EXHIBITOR & SPONSORSHIP PROSPECTUS

Come and meet THE MOST influential distributor and dealer companies in this industry at their only gathering each year!

PRESENTED BY

DHI
Door Security + Safety Professionals
THE place to market non-residential doors, hardware, electronic security and access control, specialty building products and other related products and services for the architectural openings industry.

As the openings industry continues to evolve, conNextions 2017 will help you take your company to the next level—all for a great value!

• Establish your presence in the marketplace
• Introduce new products
• Reinforce relationships with existing customers
• Develop new business partnerships

At DHI conNextions, you will meet the top industry companies and their key personnel during busy days of education and networking at the only industry tradeshow they attend. Expand your markets with buyers from across North America and select overseas countries in the most cost effective manner possible.

WITH TODAY’S OVERWHELMING ELECTRONIC COMMUNICATIONS, ARE YOU SPENDING ENOUGH “FACE TIME” WITH YOUR CUSTOMERS AND PROSPECTS?

You can provide your key staff this LIMITED OPPORTUNITY to meet with your current customers and new prospects face-to-face, helping to strengthen relationships and build your business. There is no better business strategy or substitute for eye contact and a handshake.

DO YOU FEEL YOUR WEBSITE, CATALOGS, AND MARKETING COMMUNICATIONS ADEQUATELY GAIN INTEREST FROM PROSPECTIVE BUYERS OR CONVEY THE FEATURES AND BENEFITS OF YOUR PRODUCTS AND SERVICES, COMPARED TO FIRSTHAND DEMONSTRATIONS?

At DHI conNextions, take advantage of the opportunity to showcase your products and services to an audience that will allow you to transform your exhibit investment into significant returns. This is the ONLY TRADE EXPOSITION dedicated to these products.

ABOUT DHI

DHI is an association proudly serving door security and safety professionals, and the dynamic companies they represent, in the non-residential construction industry. Through education, advocacy, accreditation and facilitated networking, we provide members with the collective intelligence to meet the security and safety needs of their customers. DHI is a not for profit association with ancestry dating back to 1934 and has members in the United States, Canada and abroad. Membership consists of individuals and consultants involved in the architectural openings industry, representing distributors, manufacturers and sales representatives/agency firms, as well as architects, specifiers and contractors who rely on such professionals.
WHO WILL BE THERE?

Quality attendees: Professionals who have invested time and money to attend this exclusive event

Primed buyers: decision makers interested in what’s new in today’s marketplace

Influential stakeholders: architects, specification writers, code officials, facility managers

Industry experts: specialists demonstrating new ideas, technologies, creative solutions

Independent sales representatives: looking to add new products to their sales portfolio

Your competition: ready to sell THEIR products and services to YOUR customers!

Nowhere else can you access the same top-notch buying audience to increase your company’s results!

DISTRIBUTOR/DEALER ATTENDEE PROFILE

Buying Power: Annual Sales Volume of Distributor/Dealer Attendees’ Companies

- 30% More than $15 mil.
- 30% $5-$10 mil.
- 30% Less than $5 mil.
- 10% $10-$15 mil.

Decision Makers

- 30% Owners
- 30% Senior Managers
- 25% Mid-level Managers—Sales/Detailing/Estimating

Dedicated and Stable Channel Partners

- 70% Been in business for more than 20 years
- 15% Been in business for 10–20 years

Reserve your booth and become a sponsor now! | aoshea@tradeshowlogic.com | 770.432.8410, ext. 109
ENHANCE YOUR EXPERIENCE WITH THESE POPULAR EVENTS

CHANNEL EXCHANGE
Held separately from the open tradeshow hours, this is an excellent marketing opportunity available EXCLUSIVELY to exhibitors. Host open or invitation-only meetings with attendees, to introduce new products, present your company’s strategic direction and marketing plans, or conduct research, or even host a networking event.

SOLUTION SESSIONS
Education on the tradeshow floor. DHI exhibitors are invited to present 15-minute Solution Sessions on the tradeshow floor during expo hours. By presenting, you will be able to share available solutions to application issues faced by your channel partners in the way of new products and technologies.

INNOVATION SESSIONS
Highlight your products and services on a larger stage by participating in the manufacturer-presented education sessions—AN EXHIBITOR EXCLUSIVE OPPORTUNITY. Exhibitors are invited to present multiple education sessions to attendees showcasing their products and services designed to provide industry solutions. Expand your presence out of your booth and into the classroom.

DHI EVENT MARKETING INITIATIVES

A focused, integrated communications plan targeting a high-quality database of more than 15,000 prospective attendees comprised of industry members and stakeholders, to insure high-quality attendees.

- Feature highlights in Doors + Hardware magazine, the official monthly publication of DHI, reaching more than 11,000 industry constituents
- Direct Mail Pieces sent to target audience in advance of the event
- Regular broadcast emails supplementing direct mail communications
- Focused, intensive communications to the regional area of the event, including affiliated chapters of stakeholder audiences
- Robust Exhibitor Profile automatically uploaded into the conNextions app keeping your company at your customers fingertips!
EXHIBITION

EXHIBITOR SUPPORT

Convention Program: provides advertising opportunities and exhibitor listing information to encourage attendees to contact you during AND after the event

Electronic Lead Retrieval System: capture leads and manage post-convention follow-up efficiently

Attendee Lists: Pre- and post-convention attendee lists available for your own direct marketing efforts

DHI conNextions Website: become a part of the DHI and industry e-community with your company name included and direct link opportunities to your website

SHOW FLOOR TRAFFIC DRIVERS

9 Hours of EXCLUSIVE, non-conflicting exhibit time insures attendees will be on the show floor

An Opening Reception held on the tradeshow floor, insures attendees will stay on the show floor

Feature Booths such as the Showcase of New Products, SolutionSessions stage for exhibitor-presented education, DHI Products and Services booth, and Refreshment Cafes—all are strategically placed on show floor to enhance traffic flow.

EXHIBIT OPPORTUNITIES

Booth Investment – Affordable Booth Pricing and Volume Discounts

PRICING:
DHI Corporate Members: $35.50/sq ft (min. booth size 10’ x 10’)
Non-members: $44.50/sq ft (min. booth size 10’ x 10’)
Corners Booths: additional $50

Discounts available for additional multiples of 100 sq. ft. Deposit and cancellation clauses as per Exhibit Contract.

BOOTH PROVISIONS

- Perimeter pipe and drape in show colors
- 7” x 44” booth sign with company name and booth number
- Exhibitor Listing in Convention Program and the convention issue of Doors + Hardware magazine
- Complimentary Pre-Show Attendee List
- FOUR complimentary all-access exhibitor personnel registrations for each 10’ x 10’ booth contracted
- Access to meeting room rentals in the Phoenix Convention Center
- Exhibitor Marketing Toolkit including conNextions 2017 promotional text, logos, banner ads and more
- Access to Exhibitor Lounge

View live floorplan and see available booths at dhi2017.tl-maps.com.

BECOME A DHI CORPORATE MEMBER

DHI Corporate Members enjoy special discounts and many other benefits when they choose to become sponsors or exhibitors at DHI conNextions. If you want to make the best impression with DHI members and have the strongest impact with your marketing investment, consider becoming a DHI Corporate Member today. Call DHI at 703.222.2010 for more information.

Reserve your booth and become a sponsor now! | aoshea@tradeshowlogic.com | 770.432.8410, ext. 109
SPONSORSHIP AND ADVERTISING OPPORTUNITIES
GO ABOVE AND BEYOND THE BOOTH TO HIGHLIGHT YOUR COMPANY

SPONSORSHIPS

DHI offers a wide range of sponsorships to suit your needs. Opportunities have been designed to make an impact on attendees by highlighting your company as a noted supporter of 2017’s only industry event. This exposure is crucial today with the levels of competitive marketing activities in our industry.

Take advantage of an Alliance Sponsorship whereby you and an allied partner company receive all the benefits of a full sponsorship while sharing the cost.

It’s about so much more than logo-branded giveaways and sponsor signage:
- **Expanding awareness** and visibility and increasing brand loyalty
- **Invigorating your company image** while displaying industry support

AN IDEAL OPPORTUNITY

Sponsorships are an ideal opportunity to show your support of our industry and our Association, but more importantly, **YOUR CUSTOMERS**—the industry’s finest distributors, sales representatives and stakeholders.

In return for your investment, DHI will promote your support in an aggressive, professional and prominent manner. Sponsors will receive incremental prominence of their recognition and promotion, commensurate with the level of investment in their sponsorship.

**Event and Promotional Item sponsorship participation will be recognized with signage throughout the show, as well as:**

- Your company showcased as a featured Sponsor in Doors + Hardware magazine, distributed monthly to more than 11,000 subscribers.
- Your Sponsorship featured in our email marketing campaign with as many as (100,000+) touches.
- Sponsor Recognition on DHI conNexions website

**Sponsors receive the following standard sponsor benefits:**

- Logo with link on DHI conNexions website
- Recognition on highly visible onsite signage
- Promotion in the DHI conNexions program
- Visibility in email touches
- Sponsor sign in booth

How will you differentiate your company from the hundred others who will be there as well, vying for the attention of the attendees?

2016 sponsors have first right of refusal for the 2017 sponsorships; otherwise sponsorships are sold on a first-come, first-served basis. To check sponsorship availability, please contact Anthony O’Shea at 770.432.8410, ext. 109 or aoshea@tradeshowlogic.com. The longer you wait, the more recognition opportunities are missed.
SPONSORSHIP OPPORTUNITIES

EVENT SPONSORSHIPS

Opening Reception on the Tradeshow Floor
The DHI conNextions Opening Reception is the place to see and be seen and attracts the majority of show attendees. Your company name and logo will be prominently displayed on the show floor as attendees enjoy libations, hors d'oeuvres and networking during the Exposition on Wednesday evening. Your company will receive noteworthy recognition as sponsor of this reception.
$12,000

Opening General Session
Help us start the day with a memorable speaker and invaluable program by sponsoring the Opening General Session. This keystone event will guarantee your company prime exposure with ample signage not only during the session but throughout the entire convention.
$12,000

Closing Reception
Make your presence felt at the show's big send-off. After a busy day of learning and connecting, attendees are invited to unwind with drinks and desserts on the tradeshow floor.
$12,000

Education Session Refreshment Breaks
Receive recognition all convention long by becoming a fixture at education sessions throughout the show. Refreshments will be available to all participants next to your prominent signage.
$7,000

Meeting Pods on the Show Floor (4 Sponsorships Available)
Located in the exhibit hall, these semi-private meeting rooms offer the ideal location to have more in-depth conversations while remaining on the tradeshow floor. Available to all attendees and exhibitors during exhibit hours, each pod is furnished with a small table and chairs. Your company's logo will be prominently displayed on the floor-facing side of the pod.
$3,000
PROMOTIONAL ITEM SPONSORSHIPS

Headshot Photography Station
Just picture it! In this LinkedIn and social media age, a good headshot photo is almost a necessity. 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 signage at the station as well as on all show sponsor acknowledgements. $2,500

Magnetic Page Marker
When your customers find their place, they’ll also find you! This magnetic four-color, 4” x 11/2” page marker is the perfect way to keep your place in a notebook, catalogue or leisure book. Your company logo will be prominently displayed in a design of your choosing—keep your brand top-of-mind with this opportunity that resonates beyond the show. $1,500

Wi-Fi Lounge (2 Sponsorships Available)
Located on the tradeshow floor, the Wi-Fi Lounge will become a popular meeting and networking spot, as well as a convenient place to reconnect online. Your generous sponsorship will be displayed not only with signage in the lounge but also each time an attendee accesses Wi-Fi via the lounge. $4,500

Mobile Event App
Sponsor the exclusive DHI conNextions mobile app available complimentary to all convention participants. Put your brand in everyone’s hands as you welcome participants on the splash screen when the app is opened. Participants will use the app long before, during and after DHI conNextions to find information on sessions, speakers, exhibitors, attendees, and maps, as well as to make ChannelExChange appointments. $5,000

Pen with Stylus
Everyone needs them at the show and back at the office! Put your name in the hands of all DHI conNextions participants with a comfortable pen-stylus to make easy work on smartphones and tablets. $2,500

Charging Station (2 Sponsorships Available)
We all need an extra boost of power when working the show, and attendees will connect you with this valuable service. Enable attendees to power up their phones and other smart devices without leaving the tradeshow floor. During the recharge process, your company will be front of mind with prominent logo placement on the charging station. $5,000

Reusable Water Bottles
Help keep attendees hydrated throughout the show and when they get home, while also helping the environment by keeping tens of thousands of disposable water bottles out of recycling bins. Your company logo will be prominently displayed on DHI conNextions water bottles distributed onsite. $5,000

Relaxation Station
This feel-good opportunity builds brand value and goodwill among participants while driving traffic to your booth to receive their massage vouchers. Professional massage therapists will be on hand to provide reenergizing seated upper-body massages. You can also provide branded apparel such as golf shirts for the massage therapists to wear. $5,000

Hotel Room Key Cards
Be the first name attendees see when they arrive at the Sheraton Grand Phoenix! By having your company logo on customized key cards, your company will be on their minds first thing in the morning and the last thing each night. $6,500

Badge Lanyards
Your company logo (one-color) will be printed on all convention lanyards given to each attendee at registration. An ever-present promotion of your company throughout the three day show. $6,000

Convention Tote Bags
The ultimate walking billboard! Tote bags with your company logo and DHI conNextions branding will be presented to attendees at registration and used throughout the show as well as long after our time in Phoenix. $6,000

Pocket Guide
Raise your profile on the expo floor! Throughout their entire stay at the event, attendees will keep this handy reference guide with event schedule, floor plans, etc., and your company name/logo reminding them of your support. $3,500

Attendee List
In an effort to continue our green movement, we will run the Convention Attendee List within the Convention Program, by means of a QR code, which will link to a PDF of all the convention attendees. A computer kiosk will also be available onsite to search for attendees. Your logo will appear on the kiosk, the Convention Attendee List page of the program as well as within the Attendee List PDF. $4,000

E-Wallet
Help your customers keep important cards at their fingertips all the while displaying your logo. This silicone sleeve adheres to the back of mobile devices and can hold a driver’s license, credit card and hotel key card. $4,000

Program Wrap
Wrap your company name/logo and message/image around the Convention Program on this four-color message board. $2,000
ADVERTISING OPPORTUNITIES
MAXIMIZE YOUR EXPOSURE EVEN FURTHER IN PRINT

DOORS + HARDWARE MAGAZINE

As the official publication of DHI, Doors+ Hardware magazine positions you in front of current and potential customers, as well as interested industry stakeholders. Make sure you reach this important audience before, during, and after DHI conNextions. Make the most of your experience with these GREAT advertising opportunities!

March Doors + Hardware Pre-Convention Issue
Ad Close: January 18
Editorial Focus: Hospitals & Healthcare Facilities

April Doors + Hardware Convention Issue
Ad Close: February 17
Editorial Focus: Hardware Trends / Technologies

BONUS Distribution at the DHI conNextions!

ON-SITE PROGRAM GUIDE

Used as a constant reference throughout the show, the conNextions Program helps attendees maximize their convention experience. Even after the show, the Program acts as a unique product guide and resource!

Ad Close: February 15

GET THE MOST OUT OF YOUR BUDGET
INVEST IN ALL THREE PUBLICATIONS!

EXHIBITOR/SPONSOR SPECIAL OFFERS

Place your ad in the conNextions 2017 Official Program and add one or both Doors + Hardware publications.

March (Pre-Convention) issue: Space closes Jan. 18
April (Convention) issue: Space closes Feb. 17

Advertise in all three publications & SAVE 15% ON EACH conNextions Program, March and April issues

Advertise in two publications & SAVE 10% ON EACH conNextions Program and either the March or April issue

Advertise in the conNextions Program & SAVE 5%

75% of our readership is YOUR target audience!

47% are industry stakeholders (architects, specification writers, fire marshals, facility owners/managers, code officials).

28% are in distribution and are very interested in your products, innovation and solutions

Reserve your prime ad space today! | mlong@dhi.org | 703.766.7014
DHI conNextions 2017 PROGRAM AD RATES

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For all your print and online advertising needs, contact:

MOLLY LONG
Advertising Manager
703.766.7014
mlong@dhi.org

2-Color and B/W ad rates are available upon request.

TOP TEN REASONS TO PARTICIPATE AT DHI conNextions 2017

10. Research the market and competition and assess your market position and potential.
8. Show market presence, corporate positioning and industry support.
7. Learn more about your clients’ and prospects’ expectations.
6. Demonstrate the features and benefits of your products and services.
5. Acquire significantly greater and immediate feedback on your products and services.
4. Build and increase your company brand and image.
3. Collect high quality leads and win new customers.
2. Network with existing and loyal customers.
1. Accelerate the selling process and generate SALES!

PRELIMINARY SCHEDULE

Monday, May 8–Tuesday, May 9
Exhibit Installation

Wednesday, May 10
Education Sessions
Exposition

Thursday, May 11
General Session
Education Sessions
Exposition
Exhibit Dismantling

Friday, May 12
ChannelExChange
Exhibit Dismantling
DHI Night at Chase Field

Schedule subject to change