

The Quirk's Event: New York Sponsorship Opportunities

July 17-18, 2024

On July 17-18, 2024, Quirk's will host our tenth-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 our 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 end-client companies and insights 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, and industry veterans to those new to the field. Our 2023 New York Event exceeded 1,550 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, massage chairs, contests, photo booths, lounge areas and 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 are 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 Premium Sponsorship Packages

Legacy Sponsor Exhibitor Package – \$33,950 USD (\$36,950 after October 27)

- Top billing at the 2024 New York Event.
- Company Legacy logo listed prominently on the event website pages.
- Large, premium location exhibit space (20' x 8').
- 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 Lounge (a place for exhibitors to relax away from the event).
- Two (2) speaker/presentation sessions (topic to be approved by Quirk's) – one per day.
 - Includes passes for up to three (3) published speakers per session.
- One full-page advertisement to run in Quirk's magazine prior to the event.
- Company name and logo on all marketing material indicating your firm is The Legacy Sponsor.
- Legacy 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.
- Two push announcements sent to attendees each day via the event app.
- Contact details of attendees one week prior and post event. (Attendees may opt-out.)
- Eight (8) event registrations for your employees.
- Thirty (30) free VIP event tickets for your corporate researcher/end-client customers to attend in New York*.
- An exclusive LinkedIn "shoutout" announcing the sponsorship.

What is NOT included:

- Stand furniture (tables, chairs, etc.) is not included.
- Graphics/printing on stand is not included.
- Internet connection is not included.

Platinum Sponsor Exhibitor Package – \$28,950 USD (\$31,950 after October 27)

- Large, premium location exhibit space (20' x 8').
- 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 marketing material indicating your firm is the Platinum Sponsor.
- A graphic Quirk's exhibitor logo for placement on your website and other marketing materials.
- One custom push announcement sent to attendees each day via the event app.
- Two (2) speaker/presentation sessions (topic to be approved by Quirk's) – one per day.
 - Includes passes for up to three (3) published speakers per session.
- One full-page advertisement to run in Quirk's magazine prior to the event.
- An exclusive LinkedIn "shoutout" announcing the sponsorship.
- Six (6) event registrations for your employees.

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- Twenty (20) free VIP event tickets for your corporate researcher/end-client customers to attend in New York*.
- A unique partner code to offer your clients a 20% discount off registration at the New York Event.
- List of attending company names – one week prior to event (no contact information provided).

What is NOT included:

- Stand furniture (tables, chairs, etc.) is not included.
- Contact information of attendees is not included.
- Graphics/printing on stand is not included.
- Internet connection is not included.

Gold Sponsor Exhibitor Package – \$20,950 USD (\$22,950 after October 27)

- Large exhibit space in a premium location of the exhibit hall (20' x 8').
- 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.
- Company name and logo on marketing material indicating your firm is the Gold Sponsor.
- 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).
 - Includes passes for up to three (3) published speakers.
- One full-page advertisement to run in Quirk's magazine prior to the event.
- A LinkedIn "shoutout" announcing the sponsorship.
- Six (6) event registrations for your employees.
- Ten (10) free VIP event tickets for your corporate researcher end-client customers to attend in New York*.
- A unique partner code to offer your clients a 20% discount off registration at the New York Event.
- List of attending company names – one week prior to event (no contact information provided).

What is NOT included:

- Stand furniture (tables, chairs, etc.) is not included.
- Contact information of attendees is not included.
- Graphics/printing on stand is not included.
- Internet connection is not included.
- No food station at stand included with New York Gold Package.

Silver Sponsor Exhibitor Package – \$16,950 USD (\$17,950 after October 27)

- Designated premier location exhibit space (10' x 8').
- 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.
- Company name and logo on marketing material indicating your firm is the Silver Sponsor.
- 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). Includes passes for up to three (3) published speakers.

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- One full-page display advertisement to run in Quirk's magazine prior to the event.
- A LinkedIn "shoutout" announcing the sponsorship.
- Three (3) event registrations for your employees.
- Ten (10) free VIP event tickets for your corporate researcher/end-client customers to attend in New York*.
- A unique partner code to offer your clients a 20% discount off registration at the New York Event.
- List of attending company names – one week prior to event (no contact information provided).

What is NOT included:

- Stand furniture (tables, chairs, etc.) is not included.
- Contact information of attendees is not included.
- Graphics/printing on stand is not included.
- Internet connection is not included.

Bronze Sponsor Exhibitor Package – \$13,550 USD (\$14,550 after October 27)

- Designated premium location exhibit space (10' x 8').
- 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.
- 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).
 - Includes passes for up to three (3) published speakers.
- Three (3) event registrations for your employees.
- Five (5) free VIP event tickets for your corporate researcher/end-client customers to attend in New York*.
- A unique partner code to offer your clients a 20% discount off registration at the New York Event.
- List of attending company names – one week prior to event (no contact information provided).

What is NOT included:

- Stand furniture (tables, chairs, etc.) is not included.
- Contact information of attendees is not included.
- Graphics/printing on stand is not included.
- Internet connection is not included.

Headshot Sponsor Exhibitor Package – \$13,650 USD (\$14,250 after October 27)

(Only 1 available)

- Includes Standard Exhibit Stand Space (10' x 8') 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.
- 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.

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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.
- A half-page display advertisement to run in Quirk's magazine prior to the event.
- Three (3) event registrations for your employees.
- Five (5) free VIP event tickets for your corporate researcher/end-client customers to attend in New York*.
- A unique partner code to offer your clients a 20% discount off registration at the New York Event.

What is NOT included:

- Stand furniture (tables, chairs, etc.) is not included.
- Contact information of attendees is not included.
- Graphics/printing on stand is not included.
- Internet connection is not included.

Registration Sponsor Exhibitor Package – \$10,450 USD (\$10,950 after October 27)

(Only 1 available)

- Includes Standard Exhibit Stand Space (10' x 8').
 - 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 name listed as the Registration Sponsor.
- Company name and logo on marketing material indicating your firm is the Registration Sponsor.
- Company name/logo included on the event Registration signage.
- Company name, logo and description on the event website.
- A half-page display advertisement to run in Quirk's magazine prior to the event.
- Eight (8) Event Registrations for your employees.
- Ten (10) free VIP event tickets for your corporate researcher/end-client customers to attend in New York*.
- A LinkedIn "shout out" announcing the sponsorship.
- A unique code to offer your clients a 20% discount off registration at the New York Event.
- List of attending company names – one week prior to event (no contact information provided).

What is NOT included:

- Stand furniture (tables, chairs, etc.) is not included.
- Contact information of attendees is not included.
- Graphics/printing on stand is not included.
- Internet connection is not included.

Cold Brew Bar or Lemonade Stand Exhibitor Package – \$13,150 USD (\$13,950 after October 27)

(Only 1 of each available)

Cold brew stand with a barista OR multiple flavored lemonades at a self-serve stand available for approximately six hours each day.

- Includes Standard Exhibit Stand Space (10' x 8') adjacent to the cold brew bar or lemonade stand.
 - 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 cold brew bar/lemonade stand.

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- Signage at the cold brew/lemonade stand 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 the Quirk's magazine prior to the event.
- Three (3) event registrations for your employees.
- Five (5) free VIP event tickets for your corporate researcher/end-client customers to attend in New York*.
- A unique partner code to offer your clients a 20% discount off registration at the New York Event.

What is NOT included:

- Stand furniture (tables, chairs, etc.) is not included.
- Contact information of attendees is not included.
- Graphics/printing on stand is not included.
- Internet connection is not included.

Food Experience Station Exhibitor Package – \$13,150 USD (\$13,950 after October 27)
(Only 2 available)

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

- You can choose from one of the following options (Quirk's to set the start time):
 - Pasta Wheel Station (200 servings/day)
 - Asian Stir Fry Station (200 servings/day)
 - Hot Dog Cart Station (200 servings/day)
 - Nacho Bar Station (200 servings/day)
 - To discuss additional option contact [Kari Rice](#)
- Includes Standard Exhibit Stand Space (10' x 8') 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 lemonade stand.
- Signage at the stand 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.
- Five (5) free VIP event tickets for your corporate researcher/end-client customers to attend in New York*.
- A unique partner code to offer your clients a 20% discount off registration at the New York Event.

What is NOT included:

- Stand furniture (tables, chairs, etc.) is not included.
- Contact information of attendees is not included.
- Graphics/printing on stand is not included.
- Internet connection is not included.

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New York Exhibiting Packages

Bright Space Premium Exhibitor Package – \$12,950 USD (\$13,950 after October 27)

- Larger exhibit space (10' x 10').
- 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.
- Five (5) free VIP event tickets for your corporate researcher/end-client customers to attend in New York*.
- A unique code to offer your clients a 20% discount off registration at the New York Event.
- List of attending company names – one week prior to event (no contact information provided).

What is NOT included:

- Stand furniture (tables, chairs, etc.) is not included.
- Contact information of attendees is not included.
- Internet connection is not included.

Standard Exhibitor Package – \$8,450 USD (\$8,990 after October 27)

- Designated exhibit space (10' x 8').
- 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.
- Five (5) free VIP event tickets for your corporate researcher/end-client customers to attend in New York*.
- A unique code to offer your clients a 20% discount off registration at the New York Event.
- List of attending company names – one week prior to event (no contact information provided).

What is NOT included:

- Stand furniture (tables, chairs, etc.) is not included.
- Contact information of attendees is not included.
- Graphics/printing on stand is not included.
- Internet connection is not included.

Kiosk Exhibitor Package – \$4,850 USD (\$5,250 after October 27)

(Kiosks are only available to companies of 10 employees or smaller)

- One kiosk stand.
- One counter-height stool.
- Includes custom printing on the back panel of the kiosk.

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- 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.
- Two (2) free VIP event tickets for your corporate researcher/end-client customers to attend in New York*.
- A unique partner code to offer your clients a 20% discount off registration at the New York Event.
- List of attending company names – one week prior to event (no contact information provided).

What is NOT included:

- Contact information of attendees is not included.
- Internet connection is not included.
- Electrical connection is not included.

Exhibitor Add-on Opportunities

Speaking Session at New York Event – \$3,690 USD

Speaking Session bookings are only available to Exhibitors and Sponsors of the 2024 New York Quirk's Event. 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 three speakers).
- Maximum of two (2) speaking sessions per exhibitor or sponsor.

Signature Drink Sponsor – \$2,650

(Only 8 sponsorships available)

During the opening reception in the expo hall, attract attendees to your stand, by offering a custom cocktail or mocktail.

- Signature drink at your stand (100 drinks, plus bartender) during the opening night reception.
- Sponsorship recognition on The Quirk's Event website.
- Your company name and logo on cocktail reception signage at event.

Additional Sponsorship Opportunities

Networking Zone Sponsorship Package – \$5,950 USD (\$6,950 after October 27)

(Only 1 available)

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

- 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.
- Custom company logo decal stickers placed on six (6) of the tabletops.

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- Tabletop signage in the Networking Zone identifying your firm as the sponsor.
- Networking Zone Sponsor recognition on The Quirk's Event website and event 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.
- Two (2) event registrations for your employees.
- A unique partner code to offer your clients a 20% discount off registration at the New York Event.
- List of attending company names – one week prior to event (no contact information provided).

What is NOT included:

- Contact information of attendees is not included.
- Exhibit space or exhibitor furniture (table, chairs, etc.) is not included.**

Work Zone Sponsorship Package – \$5,950 USD (\$6,950 after October 27)

(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.
- Custom company logo decal stickers placed on three (3) of the tabletops.
- Tabletop signage in the Work Zone identifying your firm as the sponsor.
- Work Zone Sponsor recognition on The Quirk's Event website and event 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.
- Two (2) event registrations for your employees.
- A unique partner code to offer your clients a 20% discount off registration at the New York Event.
- List of attending company names – one week prior to event (no contact information provided).

What is NOT included:

- Contact information of attendees is not included.
- Exhibit space or exhibitor furniture (table, chairs, etc.) is not included.**

Café Sponsor Package – \$7,950 USD (\$8,950 after October 27)

(Only 2 available)

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

- Your firm listed as the New York Café Sponsor at one beverage station in the exhibit hall.
- Your company name or logo on the expo hall map indicating location of your Café Station.
- Custom company logo decal stickers placed on three (3) of the tabletops.
- Tabletop signage at the Café Station identifying your firm as the sponsor.
- Custom napkins with sponsor's logo at the Café Station.
- Café sponsor recognition on the Quirk's Event website and event signage.
- 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.
- Two (2) event registrations for your employees.
- A unique partner code to offer your clients a 20% discount off registration at the New York Event.

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- List of attending company names – one week prior to event (no contact information provided).

What is NOT included:

- Contact information of attendees is not included.
- Exhibit space or exhibitor furniture (table, chairs, etc.) is not included.**

Attendee Bag Sponsor – \$7,250 USD (\$7,750 after October 27)
(Only 1 available)

Create a strong first impression on attendees. Available at the entrance of the exhibition, the tote is available for attendees to take and use to carry all the great information and swag they get at the event. Your company logo will be exclusively featured on the side of the bag to provide great brand exposure.

- Your firm listed as the New York Attendee Bag Sponsor.
- Your company logo printed on the attendee bag.
- Sponsorship recognition on The Quirk's Event website and event 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.
- Two (2) event registrations for your employees.
- A unique partner code to offer your clients a 20% discount off registration at the New York Event.
- List of attending company names – one week prior to event (no contact information provided).

What is NOT included:

- Contact information of attendees is not included.
- Exhibit space or exhibitor furniture (table, chairs, etc.) is not included.

Lanyard Sponsorship – \$7,950 USD (\$8,550 after October 27)
(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 printed on the New York event lanyard (full four-color).
- Sponsorship recognition on The Quirk's Event website and event 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.
- Two (2) event registrations for your employees.
- A unique partner code to offer your clients a 20% discount off registration at the New York Event.
- List of attending company names – one week prior to event (no contact information provided).

What is NOT included:

- Contact information of attendees is not included.
- Exhibit space or exhibitor furniture (table, chairs, etc.) is not included.

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Breakfast Sponsor Package – \$6,950 USD (\$7,950 after October 27)

(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 break buffet identifying your firm as the sponsor.
- Your company logo, web link and company description on the event website and event app.
- Custom napkins with sponsor's logo at the Breakfast Buffet.
- Your company mentioned as the sponsor in the app breakfast announcements.
- 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.
- Two (2) event registrations for your employees.
- A unique partner code to offer your clients a 20% discount off registration at the New York Event.
- List of attending company names – one week prior to event (no contact information provided).

What is NOT included:

- No contact information of attendees is included.
- No exhibit space or exhibitor furniture (table, chairs, etc.) is included.

Water Station Sponsor Package – \$4,950 USD (\$5,950 after October 27)

(Only 1 available)

Water stations will be located near session rooms as well as in other common areas (minimum five (5) 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, 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.
- Two (2) event registrations for your employees.
- A unique partner code to offer your clients a 20% discount off registration at the New York Event.
- List of attending company names – one week prior to event (no contact information provided).

What is NOT included:

- Contact information of attendees is not included.
- Exhibit space or exhibitor furniture (table, chairs, etc.) is not included.

Bag/Coat Check Sponsor – \$4,650 USD (\$4,950 after October 27)

(Only 1 available)

The Quirk's Event will have a bag check where all attendees can safely 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 firm listed as the Bag/Coat Check Sponsor.
- Signage at the Bag Check identifying your firm as the sponsor.
- Your company's literature can be placed at the Bag Check desk (literature provided by sponsor).
- 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.

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The Quirk's Event: New York
July 17 - 18, 2024
[Exhibit Hall Floor Plan](#)

- Two (2) event registrations for your employees to attend in New York.
- A unique code to offer your clients a 20% discount off registration at the New York Event.

What is NOT included:

- Contact information of attendees is not included.
- Exhibit space or exhibitor furniture (table, chairs, etc.) is not included.

Cocktail Bar Sponsorship at Cocktails with Quirk's – \$4,250 USD (\$4,950 after October 27)
(Only 2 available)

- Your firm listed as the exclusive bar sponsor of one of the two bars during the opening night reception.
- Custom 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.
- A half-page display advertisement to run in Quirk's magazine prior to the event.
- Two (2) event registrations for your employees to attend in New York.
- A unique code to offer your clients a 20% discount off registration at the New York Event.

What is NOT included:

- Contact information of attendees is not included.
- Exhibit space or exhibitor furniture (table, chairs, etc.) is not included.

Opening Night Karaoke Party Sponsor – \$3,750 USD (\$3,950 after October 27)
(Only 8 available)

After attendees enjoy a dinner on their own, attendees are welcomed back to the party to sing, mingle, and network.

- Your firm listed as a party sponsor.
- Table-top signage at party with sponsor names and logos.
- Your company name mentioned in an e-mail invite to the Opening Night Party.
- Party sponsorship recognition on the Quirk's Event Web site and party signage.
- Ability to have promotional literature on the tables in the party bar area.
- Ability to give away a prize to collect business cards at the party.
- Two (2) event registrations for your employees.
- A unique partner code to offer your clients a 20% discount off registration at the New York Event

What is NOT included:

- Contact information of attendees is not included.
- Exhibit space or exhibitor furniture (table, chairs, etc.) is not included.

Notepad and Pen Sponsor – \$2,250 USD
(Only 1 available)

Enjoy a high degree of brand visibility as attendees take notes during the conference and post-conference as they take their notepad and pen home. Notepads and pens will be placed in each session room and at the Expo Hall entrance. **Sponsors are responsible for providing the logo imprinted notepads, pens and shipping and handling.** (Notepads must be a minimum of 5"x 8" with cardboard backing.)

*Your New York VIP pass availability will be guaranteed until May 31, 2024. After that date, the VIP passes are not guaranteed and will only be accepted if space is available. Passes cannot be used by your company employees or staff and are only valid for the 2024 New York Event.

**The Networking Zone, Work Zone and Café sponsorship is not intended to be utilized in lieu of exhibit space or space for sponsor staff to occupy during the event. All items intended for the space must be pre-approved by Quirk's. Sponsors are not allowed to monitor attendee access to the space.

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