead capture ability to manage leads for your exhibiting staff via the event app.
- Access to the Exhibitor Retreat 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 sponsor/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 three 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.
 - Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of three (3) additional passes allowed per company.
- Five (5) free VIP event tickets for your corporate researcher/end-client customers to attend in New York.
 - VIP passes are guaranteed until June 9, 2027. 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 job titles (no individual names or contact details) provided two business days prior to the event.

Exclusions:

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

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Headshot Sponsor Exhibitor Package – \$15,850

(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 with power strip.
 - Lead capture ability to manage leads for your exhibiting staff via the event app.
 - Access to the Exhibitor Retreat 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 taken, 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/exhibitor logo for placement on your website and other marketing materials.
- A half-page advertisement to run in Quirk's magazine prior to the event.
- Three (3) event registrations for your employees.
 - Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of three (3) additional passes allowed per company.
- Five (5) free VIP event tickets for your corporate researcher/end-client customers to attend in New York.
 - VIP passes are guaranteed until June 9, 2027. 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 job titles (no individual names or contact details) provided two business days prior to the event.

Exclusions:

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

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Food Experience Station Exhibitor Package – \$14,950

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

- Food or beverage experience served with 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 with power strip.
 - Lead capture ability to manage leads for your exhibiting staff via the event app.
 - Access to the Exhibitor Retreat 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 your logo.
- 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 advertisement to run in Quirk's magazine prior to the event.
- Three (3) event registrations for your employees.
 - Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of three (3) additional passes allowed per company.
- Five (5) free VIP event tickets for your corporate researcher/end-client customers to attend in New York.
 - VIP passes are guaranteed until June 9, 2027. 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 job titles (no individual names or contact details) provided two business days prior to the event.

Exclusions:

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

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Exhibitor Add-on Opportunities

Speaking Session – \$4,550

Speaking session bookings are prioritized for exhibitors and sponsors of the 2027 Quirk's Event – New York.

- One (1) speaking/presentation session (topic to be 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 three speakers included; additional passes must be purchased separately).
- Maximum of one (1) speaking session per exhibitor or sponsor.

Backlit Fabric Wall – \$3,550 (10') | \$7,100 (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.

- A 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 are not included. Custom stand graphics are due June 11, 2027.



Basic Furniture Package – \$830

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

- One (1) black high-top cocktail table.
- Two (2) black stools with backs.
- Includes delivery and set-up.



NOTE:

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

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Branding Sponsorship Opportunities

Lanyard Sponsorship – \$10,350 (\$11,350 with one event ticket)

(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 advertisement to run in Quirk's magazine prior to the event.
- Discounted registration: Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of two (2) additional passes allowed per company.
- List of attending job titles (no individual names or contact details) provided two business days prior to the event.

Exclusions:

- Attendee passes are not included, unless added to package.
- Attendee contact information is not included.
- Exhibit space and booth furniture (tables, chairs, etc.) are not included.
- Design services are not included. Custom graphics are due June 11, 2027; otherwise, the company-provided logo will be used.

Attendee Bag Sponsor – \$9,350 (\$10,350 with one event ticket)

(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 advertisement to run in Quirk's magazine prior to the event.
- Discounted registration: Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of two (2) additional passes allowed per company.
- List of attending job titles (no individual names or contact details) provided two business days prior to the event.

Exclusions:

- Attendee passes are not included, unless added to package.
- Attendee contact information is not included.
- Exhibit space and booth furniture (tables, chairs, etc.) are not included.
- Design services are not included. Custom graphics are due June 11, 2027; otherwise, the company-provided logo will be used.

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Café Sponsor Package – \$9,350 (\$10,350 with one event ticket) **(Only 3 available)**

The Café sponsorship is a branding opportunity at a 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 one of the coffee stations in the exhibit hall.
- Your company name or logo on the expo hall map indicating location of your sponsored Café.
- Your company logo or custom graphic displayed as decal stickers on tabletop rounds at one of the Cafés.
- Your company logo or custom graphic featured on three (3) floor decals within one of the Cafés.
- Branded napkins with your company's logo at your sponsored Café.
- 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 logo for placement on your website and other marketing materials.
- A half-page advertisement to run in Quirk's magazine prior to the event.
- Discounted registration: Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of two (2) additional passes allowed per company.
- List of attending job titles (no individual names or contact details) provided two business days prior to the event.

Exclusions:

- Attendee passes are not included, unless added to package.
- Attendee 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 are not included. Custom graphics are due June 11, 2027; otherwise, the company-provided logo will be used.

Networking Zone Sponsorship Package – \$8,550 (\$9,550 with one event ticket) **(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.
- 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 advertisement to run in Quirk's magazine prior to the event.
- Discounted registration: Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of two (2) additional passes allowed per company.
- List of attending job titles (no individual names or contact details) provided two business days prior to the event.

Exclusions:

- Attendee passes are not included, unless added to package.
- Attendee 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 are not included. Custom graphics are due June 11, 2027; otherwise, the company-provided logo will be used.

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Work Zone Sponsorship Package – \$8,550 (\$9,550 with one event ticket)

(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.
- 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 advertisement to run in Quirk's magazine prior to the event.
- Discounted registration: Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of two (2) additional passes allowed per company.
- List of attending job titles (no individual names or contact details) provided two business days prior to the event.

Exclusions:

- Attendee passes are not included, unless added to package.
- Attendee 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 are not included. Custom graphics are due June 11, 2027; otherwise, the company-provided logo will be used.

Breakfast Sponsor Package – \$8,550 (\$9,550 with one event ticket)

(Only 1 available)

The Quirk's Event will kick off each day with a light breakfast in the Expo Hall. Your company will be exclusively featured as the sponsor of the breakfast on both days of the event. This sponsorship gets noticed as mornings have fewer activities vying for attention.

- Tabletop signage at the morning breakfast identifying your firm as the sponsor.
- Custom napkins with sponsor's logo at the breakfast station(s).
- Your company mentioned as the sponsor in the app breakfast announcements.
- 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 advertisement to run in Quirk's magazine prior to the event.
- Discounted registration: Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of two (2) additional passes allowed per company.
- List of attending job titles (no individual names or contact details) provided two business days prior to the event.

Exclusions:

- Attendee passes are not included, unless added to package.
- Attendee 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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Registration Sponsor – \$7,250 (\$8,250 with one event ticket)

(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 advertisement to run in Quirk's magazine prior to the event.
- Discounted registration: Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of two (2) additional passes allowed per company.
- List of attending job titles (no individual names or contact details) provided two business days prior to the event.

Exclusions:

- Attendee passes are not included, unless added to package.
- Attendee contact information is not included.
- Exhibit space and booth furniture (tables, chairs, etc.) are not included.

Hydration Station Sponsor Package – \$6,950 (\$7,950 with one event ticket)

(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 cups that will be placed at the water hydration stations in each session room.
- Your company logo, 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.
- Discounted registration: Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of two (2) additional passes allowed per company.
- List of attending job titles (no individual names or contact details) provided two business days prior to the event.

Exclusions:

- Attendee passes are not included, unless added to package.
- Attendee contact information is not included.
- Exhibit space and booth furniture (tables, chairs, etc.) are not included.
- Design services are not included. Custom graphics are due June 11, 2027; otherwise, the company-provided logo will be used.



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Cocktail Bar during *Cocktails with Quirk's* – \$5,250 (\$6,250 with one event ticket)

(Limited availability)

Boost your brand visibility by sponsoring a bar, staffed by professional bartender, during the Cocktails with Quirk's reception. Examples of bar options: gin and tonic, beer, wine, margaritas, spritz, martinis.

- Your firm listed as the exclusive bar sponsor of one of the bars during the opening night reception.
- Branded napkins with your company'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:

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

Mobile App Sponsor – \$5,250 (\$6,250 with one event ticket)

(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.
- A graphic Quirk's sponsor logo for placement on your website and other marketing materials.
- Discounted registration: Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of two (2) additional passes allowed per company.
- List of attending job titles (no individual names or contact details) provided two business days prior to the event.

Exclusions:

- Attendee passes are not included, unless added to package.
- Attendee contact information is not included.
- Exhibit space and booth furniture (tables, chairs, etc.) are not included.
- Design services are not included. Custom graphics are due June 11, 2027. Quirk's will provide specs for custom graphics.

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Coat/Bag Check Sponsor – \$5,250 (\$6,250 with one event ticket)

(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.
- 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: Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of two (2) additional passes allowed per company.
- List of attending job titles (no individual names or contact details) provided two business days prior to the event.

Exclusions:

- Attendee passes are not included, unless added to package.
- Attendee contact information is not included.
- Exhibit space and booth furniture (tables, chairs, etc.) are not included.

Notepad and Pen Sponsor – \$2,550 (\$3,550 with one event ticket)

(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: Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of two (2) additional passes allowed per company.
- List of attending job titles (no individual names or contact details) provided two business days prior to the event.

Exclusions:

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

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Full-Service Agency Sponsorship – \$2,550 (\$4,550 with two event tickets)

(Full-Service Marketing Research Agencies Only – limited availability)

Position your agency at the forefront of the New York event and directly in front of high-value, end-client researchers. This exclusive sponsorship is designed to elevate your visibility while giving you a unique opportunity to strengthen relationships with your top brand clients by offering them a VIP event experience.

- Your company listed as an Agency Sponsor of the New York event.
- Company name/logo included on on-site signage recognizing Agency Sponsors.
- 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: Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of two (2) additional passes allowed per company.
- Three (3) free VIP event tickets for your corporate researcher/end-client customers to attend in New York.
 - VIP passes are guaranteed until June 9, 2027. After that date, VIP passes are not guaranteed and will only be accepted if space is available. Passes cannot be used by other suppliers/vendors or 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 job titles (no individual names or contact details) provided two business days prior to the event.

Exclusions:

- Attendee passes are not included, unless added to package.
- Attendee contact information is not included.
- Exhibit space and booth furniture (tables, chairs, etc.) are not included.

Opening Night Karaoke Party Sponsor – \$3,050

(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.
- 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.
- Discounted registration: Get 20% off additional New York staff passes at the current supplier registration rate (subject to availability), with a maximum of two (2) additional passes allowed per company.
- List of attending job titles (no individual names or contact details) provided two business days prior to the event.

Exclusions:

- Attendee passes are not included, unless added to package.
- Attendee contact information is not included.
- Exhibit space and booth furniture (tables, chairs, etc.) are not included.

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