

SPONSORSHIP INFORMATION

Carolina Recycling Association's 28th Annual Conference & Trade Show

MARCH 19-22, 2018

Harrah's Cherokee Casino & Resort, Cherokee, NC



Harrah's Cherokee Resort and Casino

Sponsor Now

Over 500 representatives from recycling companies, local governments, state & federal agencies, universities & colleges, state recycling organizations, and other non-profits will gather in the mountains of Cherokee, NC for the CRA 28th Annual Conference & Trade Show. Join us March 19-22, 2018 to network, learn, plan, and influence issues affecting recycling in both states and beyond.

To gain maximum exposure at one of the most powerful regional recycling conferences in the nation, review the levels of sponsorship opportunities inside this brochure.

Selected Event Recognition...

Sponsors can receive additional recognition by having their name associated with specific events during the conference. The sponsor's name and logo will appear on signage at the actual event.

Diamond Sponsors have the opportunity to select recognition packages associated with CRA's conference mobile app.

Titanium and **Platinum** Sponsors may select a top-level event including the: • Opening Session • General Session • Exhibit Hall Reception • CRA Golf Classic (overall event).

Gold Sponsors may choose from a: • Meal • Combined Workshop/Tour • Break, OR • a Selected Event During the CRA Golf Classic.

Silver Sponsors are invited to choose a specific conference session or a selected event during the CRA Golf Classic. Among the selected events available for sponsor recognition during the CRA Golf Classic are: • Lunch • Beverage Cart • Putting Contest • Hole Sponsor • Team Prizes • Awards, and • Longest Drive.



Become a Member

Please call CRA staff to discuss your sponsorship. Additional smaller sponsorships may be available this year. Call CRA staff if interested in these opportunities.

Call **Jenn Cooper** at **877-972-0007** or **Mary McClellan** at **336-972-3565**

Both can be reached via email at **staff@cra-recycle.org**.

We will be happy to assist you in registering for your sponsorship and discussing your sponsorship benefits with you.

CRA is thrilled to partner with Harrah's Cherokee Resort and Casino for the first time at our 28th Annual Conference and Trade Show. The four-star 21-story Harrah's Cherokee Hotel is nestled amid the beautiful mountains of western North Carolina and provides luxury lodging and an upscale experience at a can't-miss price! Harrah's offers 1,108 spacious rooms that include breathtaking views, gourmet dining, and vast relaxation and entertainment options. Perhaps most impressive is Harrah's commitment to being "green". Harrah's has incorporated an environmental sustainability program into all of its properties and activities, known as CodeGreen. Their CodeGreen programs, including recycling throughout the resort, composting food waste, energy efficient lighting, and water conservation technologies, reflect the company's strong commitment to the environment. Harrah's has won many awards for environmental stewardship, including a coveted EPA Environmental Quality award. Harrah's is also the first national gaming company to join EPA's WasteWise program.

Harrah's has partnered with CRA to offer extremely low room rates. Per diem rates are just \$91/night, while regular rate single rooms are just \$109/night for the duration of the CRA conference. Enjoy a spacious and comfortable room with beautiful mountain views and four-star service as you learn, network, and inspire at CRA's 2018 conference.

For more information about the conference venue, visit www.caesars.com/harrahs-chokeee or call 828-497-7777. To reserve your room, visit cra-recycle.org/2018conf for our group code and custom online registration link.

Conference Sponsorship Levels and Benefits

Diamond: \$15,000

Contact the CRA office to discuss your Diamond Sponsor package.

Option 1 (1 available)	Option 2 (1 available)	Option 3
ALL TITANIUM BENEFITS PLUS:	ALL TITANIUM BENEFITS PLUS:	ALL TITANIUM BENEFITS PLUS:
<ul style="list-style-type: none"> • Gold App Sponsorship • Secondary Launch Page on Mobile App • Schedule Page Watermark • Sponsor Icon on Home Page Leading to Sponsor Profile • Sponsor Brand included as featured screen shots on Apple App Store & Android Play Store • Weighted Banner Ad with Full Screen Landing Page • Exhibit Floor Map Booth Space Background Color • Enhanced Exhibitor Package • Post-Show User Metrics 	<ul style="list-style-type: none"> • Silver App Sponsorship • Additional 2 registrations for 7 total • 4 Additional Golf Passes • Silver App Sponsorship • Weighted Banner Ad with Full Screen Landing Page • Exhibit Floor Map Booth Space Background Color • Multimedia Video Message • Enhanced Exhibitor Package • Post-Show User Metrics 	<ul style="list-style-type: none"> • Additional 4 registrations for 9 total • 4 Additional Golf Passes • Quad Exhibit Booth Space • Banner Ad with Full Screen Landing Page • Post-Show User Metrics



Titanium: \$10,000	Platinum: \$5,500	Gold: \$3,500	Silver: \$2,000
CORPORATE NAME AND LOGO on Signage, Conference Newsletters and the Conference Program	CORPORATE NAME AND LOGO on Signage, Conference newsletter and the Conference Program	CORPORATE NAME AND LOGO on Signage, Conference newsletter and the Conference Program	CORPORATE NAME AND LOGO on Signage, Conference newsletter and the Conference Program
CONFERENCE MOBILE APP Sponsor Highlighting & Profile	CONFERENCE MOBILE APP Sponsor Highlighting & Profile	CONFERENCE MOBILE APP Sponsor Highlighting & Profile	CONFERENCE MOBILE APP Sponsor Highlighting & Profile
COMPLIMENTARY FULL-PAGE AD in the Final Conference Program	COMPLIMENTARY HALF-PAGE AD in the Final Conference Program	COMPLIMENTARY QUARTER-PAGE AD in the Final Conference Program	
ONE TOP-LEVEL EVENT RECOGNITION (Opening Session, Exhibit Hall Reception, Awards Dinner, General Sessions or CRA Golf Classic)	ONE TOP-LEVEL EVENT RECOGNITION (Opening Session, Exhibit Hall Reception, Awards Dinner, General Sessions or CRA Golf Classic)	ONE EVENT RECOGNITION (Meal, Break, Workshop, Tour or Select CRA Golf Classic Event)	ONE EVENT RECOGNITION (Session, Break, or Tour or Select CRA Golf Classic Event)
FOUR COMPLIMENTARY PASSES to the Annual CRA Golf Classic	FOUR COMPLIMENTARY PASSES to the Annual CRA Golf Classic	TWO COMPLIMENTARY PASSES to the Annual CRA Golf Classic	ONE COMPLIMENTARY PASS to the Annual CRA Golf Classic
DOUBLE EXHIBIT BOOTH	EXHIBIT BOOTH	EXHIBIT BOOTH	
COMPLIMENTARY CONFERENCE REGISTRATION FOR FIVE PEOPLE	COMPLIMENTARY CONFERENCE REGISTRATION FOR THREE PEOPLE	COMPLIMENTARY CONFERENCE REGISTRATION FOR TWO PEOPLE	COMPLIMENTARY CONFERENCE REGISTRATION FOR ONE PERSON
10 TRADE SHOW PASSES	FIVE TRADE SHOW PASSES	FOUR TRADE SHOW PASSES	TWO TRADE SHOW PASSES

All sponsorship packages include annual memberships with CRA, allowing sponsors to join CRA or renew membership and receive all the benefits listed during the conference. Each sponsor receives added membership value during the year with preferred advertising in CRA's newsletter, recycling networking meeting opportunities and more.

CRA STAFF

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Exhibit Hall Selection Tool

For the 2018 Conference, CRA is using an interactive Exhibit Hall selection tool. This tool will further increase the value of your sponsorship by allowing you to select your own prime exhibit space prior to the opening of the main exhibitor registration. With this tool, exhibit space must be paid for at the time of registration to guarantee your selection. In consideration of our sponsors, we will reserve your selection without payment in the exhibit hall until December 31, 2017. At this point, if we have not received your sponsorship payment, we will release your preferred exhibit space for general selection, unless prior arrangements have been made with CRA.



To view live map:

www.cra-recycle.org/2018conf/exhibithall

For more information on this tool and the deadlines, please contact the CRA office: **877-972-0007**.

www.cra-recycle.org/2018conf

2017 CRA Conference & Trade Show Sponsors

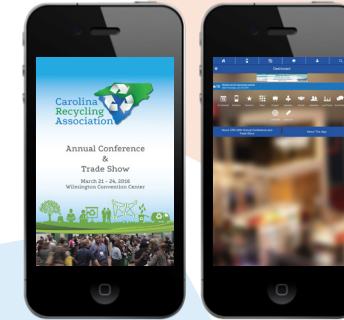
Sonoco Recycling Inc.
Pratt Recycling

Busch Systems
Granite Sky Creative Group
NC Beverage Association
NC Environmental Assistance and Customer Service
Santee Cooper
SC Beverage Association

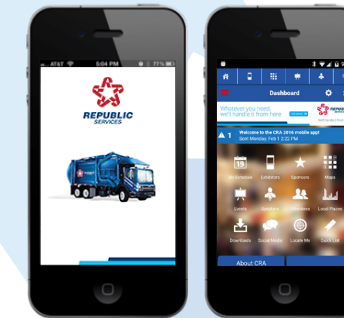
BMW Manufacturing Co.
Coastal Wire Company
Company Wrench
Covanta
Machinex
MetalTech Systems
Nucor
Powerhouse Recycling
ReCommunity Recycling
Republic Services
Waste Management
Waste Industries

ICE Recycling
SH Carter
The Recycling Partnership

CRA APP



While on your smartphone, point your mobile browser to m.core-apps.com/craac2018 to be directed to the proper download version for your device.



2017 CRA APP Gold Sponsor

Republic Services



Trash to Recycled Treasure Hunt

Sponsor a clue, get more traffic at your booth! Our exhibit hall treasure hunt game gives you a special code that players collect throughout the conference to be entered to win great prizes! Most of our conference attendees have the app & game right in their hands on their smart phones. To buy a clue, or sponsor the game itself with great logo placement, contact Jenn Cooper at jenn@cra-recycle.org or 877-972-0007.

Mobile Conference App Packages

Sponsorship of the app is for a period of one year and all materials will be available for viewing and download throughout the year.



Gold: (\$5,000)

Gold Overall App Sponsorship Features

- Sponsor's ad placements will be included as featured screen shots on the iTunes, Apple App Store and Android Play download sites / pages.
- Secondary Launch Page
- Schedule Page Watermark
- Weighted Banner Ad (to be shown most often)
- Full Screen App Landing Page
- Exhibitor Directory Row Highlighting
- Exhibit Floor Map Booth Space Background Color
- Video Clip
- Post-Show User Metrics

SILVER: (\$2,500)

Silver (Mid-Tier) App Sponsorship Features

- Weighted Banner Ad (to be shown most often)
- Full Screen App Landing Page
- Exhibitor Directory Row Highlighting
- Exhibit Floor Map Booth Space Background Color
- Video Clip
- Post-Show User Metrics

ROTATING BANNER AD PACKAGES: (\$500)

Banner Ad & Landing Page Package Features

- Rotating Banner Ad
- Full Screen App Landing Page
- Post-Show User Metrics

ENHANCED EXHIBITOR LISTING: (\$50)

Enhanced Exhibitor Listing "Green Package"

Upload your company's logo to the app. Attendees see it on your mobile app exhibitor listing and on the mobile app's interactive tradeshow floor plan.

PLUS... Upload product literature, brochures, press releases, and other .pdf documents to the mobile app. Save money on printing. Attendees download your information to their smart phones, or email them.

App Sponsorship Features	Gold	Silver	Rotating Banner Ad
Ad Placement Featured Screen Shots	✓		
Secondary Launch Page	✓		
Schedule Page Watermark	✓		
Weighted Banner Ad	✓	✓	
Rotating Banner Ad			✓
Full Screen App Landing Page	✓	✓	✓
Exhibitor Directory Row Highlighting	✓	✓	
Exhibit Floor Map Booth Space Background Color	✓	✓	
Video Clip	✓	✓	
Post-Show User Metrics	✓	✓	✓



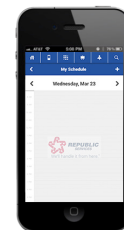
Secondary Launch Page

Company profile displays every time the app is opened or refreshed



App Store Screenshots

Screenshots of the ads that show within the App Store Screenshots detail page



Schedule Page Watermark

Logo displays in background on the app schedule



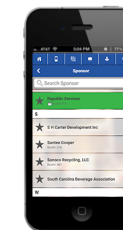
Weighted Banner Ad

Banner ads rotate at the top of the app Dashboard page, and click through to the Landing Page



Full Screen App Landing Page

Features products and services or show specials. Leads users to exhibitor listing or webpage



Exhibitor Directory Row Highlighting

Row highlight draws attention to the sponsor's listing in the exhibitor directory



Video Clip

Includes a downloadable video message on the Exhibitor Listing



Exhibit Floor Map Booth Space Background Color

Sponsor's booth space background is highlighted on the interactive exhibit floor map