



# Sponsorship Opportunities

Showcase Your Brand to Thousands of Retailers

PCA offers a variety of sponsorship opportunities so you can decide which channels will help you reach your goals and get the most brand exposure to fit your budget. Whether you want an exclusive sponsorship for the annual meeting, want your logo plastered everywhere the eye can see, or want a custom package with a few different items, browse the options below. Contact us today to reserve your sponsorship!

***\*\*\*Must be an exhibiting member to sponsor at the trade show.***

**April 11-14, 2025**



@pca1933

pcashow.org

# *Included in* **Your Sponsorship**

In addition to key benefits listed within each sponsorship below,  
all PCA25 sponsorships include:

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## **Sponsor logo displayed at exhibit hall entrance**

5,000+ impressions per day!

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## **Sponsor recognition in pre-show mailing**

Going out to ALL PCA members!

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## **Sponsor recognition in trade show email communications**

Thousands per mailing!

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## **Sponsor recognition/media link on PCA Trade Show website**

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## **Sponsor recognition via signage at booth**

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## **Sponsor recognition in trade show app**

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**(1) Booth selection priority point for every  
\$1 spent on sponsorships (NEW GET MORE POINTS!)**

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## **Updated list of all registered PCA25 attendees**

Emailed weekly leading up to the show!

# New

# Sponsorships in 2025

## **Product Marketing Sponsorship** ..... **\$1,500 (unlimited)**

NEW product promotion; promote your new product with the support of the PCA manpower. Includes an email with all the new products to retailers, social posts of the same, listing in the magazine and app.

## **Trade Show Opening Sponsor** ..... **\$7,500 (exclusive)**

Welcome attendees the NOLA way! Greet everyone as the trade show opens for the first time with the sounds of a New Orleans second line and hand out Mardi Gras beads and your samples as retailers congregate outside the floor and wait for the show to open. Your sales staff can be exclusively positioned to meet and greet throughout the lobby and outside the center

## **Hair of the Dog** ..... **\$1,500 (3 available each morning Sat, Sun, Mon for 2 hours)**

Each morning sponsor alcohol add-ons to the coffee bar/station.

## **Canopy Digital Screens Outside on Front Porch** ..... **\$1,500 (Sold Out)**

Showcase your desired graphic or ad as everyone is outside the center smoking their cigars.

## **Trade Show Floor WIFI** ..... **\$15,000 (1 available)**

Includes WIFI for attendees and sponsor use with your own custom redirect link.

## **IRIS Screens Near Registration** ..... **\$5,000 (Sold Out)**

Attendees will see your digital ad on 4 screens hanging from the ceiling near registration in the PCA lobby space.

## **Front Porch** ..... **\$5,000 (Sold Out)**

Sponsor the smoking lounge outside the convention center space and grab attendees as they leave the trade show floor. Sponsorship available Saturday and Sunday from 5-8 p.m.

## **Media Partner** ..... **\$750 (unlimited)**

Includes 2 badges, promotion as an official PCA25 media partner, ability to place magazines in our Media Partner area (with 100 max magazines/collateral cap).

**\*\*\* Donate your leftover cigars after the show and earn priority points! Drop off to booth sales at the end of the show.\*\*\***

# *Experience-Based* Opportunities



All experience-based sponsor packages below include an opportunity to present the “story of your cigar” to attendees, including the option to have attendees physically sample your products!

## Welcome Reception Sponsor ..... \$50,000 sold out

The opening night welcomes thousands, and all who attend will receive one of your cigars as they are welcomed in! You will be given exclusive naming rights to the reception, an opportunity to address attendees from the stage, and additional highly visible promotions before, during and after the show, including:

- (1) Full year of advertising on Association Website
- (1) Banner ad in the all-new PCA25 mobile app
- (2) Dedicated sponsor emails to all attendees, including 1 during PCA25
- (1) Half-Page Ad in the Pre-Show & (1) Half-Page Ad in the PCA25 Attendee Guide
- Social Media brand promotion leading up to PCA25
- Branding at food and beverage stations
- Opportunity to address attendees from stage
- Recognition as Title Sponsor on trade show promos (*exclusive sponsor only*)

## Annual Meeting Sponsor ..... \$30,000 (sold out)

This sponsor package gives you the exclusive opportunity to kick off the big Annual Meeting that everyone attends just before the PCA25 show floor opens for business! From the main stage, you'll get to address the entire audience, who will all be enjoying your cigars! This package includes:

- Address attendees from main stage at the 2025 Annual Meeting
- Distribute your cigars to all attendees to sample
- (1) Full year of advertising on Association Website
- (1) Banner ad in the all-new PCA25 mobile app
- (2) Dedicated sponsor emails sent to all attendees including 1 during PCA25
- (1) Half-Page Ad in the Pre-Show & (1) Half-Page Ad in the PCA25 Attendee Guide
- Social Media brand promotion leading up to PCA25
- Branding at food and beverage stations

## Trade Show Bags ..... \$27,500 (sold out)

Every attendee will receive an official PCA25 Trade Show bag at check-in. Your logo will be featured on the outside of the bag so every attendee is reminded of you through the show —not to mention the thousands of photo ops featuring your logo every day! PLUS, you will get to select a cigar (or cigars) to include inside the bag, which means yours will be among the first they will touch, smell, and smoke while waiting for the festivities to begin. You'll also have the opportunity to include any promotional items you want at the attendee the check-in station. This package includes:

- Logo Branding on official PCA25 Trade Show bags
- Cigar placement inside bags for attendees to sample
- Opportunity to speak to attendees at check-in (added marketing!)
- (1) Full year of advertising on Association Website
- (1) Banner ad in the all-new PCA25 mobile app
- (2) Dedicated sponsor emails sent to all attendees
- (1) Half-Page Ad in the Pre-Show & (1) Half-Page Ad in the PCA25 Attendee Guide
- Social Media brand promotion leading up to PCA25

# Experience-Based Opportunities (continued)

## Friday Education Sessions .....\$10,000 (sold out)

Whether you're looking to introduce a new brand or line or want to remind attendees why your products are the best, our education and advocacy seminars are the perfect opportunity to do just that! All in attendance will receive your cigar (or product) so they can thoroughly enjoy it throughout the session. PLUS—when you provide opening remarks from the stage, you'll get a direct opportunity to connect with the audience and sell! This package includes:

- Logo prominently displayed on education session signage
- Opportunity to make opening remarks at education session
- Your cigars (or products) distributed to all attendees

## Happy Hour Cigar Lounge .....\$10,000 (2 available)

These popular happy hour events at the PCA Lounge bring retailers directly to you and your brand! As the sponsor, you'll get quality one-on-one time with retailers while distributing your cigars (or products) to all patrons. This is an excellent one-on-one marketing opportunity that includes:

- Logo prominently displayed on Cigar Lounge signage
- Exclusive opportunity to distribute your cigars to all lounge patrons
- Comp drinks for attendees at the happy hour





*Signage*  
**& Promotion**

## **Directional Aisle Signs** ..... **\$30,000** *(sold out)*

Everyone who steps foot on the Trade Show floor will be guided by your logo and branding! And with such a large show floor, this directional signage is a huge marketing opportunity! Every aisle and walkway will be clearly marked—just think of all the photo ops that will show off your brand!

## **Trade Show Lanyards** ..... **\$20,000** *(sold out)*

Feature your logo on the official lanyard that will be worn by everyone at the Trade Show! Attendees and exhibitors alike will all be wearing your logo at all times throughout the entirety of the trade show! Lanyards are distributed to thousands at trade show check-in. This package includes:

- (1) Full year of advertising on Association Website
- (1) Ad in the all-new PCA25 mobile app
- (1) Dedicated sponsor email sent to all attendees
- Social Media brand promotion leading up to PCA25

## **LED Signs** ..... **\$10,000** *(2 available)*

Visual marketing sells, and when it's in the form of extra-large eye-catching digital displays, you're guaranteed to capture attention! Each 6'3" x 2' LED sign is animated with your custom branding and messaging so you can capture the attention you want and get the brand recognition you deserve! Sign(s) are strategically placed on the trade show floor to maximize your marketing reach.

## **Water Coolers / Hydration Stations (Set of 4!)** ..... **\$5,000** *(3 available)*

Staying hydrated is essential for buyers walking the trade show floor. When you select this sponsor package, you'll get four (4) water cooler/hydration stations branded with your logo and messaging and placed in key traffic areas. As people pause to refresh and rehydrate, it will be you they are thanking—and thinking about!

## **Trade Show Video Marketing Sponsor** ..... **\$5,000** *(sold out)*

As the exclusive trade show video sponsor, your branded video will play on a loop on PCA TV's during the entirety of the show AND on stage projectors during the 2025 Annual Meeting! To ensure optimal brand marketing, videos should be 30 seconds in length and not include sound.

## **Mobile Charging Stations** ..... **\$5,000** *(5 available)*

With so many deals happening on the show floor, there's no time for a dead battery—and, thanks to you, everyone will be fully charged and ready to go! With your brand messaging wrapping mobile charging stations, you're sure to get a lot of attention as attendees wait for their devices to charge! Charging stations are strategically placed in high-traffic areas and support a range of mobile devices.



# *A La Carte* Opportunities

## **Slideshow** .....\$2,500 (2 available)

Get your brand rolling across ALL SCREENS throughout the entirety of PCA25! When you sponsor the slideshow, your logo and branded messaging will be digitally displayed on all projectors, PCA TVs, and more each day of the show, including the Annual Meeting, Education Sessions and PCA TVs throughout the trade show floor.

## **Dedicated E-blasts / Email Marketing** .....\$2,500 (2 available)

With a custom email directed to all PCA members—and specifically, all who are coming to the trade show, this sponsorship gives you an incredible advantage over your competition! To maximize your marketing efforts, emails will be scheduled to deploy in the weeks leading up to the trade show.

## **Media Partner Package** .....\$750

Includes 2 badges, promotion as an official PCA25 media partner, ability to place magazines in our Media Partner area (with 100 max magazines/collateral cap).

# Select your booth earlier by *earning priority points*

Priority points reward you for supporting the PCA and the PCA Show. Much like customer loyalty programs, the more you purchase, the more points you earn. And the more points you earn the better booth selection you get!

## to our Sponsors



# Thank you

For booth sales and sponsorship opportunities, contact:

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@pca1933

[pcashow.org](http://pcashow.org)