DHI connExions
New Orleans October 20-21, 2021
ERNEST N. MORIAL CONVENTION CENTER

THE ONLY CONFERENCE AND TRADE SHOW SERVING THE NON-RESIDENTIAL DOOR AND HARDWARE INDUSTRY IN NORTH AMERICA

2021 EXHIBITOR PROSPECTUS
ABOUT

DHI conNextions is the only conference and tradeshow serving the non-residential door and hardware industry in North America. Though high-quality education and hands-on training, facilitated networking and demonstrations of the latest products and technology, DHI conNextions provides door security and safety professionals with the collective intelligence needed to advance their careers and grow their businesses in today’s rapidly evolving market.

DHI conNextions THE place to market non-residential doors, hardware, electronic security and access control, specialty building products and other related services for the architectural openings industry. Nowhere else can you reach more distributors/dealers and influential stakeholders in one place than DHI conNextions.

I was really impressed with the amount of traffic we got in our booth and with the quality of people that came in. We’ve got some very solid leads.”

JIM ROHNKOHL, ODL INC

PDQ HAD A TERRIFIC SHOW. THE BOOTH WAS PACKED AND IT WAS GREAT TO SEE SO MANY CUSTOMERS WHILE CONNECTING WITH MANY, MANY NEW.”

KIM WANAMAKER, PDQ MANUFACTURING
WHY EXHIBIT?

- Gain access to the largest gathering of distributors and industry stakeholders in North America
- Develop new business partnerships and close deals with attendees who have purchasing power
- Share your expertise - DHI conNxtions provides an interactive, educational environment that is the perfect opportunity to education, inform and engage your customers and put your products directly into their hands
- Showcase your newest products, technology and innovations while gaining important customer feedback and market intelligence
- Protect market share and position your value and brand ahead of the competition
- Reinforce and nurture relationships with new and existing customers
- Support channel partners and the architectural openings industry

“WE LOVE COMING TO THE DHI SHOW BECAUSE IT GIVES US AN OPPORTUNITY TO DEBUT OUR NEW PRODUCTS.”
SAM MARTINEZ, INOX
ATTENDEE PROFILE

**BUSINESS TYPE**
- **Distributor**: 51%
- **Stakeholder**: 15%
- **INDEPENDENT SALES AGENT**: 15%
- **NON-EXHIBITING MANUFACTURER/SUPPLIER**: 20%
- **OTHER**: (Speakers, Unknown, End-users) 7%

**ORGANIZATIONAL ROLE**
- **Manager**: 35%
- **Manager**: 22.5%
- **TOP LEVEL MANAGER**: 22.5%
- **NON-MANAGER**: (Project Detail, Project Manager, Sales Associate, Field Technician, Estimator) 20%
- **OWNER/PRINCIPAL**: 15%

**BUYING POWER**
- **Less than $5 Million**: 32%
- **$5-10 Million**: 19.2%
- **$10-15 Million**: 8%
- **$15+ Million**: 13%
- **Unknown**: 27%

**AGE**
- **Traditionalist (Born 1945 or before)**: 1.6%
- **Baby Boomer (Born 1946-1964)**: 38%
- **Gen X (Born 1965-1980)**: 41.2%
- **Millennial (Born 1981-1997)**: 19.2%

**RETURNING**
- **Returning Attendee**: 60%
- **First Time Attendee**: 40%
ATTENDEE SURVEY RESULTS

85% “SATISFIED” OR “VERY SATISFIED” WITH DHI CONNEXIONS OVERALL

REASONS TO ATTEND

#1 MEET/HAVE DISCUSSIONS WITH CURRENT SUPPLIERS
#2 NETWORKING OPPORTUNITIES WITH PEERS
#3 FIND NEW PRODUCTS AND SUPPLIERS

TOTAL HOURS

24% 10+ HOURS
49% 1-3 HOURS
27% 7-9 HOURS

YOU GET TO LEARN ABOUT NEW PRODUCTS, NEW IDEAS AND NEW CODES. IT’S A VERY VALUABLE EXPERIENCE.”
LUKE FRIESEN, PENNER DOORS

THE ENTIRE DEVELOPMENT OF OUR INDUSTRY CHANGES EVERY DAY SO BEING ABLE TO COME TO DHI CONNEXIONS TO PUT TOGETHER THE LOOSE ENDS OR THE NEW PRODUCTS IN FRONT OF YOU AND BE ABLE TO FIND NEW SUPPLIERS FOR THOSE EVERYDAY CHANGES THAT GO ON IS A VERY BIG VALUE-ADD.”
DAVID HEDEN, COOK AND BOARDMAN
Incredible Value Included with Exhibiting:
• Four complimentary, all-access, exhibitor staff passes for a 10 x 10, two for each 10 x 10 thereafter.
• Free product display in the New Product Showcase
• Free attendee appointment scheduling and matchmaking recommendations with Connect™
• Free exhibitor listing in official Show Guide, mobile app and website
• 50 complimentary exhibit hall only passes to share with customers and prospects

RESERVE YOUR SPACE TODAY! Contact Anthony O’Shea at 770.432.8410 x109 or aoshea@tradeshowlogic.com

SHOW HOURS
Wednesday, Oct 20  |  Thursday, Oct 21
Noon - 4:30 p.m.
Make a bigger impact with advertising and sponsorship opportunities. DHI conNextions is dedicated to ensuring that sponsors receive high-quality attention. Available advertising and sponsorship opportunities prominently display your company’s message to draw interest among your intended audience and maximize your return on investment. Customized opportunities are also available—let us know how we can help you achieve your goals!

BADGE LANYARDS
Your company logo (1-color) will be printed on all lanyards given out at registration. An ever-present promotion of your brand throughout the entire event.

$6,000

FLOOR GRAPHICS
Place your company logo, message and booth number on a 3’ x 3’ floor graphic on the exhibit hall floor to direct traffic to your booth.

$250 each or 3 for $650

AISLE BANNERS
This high-visibility sponsorship includes your logo and booth number displayed on all signage hanging above each and every aisle in the exhibit hall.

$4,500

METER BOARDS
Get your brand, message and booth number in front of the eye of every attendee with a 39” x 84” meter board.

$795

ESCALATOR FLOOR GRAPHICS
Located at the top and bottom of the escalators, your company logo and message will be displayed as attendees enter and exit the exhibit hall area.

One 12’ x 4’ graphic - $1,100 or two for $1,800

MOBILE DEVICE CHARGING STATION
Power up attendees with a mobile device charging station. Your company logo will be displayed on the charging station, which will be sure to draw attention and appreciation from attendees as your rescue them from the dreaded “low battery” signal.

$5,000

REGISTRATION SPONSOR
Be the first thing everyone sees as they arrive at registration on-site. As the exclusive registration sponsor, your company logo will be displayed on all registration desks/kiosks signage as well as the registration confirmation email received by every registrant. Plus, provide company branded t-shirts for all registration personnel to wear for even more impact!

$12,000

PEN WITH STYLUS
Everyone needs them at the show and back at the office! Put your name in the hands of attendees with a comfortable pen-stylus handed out at registration.

$2,500

PURELL® HAND SANITIZER STATIONS
A must-have at public gatherings nowadays! Your custom graphics/ad will be displayed on a 11” x 17” sign mounted on top of 4 hand sanitizer stations placed in high-traffic areas throughout the exhibit hall.

$2,500 (2 sponsorships available)

SHOW BAGS
The ultimate walking billboard! Branded with your company logo and the DHI conNextions logo, the show bags are handed to every attendee during registration.

$6,250

ZIP-UP BOTTLE KOOZIE® KOLER
Your logo will be prominently displayed on the KOOZIES handed to every attendee at registration. This is sure to catch attention as attendees use the KOOZIES to keep their beverage cold during the Happy Hour Networking reception.

$5,000

FACE MASKS
Your company logo (1-color) will be printed on all disposable face masks given out at registration. A safe and sure way to get everyone’s attention!

$6,550

PERSONAL HAND SANITIZER
Branded with your company logo, a 2 oz bottle of hand-sanitizer will be placed in every attendee show bag.

$2,800

ANTIBACTERIAL WIPES
Useful to have on hand, a package of antibacterial wipes will be placed in every attendee show bag. Your logo (4-color) will be printed on the package for maximum exposure.

$2,800
**ADVERTISING**

**E-MAIL BLAST TO ATTENDEES**
Your custom message promoting your product/service will be emailed to every registered attendee before or after the show. Copy and graphics must be supplied by sponsor. Hurry, limited dates available! **$1,100**

**DIGITAL DISPLAY**
Gain more exposure during the event by advertising your brand and product on two digital monitors placed in high traffic areas (registration, conference area). Your rotating image or video will be seen continuously throughout the event. **Static image - $500 Video - $1,200**

**MOBILE APP ** **EXCLUSIVE**
Put your brand in everyone’s hands while they utilize the official event app to find exhibitors, sessions, speakers, attendees, maps and more! **$5,500**

**SHOW BAG INSERT**
This sponsorship allows one piece of printed company material to be inserted into the show bag given to every attendee at registration. Hurry, limit of 10 inserts. **$1,500**

**SHOW GUIDE ADVERTISING**
Included in each attendee’s registration bag, the official show guide contains important exhibitor information, including schedule of events, exhibitor and product listings and floor map. Increase your company’s visibility and drive booth traffic with your advertisement.
- Quarter-page **$1,200**
- Half-page **$1,900**
- Inside front, inside back or back cover **$3,100**
- Full-page **$2,500**

**SHOW GUIDE BELLYBAND**
Wrap your company’s ad/message around the show guide. A high-visibility opportunity, as the wrap must be removed to open the program. **$3,500**

**CONTACT US**

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**SPECIAL EVENTS**

**LUNCH SPONSOR ** **EXCLUSIVE**
MMMM, do you smell that? With the exhibit hall opening at noon, attendees will be ever appreciative of New Orleans-style eats on the show floor. Featured as the host of the lunch, your company logo will be prominently displayed on lunch area signage, schedule-at-a-glance signage, website and in all printed/digital promotion of the lunch. Sponsor may supply logo’d cups and napkins **$15,000**

**OPENING KEYNOTE PRESENTATION ** **EXCLUSIVE**
Help kick-off the event with a memorable speaker and invaluable presentation by sponsoring the Opening Keynote. This keystone event will guarantee your company prime exposure and your logo will be included on the website, on-site signage and A/V and in all printed and digital promotion of the Opening Keynote presentation. Plus, your company literature will be made available to all Keynote Presentation attendees. **$13,000**

**HAPPY HOUR NETWORKING RECEPTION ** **EXCLUSIVE**
Attracting the majority of show attendees, your company will receive invaluable exposure as attendees enjoy libations, hors d’oeuvres and ample networking. In addition to a PA announcement, your company name and logo will be included on the website, on-site signage, and in all printed promotion of the Happy Hour Networking Reception. Bar may be set up in/adjacent to your booth, space permitting. Sponsor may supply logo’d cups and napkins. **$13,000**

**COFFEE & WATER BREAK**
Receive recognition throughout the conference by becoming a fixture at sessions throughout the show. Your company logo will be displayed on signage in the break area and on coffee sleeves. **$3,100 (2 sponsorships available)**

**PASSPORT TO PRIZES**
Receive valuable and guaranteed attendee exposure through this “register-to-win” incentive. Every attendee will be handed a Passport to Prizes card at registration. To win a prize, you must visit every participating exhibitor in order for the chance to win fabulous prizes. Winners will be announced on the last day of the exhibit hall and must be present to win. Participation is limited to 12 exhibitors and is on a first-come, first-served basis. **$595**

**WI-FI LOUNGE**
Located in the exhibit hall, the Wi-Fi lounge is always a popular meeting and networking spot and place to reconnect online. Your company logo will be displayed on on-site signage as well as the Wi-Fi splash page. **$5,000 (2 sponsorships available)**

**HEADSHOT PHOTOGRAPHY STATION ** **EXCLUSIVE**
Everyone needs a good head shot nowadays. As the sponsor, attendees will remember your generosity each time they see their profile picture, and your company’s name and logo will be prominently displayed on on-site signage at the station, as well as in the official show guide. **$2,500**