

SPONSORSHIP OPPORTUNITIES

Maximize your visibility and keep your brand top-of-mind before, during, and after northern New England's premier event for the hardscape, masonry, and landscape trades.

HMLX offers a range of sponsorship options designed to position your brand at the center of the action—across event marketing, on-site experiences, and post-event exposure—ensuring your company stands out where it matters most. Opportunities are limited with first-come, first-served placement. Sponsorship is open to exhibitors as well as non-exhibitors and does not include booth rental.

STANDARD TIERED SPONSORSHIPS

Visibility level reflects overall logo size, placement priority, and frequency of exposure across event materials.

	 Bronze \$250	 Silver \$500	 Gold (exclusive) \$1,500	 Platinum (exclusive) \$2,500
Sponsor Badge Graphics Package	✓	✓	✓	✓
Complimentary Guest Passes	10	15	25	50
Visibility Level/Frequency of Exposure	Entry Level	Enhanced	Premium	Maximum
Logo Size & Placement Tier	Small/Base	Medium/Higher	Large/Premium	Extra Large/Top
Linked Logo on Event Webpage	✓	✓	✓	✓
Recognition on Printed Program	✓	✓	✓	✓
Recognition in Digital Signage Loop	✓	✓	Dedicated Slide	Dedicated Slide
Logo on Entrance Archway	✓	✓	✓	✓
Logo on Totes for first 350 attendees	✓	✓	✓	✓
Tote Insert Option*	✓	✓	✓	✓
Sponsor Designation on Name Badge	✓	✓	✓	✓
Email Recognition	✓	✓	✓	Dedicated Email
Social Media Recognition	Grouped	Dedicated Post	Dedicated Post	Dedicated Post
30-Minute Live Demo/Presentation Slot			✓	✓
Branded Coffee Bar with Logo on Cups			✓	✓
Priority Booth Placement**				✓
Logo on HMLX 2027 Attendee Gift				✓
Logo on Event Lanyards				✓

* All sponsors have the opportunity to include one branded giveaway item in the totes distributed to the first 350 attendees (item provided by sponsor).

**Booth rental not included with sponsorships.

TUESDAY, FEBRUARY 2, 2027 • SOUTH PORTLAND, ME • GENESTHMLX.COM

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Official Media Sponsor — \$2,000 *(Exclusive)*

Long-term exposure beyond event day as the Official Media Sponsor of HMLX.

- Sponsor badge graphics package
- Sponsor designation on name badge
- (25) complimentary guest passes
- Linked logo on event webpage
- Logo on commemorative totes for first 350 guests
- Opportunity to include branded giveaway item in totes (provided by sponsor)
- Dedicated social media post
- Logo on photo backdrop at event
- Recognition in post-event recap email
- Recognition in post-event recap social media post
- Recognition in event recap video description on Youtube
- Logo next to post-event gallery link on event webpage

Demo Zone Sponsor — \$750 *(Limited to 2)* **1 SOLD, 1 Available**

Branded presence within one of our two live demo areas.

- Sponsor badge graphics package
- Sponsor designation on name badge
- (15) complimentary guest passes
- Linked logo on event webpage
- Logo on commemorative totes for first 350 guests
- Opportunity to include branded giveaway item in totes (provided by sponsor)
- Logo on signage for sponsored Demo Zone.
- Logo on demo/presentation schedule in printed programs.
- Logo on demo/presentation schedule in digital signage.
- Social media post (shared between Demo Zone sponsors)
- 30-minute live demo/presentation slot (a \$300 value)

Exhibitor Lounge Sponsor — \$500 *(Exclusive)*

Sponsor coffee, bottled water, and refreshments in lounge area for exhibitors.

- Thank-you sign featuring your business logo on the refreshment counter in the exhibitor lounge
- Special recognition in the pre-event informational email sent to exhibitors
- Special recognition in the printed info sheets distributed with exhibitor packets
- Opportunity to distribute branded giveaway items with exhibitor packets or in exhibitor lounge (items provided by sponsor)

Create Your Own

Have another idea? Let's talk!

QUESTIONS? CONTACT KATIE O'CONNOR, KATIEO@GENEST-CONCRETE.COM

