



# CONVENTION & TRADESHOW

60TH ANNIVERSARY

OCTOBER 26-29, 2025  
Cleveland, Ohio

**The 2025 WMA Convention & Tradeshow provides various sponsorship to enhance your company presence and leverage in the millwork industry. Sponsorship promotes brand recognition and enhances your company's influence, aiming to boost brand visibility before, during, and after the event.**

## **2025 WMA Sponsorship Opportunities**

### **Sponsorship Benefits for All Levels**

No matter which sponsorship level you choose, your company will receive **high-impact visibility and recognition** throughout the WMA Convention. Every sponsorship package includes:

#### **Acknowledgment on Event Signage & Website**

Ensure your brand is seen by attendees before, during, and after the event.

#### **Recognition in the Program Guide**

Your company will be listed in the official convention guide, a key resource for all attendees.

#### **On-site Signage**

Your logo will be displayed at the event, reinforcing your brand presence.

#### **Recognition at the Opening General Session**

Sponsorship acknowledgment at the convention's premier kickoff event.

#### **Sponsor Ribbons for All Attending Company Representatives**

Highlight your sponsorship status with a distinctive ribbon on your name badge, showcasing your company's commitment to the industry.

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**Maximize your exposure and elevate your brand  
at the World Millwork Alliance Convention!**

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## PREMIER SPONSOR

Investment: \$35,000

The logo for the World Millwork Alliance (WMA) is located in the top right corner. It consists of the letters 'WMA' in a bold, white, sans-serif font, set against a dark teal background that is part of a larger graphic element.

### Be the Name Behind the Event!

As the Premier Sponsor of the World Millwork Alliance Convention, your company will take center stage, with the entire event proudly presented by your brand. This exclusive opportunity positions your company at the forefront of the industry, maximizing visibility and impact.

#### The Premier Sponsorship Includes:

- **Brand Domination** - Your logo and company name featured on ALL convention materials where appropriate, ensuring unmatched exposure.
- **High-Visibility Branding** - Your logo prominently displayed at the registration desk, the first stop for every attendee.
- **Exclusive Hospitality Suite** - Host key clients and prospects in your private hospitality suite at the convention center (F&B not included).
- **VIP Access** - Includes 2 full convention registrations, giving your team the opportunity to network, learn, and lead.
- **Luxury Perks** - Enjoy 3 complimentary room nights at The Hotel Cleveland, putting you right in the heart of the action.

With your brand leading the way, this isn't just sponsorship - it's an industry-defining opportunity to showcase your leadership, innovation, and commitment to the millwork community. **Make your mark at the World Millwork Alliance Convention!**

# PLATINUM LEVEL SPONSORSHIPS

Platinum Sponsors are our highest-level sponsors and enjoy a prominent profile at the convention. Platinum status can be attained by choosing any single sponsorship or combination of sponsorships that totals \$15,000 or more.

**Additional benefits of Platinum Sponsorship include:**

- **Two complimentary registrations**
- **Logo with link on the convention website**
- **Logo on sponsor signage during the convention**

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## Exhibit Hall Theater Sponsorship

### Inquire for Pricing

The Exhibit Hall Theater is a central hub for education, product demonstrations, and thought leadership sessions. As a sponsor, your company has the exclusive opportunity to build, brand, and customize the theater space, ensuring maximum visibility and engagement with attendees.

#### Sponsorship Benefits:

Full branding rights to the theater space (signage, digital screens, and stage setup).

Ability to design and customize the theater's look, feel, and experience.

Opportunity to host sessions, panel discussions, or live demonstrations.

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## Opening Doors - The WMA Icebreaker Reception **SOLD!**

~~Investment: \$15,000~~

Be the company that **opens the doors** to an unforgettable night of networking, connections, and first impressions! As the **exclusive sponsor** of the **WMA Icebreaker Reception**, your brand will set the stage or the convention's highly anticipated kickoff event. With industry leaders, key decision-makers, and top professionals in attendance, this is your chance to make a bold and lasting impact.

#### Sponsorship Includes:

- **Host the Experience** - Your sponsorship covers an open bar and hors d'oeuvres, ensuring a lively and engaging atmosphere.
- **Branded Signage** - Prominent signage at the event ensures attendees associate your brand with this premier networking opportunity.

## PLATINUM LEVEL SPONSORSHIPS



- **Program Guide Highlight** - A dedicated write-up of the event and your company logo placement in the WMA program guide, highlighting your support and commitment.
- **Extensive Event Branding** - From digital to physical presence, your company will enjoy high-impact branding throughout the reception.

This is more than a sponsorship-it's an **exclusive opportunity** to align your brand with the **first major event** of the convention, where connections are made, conversations start, and business begins. **Make your mark at the WMA Icebreaker Reception and be the name everyone remembers!**

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### Opening Session Keynote Speaker Sponsor **SOLD!**

~~Investment: \$15,000~~

As the exclusive sponsor of the Opening Session Keynote, your company will be front and center as we welcome Connor Lokar of ITR Economics one of the most in-demand speakers in the industry! Known for delivering insightful, high-energy, and data-driven presentations, his sessions are always a must-attend event.

#### Sponsorship Includes:

- **Exclusive Speaker Introduction** - Introduction of the keynote speaker by a member of your team, ensuring your company is recognized as a leader in the industry.
- **Brand Visibility on Every Seat** - Your company flyer will be placed on all tables/seats, ensuring direct engagement with every attendee.
- **High-Impact Signage** - Your branding prominently displayed at the keynote session for maximum exposure.
- **VIP Experience** - Enjoy two reserved tables of eight, right at the front, giving your team prime access to the keynote and networking opportunities.

This is your opportunity to be associated with one of the convention's most valuable and talked-about sessions, a powerful platform to showcase your leadership and commitment to industry insights. **Seize this exclusive sponsorship and position your company as a thought leader at the WMA Convention!**

## GOLD LEVEL SPONSORSHIPS

Gold Sponsors receive high profile recognition at the convention. Additional benefits of Gold Level

### Sponsorship includes:

- One complimentary registration
  - Logo with link on the convention website
  - Logo on sponsor signage during the convention
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### Program Guide Sponsor

**Investment: \$12,000**

Put your brand in every attendee's hands! As the exclusive sponsor of the onsite pocket guide, your company will receive high-impact visibility throughout the event. This essential resource, used daily by attendees to navigate the program, ensures repeated exposure for your brand.

### Sponsorship Benefits:

- Full-page ad in the guide
- Company name branded on the bottom of every page
- Exclusive sole sponsorship for maximum visibility

With every attendee referencing the guide multiple times a day, this sponsorship guarantees your brand stays top of mind from start to finish

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### Opening Session Lunch **SOLD!**

**Investment: \$10,000**

Make an impression as the official Opening Session Lunch Sponsor. Introduce yourself and your company with a 5-10 minute introduction straight after the Keynote Presentation before lunch.

### Sponsorship Benefits:

- Verbal acknowledgment as the Opening Session Lunch Sponsor during announcements.
  - Company branding on lunch table signage.
  - Opportunity to provide branded giveaways at each seat during lunch.
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### Branded Key Card Sponsor **SOLD!**

**Investment: \$7,000**

Put your brand directly into attendees' hands literally! As the exclusive Key Card Sponsor, your custom-designed keycard will be distributed at hotel check-in to all guests attending the

## GOLD LEVEL SPONSORSHIPS



WMA Convention & Tradeshow. With attendees using their keycards 7-10 times per day, this sponsorship guarantees continuous brand exposure throughout their stay.

### **Sponsorship Benefits:**

- Exclusive branding on hotel keycards
- High daily visibility with repeated impressions
- Custom design of your brand, your message

This is a prime opportunity to reinforce your presence beyond the exhibit hall and stay top of mind with every attendee!

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### **Lanyard Sponsorship SOLD!**

**Investment: \$7,000**

Gain maximum brand visibility as the exclusive Lanyard Sponsor at the WMA Millwork Convention & Tradeshow. Every attendee will receive a lanyard at registration, ensuring your company's logo is prominently displayed throughout the entire event.

### **Sponsorship Benefits:**

- Exclusive branding on all attendee lanyards
- High visibility-worn by every attendee, speaker, and exhibitor
- Continuous exposure throughout the convention

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### **Women in Millwork Session SOLD!**

**Investment: \$7,000**

Champion women in the millwork industry by sponsoring this impactful session! The Women in Millwork session provides a dedicated space for women to network, share experiences, and discuss industry challenges. As the exclusive sponsor, your company will be recognized as a key supporter of diversity and leadership in millwork.

### **Sponsorship Benefits:**

- Brand recognition as the exclusive session sponsor
- Logo placement on event signage and promotional materials
- Opportunity to provide opening remarks or a branded giveaway

Support this important initiative and align your brand with the advancement of women in millwork!

## SILVER LEVEL SPONSORSHIPS

### Coffee Station Sponsor – Exhibit Hall (~~Day 1~~ and/or Day 2) **Day 1 Sold**

**Investment: \$6,500 (each day)**

Start the day off right by fueling attendees with fresh coffee and great conversation! As the exclusive Coffee Station Sponsor, your brand will be front and center as attendees gather to connect, recharge, and prepare for the day's events..

#### Sponsorship Benefits:

- Custom-branded coffee sleeves featuring your company logo
- Cocktail napkins with your branding for added visibility
- Prominent signage at the coffee station

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### ~~Education Session: Business Roundtable Sponsor~~ **SOLD!**

**Investment: \$5,000**

Take center stage as the exclusive Business Roundtable Sponsor and position your company as a leader in industry innovation and strategic thinking. The Business Roundtable is a dynamic, interactive session where attendees engage in meaningful discussions about key business challenges, emerging trends, and innovative solutions. This session fosters collaboration, problem-solving, and the exchange of best practices, making it a must-attend event for decision-makers and thought leaders.

#### Sponsorship Benefits:

- Company signage on tables
- Logo on screens in event room
- Direct audience engagement: Company can put marketing materials on tables
- Align your company with strategic discussions that shape the future of the industry.

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### ~~Education Session Sponsor:~~ **SOLD!**

#### **Regulations & Standards Uncovered - Staying Ahead of Compliance**

~~**Investment: \$5,000**~~

Position your company as a trusted industry leader by sponsoring the Regulation & Standards education session. This essential education session provides attendees with critical insights into the latest regulatory updates, industry standards, and best practices for maintaining compliance in an evolving landscape.



## SILVER LEVEL SPONSORSHIPS



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### Bloody Mary Bar Sponsor (Tuesday in the exhibit hall)

**Investment: \$5,000**

Kickstart the morning with a Bloody Mary Bar. This fun and engaging sponsorship ensures your company is front and center while attendees mingle, network, and explore exhibitor booths in a relaxed and lively atmosphere.

### Sponsorship Benefits:

- Name the custom-crafted Bloody Mary
- Company logo featured on signage at the Bloody Mary Bar.
- Branded cocktail napkins, cups, or stirrers (if applicable).

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### Millwork Mixer Sponsor (at the Convention Center)

**Investment: \$5,000 - 4/3 Available**

Cap off the day with great conversations, refreshing drinks, and delicious bites at the Millwork Mixer—a premier networking event held at the Convention Center. This relaxed and engaging atmosphere offers attendees the perfect opportunity to unwind, connect with industry peers, and strengthen professional relationships.

As a Millwork Mixer Sponsor, your brand will be front and center, ensuring high-impact visibility and direct engagement with key decision-makers in the millwork industry.

### Sponsorship Benefits:

- Company logo featured on event signage throughout the Mixer.
- Branded cocktail napkins, drinkware, and table tents.
- Opportunity to provide giveaways (if applicable).

## SILVER LEVEL SPONSORSHIPS

### Exhibit Hall Meeting Lounge - **SOLD!**

**Investment:** ~~\$2,500~~ — 2 Available —

Be at the center of industry connections by sponsoring a 20x20 Meeting Lounge in the Exhibit Hall. This dedicated space provides attendees with a comfortable setting to hold meetings, network, and recharge during the event—all while keeping your brand front and center.

#### Sponsorship Benefits:

- Lounge will be highlighted on the Exhibit Hall layout in the event guide.
  - Company signage in meeting lounge
  - Opportunity to place branded marketing materials or giveaways in the lounge.
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### Water Bubblers Sponsorship **SOLD!**

**Investment:** ~~\$2,500~~

Keep attendees refreshed and engaged by sponsoring the Water Bubblers around the Exhibit Hall. These conveniently placed water stations offer an essential service to attendees, keeping your brand top of mind while they stay hydrated throughout the event.

#### Sponsorship Benefits:

- Company logo featured on signage
  - Opportunity to place branded water cups at each water station (sponsor supplies cups)
  - Constant exposure as attendees visit water stations throughout the event and walk with your cups in hand.
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### Exhibit Hall Lunch Sponsorship

**Investment:** ~~\$2,000~~ (multiple opportunities available)

The Exhibit Hall Lunch is a key gathering spot where attendees enjoy a meal while networking and engaging with exhibitors. This highly visible sponsorship provides a unique opportunity for your brand to connect with industry professionals in a relaxed setting. With sponsorships available for both days of lunch, your company can maximize its exposure and impact.

#### Sponsorship Benefits:

- Company name featured on signage and table tents for two days.

## SILVER LEVEL SPONSORSHIPS



### Exhibitor Appreciation Breakfast at the Hall

**Investment: \$2,000 - 4 Available**

Sponsor a hearty breakfast for exhibitors and absolutely make their day! This breakfast is designed to thank our exhibitors for their participation and contributions to the event.

#### Sponsorship Benefits:

- Company logo/name on invitation and table tents

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### General Sponsorship – \$500

As a General Sponsor, your company demonstrates its commitment to WMA and the millwork industry. This sponsorship provides brand visibility, strengthens your industry leadership position, and helps support valuable programs, education, and networking opportunities for members.

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## Guidelines for Submitting Graphics Artwork, Logos, Ads, and Image Specifications

To get the best possible quality graphics help us by providing digital art files using the following guidelines. Two overall considerations for submitting acceptable artwork involves proper resolution or size of the file to avoid poor quality images.

- Artwork and company logos should be high-resolution.
- Acceptable files are EPS, PNG, JPG or TIF with a resolution of 300 dpi at 100% with all fonts converted to curves in a jpeg and pdf format.

### Convention Program Guide

- Full Page Ad: 4" x 8" (288 pixels x 576 pixels at 300 dpi)
  - o For an ad with a bleed trim size 4.5" x 8.5" (324 pixels x 61 pixels at 300 dpi);
  - o bleed size is 4.625" x 8.625" (333 pixels x 621 pixels at 300 dpi)
- Half Page Ad: 4" x 4" (288 pixels x 288 pixels at 300 dpi)
  - o For an ad with bleed: trim size is 4.5" x 4.25" (324 pixels x 306 pixels at 300 dpi);
  - o bleed size is 4.625" x 4.375" (333 pixels x 315 pixels at 300 dpi)

**Contact Amanda Smith with questions at [ASmith@worldmillworkalliance.com](mailto:ASmith@worldmillworkalliance.com) or at 727.372.3665.**

*Prices and offerings are subject to change.*



*Connections that Matter®*

To find out about promoting your product or services,  
contact WMA about available sponsorship opportunities.

[WorldMillworkAlliance.com](http://WorldMillworkAlliance.com)

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