

Sponsorship, Signage and Media Entry

Maximize your company exposure
and engagement at analytica USA



analytica USA

September 10-12, 2025

Columbus, Ohio

International Trade Fair for Laboratory Technology,
Analysis, Biotechnology and Diagnostics

www.analytica-US.com

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Sponsorship Opportunities

Level benefits



	SILVER	GOLD	PLATINUM
COST	\$15,000	\$20,000	\$25,000
Company Graphics	 <p>columns in entrance hall</p>	 <p>overhead wall across exhibit hall 325" x 180"</p>	 <p>entrance wall 588" x 240"</p>
Complimentary Visitor Vouchers	100	200	300
Sponsorship listing on analytica USA website	✓	✓	✓
Sponsorship listing at entrance to show	✓	✓	✓
Brief company information in one analytica USA newsletter	-	✓	✓
Media Entry Package (page 16)	Premium	Elite	Elite
Post on analytica USA LinkedIn page	-	1	2
Exclusive "Splash Screen Sponsor" in Mobile App (page 18)	-	-	✓
Company logo on all the aisle signs	-	-	✓

Sponsorship Opportunities

Lanyards - \$4,000



Lanyards provide highly visible recognition throughout analytica USA 2025. Place your company logo prominently on the lanyards that are distributed to attendees.

Benefits include:

Company logo (one color) on the lanyard.

analytica USA 2025 will produce lanyards according to badge specifications; sponsorship includes the cost of production.



Sponsorship Opportunities

Conference Sponsor - \$1,000 per session



Sponsor a conference session at analytica USA 2025. As a sponsor you can provide your own branded materials, such as brochures, booklets, pens, and more, to every attendee. This is a great way to increase your visibility and engage with attendees directly.

Benefits include:

Your company's logo will be prominently featured at the conference session. This sponsorship provides an excellent opportunity to highlight your brand and connect with conference participants. If you're interested in discussing this opportunity further, please don't hesitate to reach out to us.



Sponsorship Opportunities

Coffee Break - \$7,500 per day



WEDNESDAY 9 – 10 AM

THURSDAY 9 – 10 AM

FRIDAY 9 – 10 AM

Sponsor the Coffee Break Station – an exclusive chance to elevate your brand by connecting directly with attendees during one of the most anticipated moments of the day. Your brand will be fueling the day’s networking and conversation.

Benefits include:

Company logo will be front and center of the Coffee Break Station (sign and napkins). Your sponsorship will be highlighted in our event marketing.



Sponsorship Opportunities

Ice Cream Break - \$6,500 per day



WEDNESDAY **2 – 3 PM**

THURSDAY **2 – 3 PM**

jeni's is a modern American ice cream company devoted to making the finest ice creams the world has ever known. It's a local company from Columbus, Ohio.

As a sponsor of this ice cream break, your brand will be highlighted at a unique refreshing ice cream station. Offer a memorable experience that attendees will associate with your brand. Your sponsorship will be highlighted in our event marketing.



Sponsorship Opportunities

Water Stations - \$3,000 per day



WEDNESDAY	all day
THURSDAY	all day
FRIDAY	all day

Water coolers are natural gathering points throughout the event. Your sponsorship lets you be part of the conversation as attendees take a brief break. Be the brand that keeps attendees hydrated and energized all day long.

Benefits include:

Company logo will be front and center next to the water coolers. Your sponsorship will be highlighted in our event marketing.



Sponsorship Opportunities

Kiosk iPad Faceplate Wrap - \$2,100



Add a custom-branded frame featuring your company's logo around the iPads located at the badge pick-up and onsite registration area (7 units total). This high-visibility placement ensures your brand is one of the first things attendees see as they check into the event or register onsite.

Benefits include:

This opportunity offers seamless brand integration at a key touchpoint in the attendee journey. Your company's logo / design will be one of the first things attendees see upon arrival. analytica USA 2025 will produce the kiosk faceplate wraps according to your specifications, with production costs included in the sponsorship.



Signage Opportunities



No.2490 - \$5,000
Graphic space located on the Pod Node Wall

Wide x Tall	Square Ft.	Position
186" x 55"	71	top
47" x 36"	12	bottom



No.2495 - \$7,500
Graphic space located on the Pod Node Wall

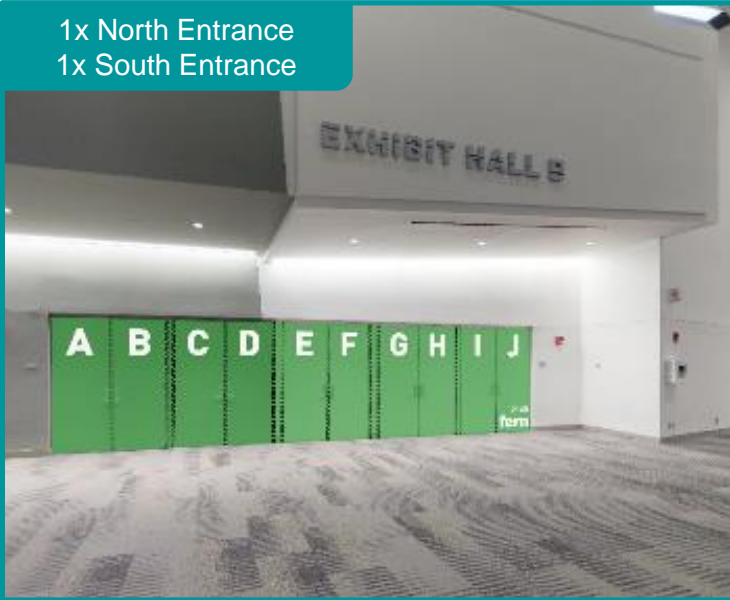
Wide x Tall	Square Ft.
385" x 79"	211

Signage Opportunities



No.2500 - \$6,000
Graphic space located on the Pod Node Wall

Wide x Tall	Square Ft.	Position
269.5" x 55"	103	top
292.75" x 37"	75	bottom



1x North Entrance
1x South Entrance

No.2160 - \$10,000
Exhibition hall doors (10) of the North Entrance

Wide x Tall	Square Ft.
30' x 7' 9"	193

No.2170 - \$10,000
Exhibition hall doors (10) of the South Entrance

Wide x Tall	Square Ft.
30' x 7' 9"	193

Signage Opportunities

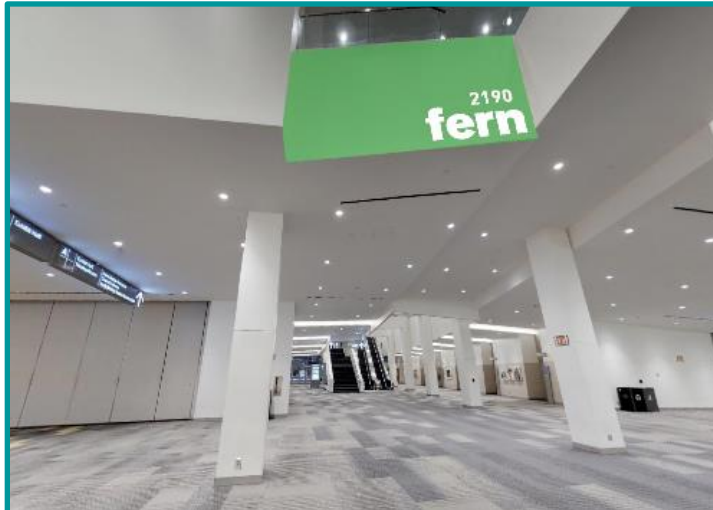


No.2180 - \$12,000

Graphic space located on the overhead wall that marks the split between Concourse Halls B and C

Wide x Tall
400" x 216"

Square Ft.
600



No.2190 - \$5,000

Graphic space located on the overhead wall that runs through Concourse Hall B

Wide x Tall
9' 7" x 6'

Square Ft.
57

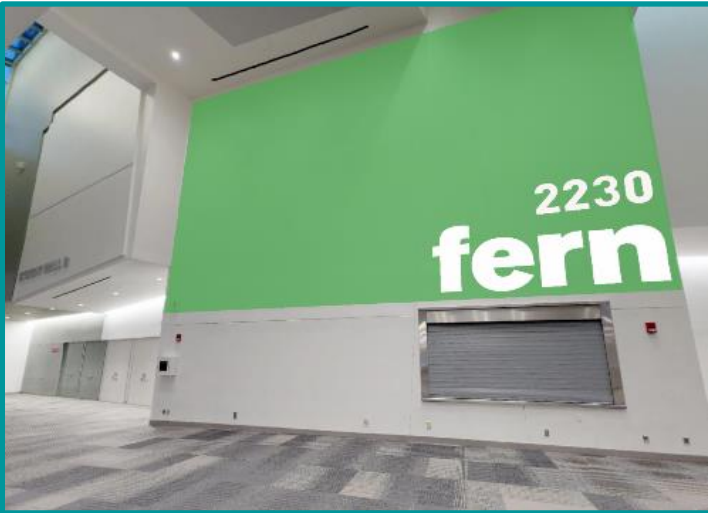
Signage Opportunities



No.2220 - \$18,000

Graphic space located on the overhead wall above Exhibit Hall B signage.

Wide x Tall	Square Ft.
49' x 20'	980

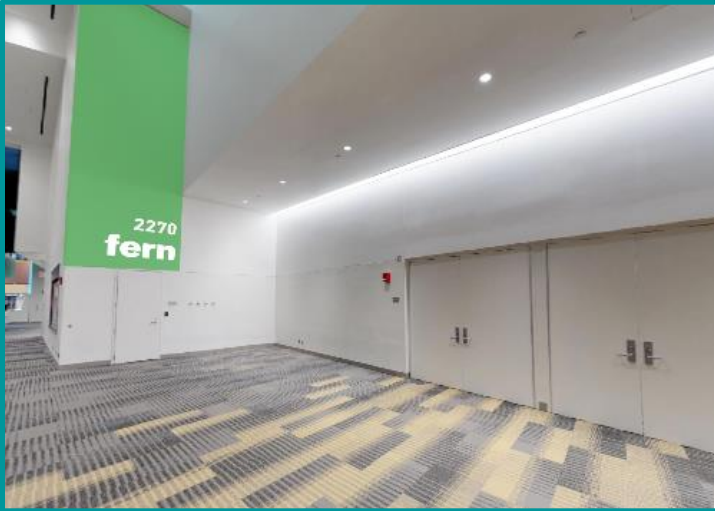


No.2230 - \$16,000

Graphic space located on the wall above the B Concourse ticketing gate.

Wide x Tall	Square Ft.
31' x 25'	775

Signage Opportunities



No.2270 - \$6,000

Graphic space located on the upper wall of the B Concourse ticket booth, around the right corner.

Wide x Tall	Square Ft.
7' 6" x 25'	187



No.2320 - \$8,500

Graphic space located above the Exhibit Hall B signage on the overhead wall.

Wide x Tall	Square Ft.
24' x 20'	480

Signage Opportunities



Floor graphics option 1 - \$3,000 (Limited to 2 exhibitors)

Package of 3 floor graphics (3' x 3').

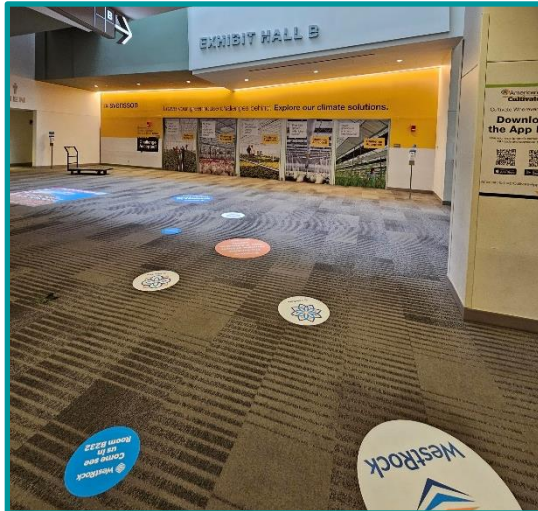
Location e.g. inside exhibit hall, registration area, entrance, ...

Wide x Tall

3' x 3'

Format

square, round, or upon request



Floor graphics option 2 - \$3,500 (Limited to 2 exhibitors)

Package of 6 floor graphics (1' x 1').

Location e.g. inside exhibit hall, registration area, entrance, ...

Wide x Tall

1' x 1'

Format

square, round, or upon request

Media Entries

Exhibitor Directory Information (Online + Mobile App)



	BASIC	PREMIUM	ELITE
COST	COMPLIMENTARY	\$500	\$750
Contact Info	✓	✓	✓
Booth number with active link to floorplan	✓	✓	✓
Link to Company Website	✓	✓	✓
Company Description	✓	✓	✓
Product Categories	✓	✓	✓
Company Logo	-	✓	✓
Access to Online Leads	-	✓	✓
Business Cards (glossary on following page)	-	2	4
Collateral / Additional Content (glossary on following page)	-	2	4
Product Images/Descriptions	-	2	4
Video	-	1	4
Featured Exhibitor Listing (glossary on following page)	-	-	✓
Premier Placement in Search Results (glossary on following page)	-	-	✓
Highlighted Booth on Floor Map (glossary on following page)	-	-	✓

Media Entries Glossary



Business Cards PREMIUM ELITE

Team contacts on your listing enable attendees to contact your team members before, during, and after the show. This information includes their name, headshot, title, description, and individual social media links.



Collateral PREMIUM ELITE

Any downloadable content such as PDFs, Word documents, or links for attendees to view. Exhibitors can categorize their collateral into sections like brochures, press releases, whitepapers, case studies, and catalogs.

Product Images/Descriptions / Video PREMIUM ELITE

Upload product images / video.

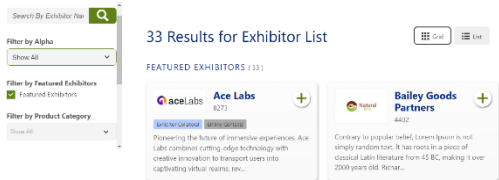
Access to Online Leads PREMIUM ELITE

Receive contact details from attendees who share their information with you via the official directory or mobile app. This typically includes their name, title, email, and company, which you can access through the Exhibitor Resource Center.



Featured Exhibitor Listing ELITE

Your company will be highlighted in an exclusive list of exhibitors marked as 'featured exhibitors'. The full exhibitor list also include a filter, allowing users to view only the featured companies.



Premier Placement in Search Results ELITE

Premier placement ensures your exhibitor listing displays at the top of search results and filtered lists relevant to company's profile. The premier are organized alphabetically.

Highlighted Booth with Corner Peel ELITE

The interactive floor plan enhances your booth with a distinctive red highlight featuring a peeled corner. This eye-catching addition ensures that your booth stands out and appears on desktop and mobile devices.



Digital Opportunities

Mobile App



Overall Exclusive Sponsor

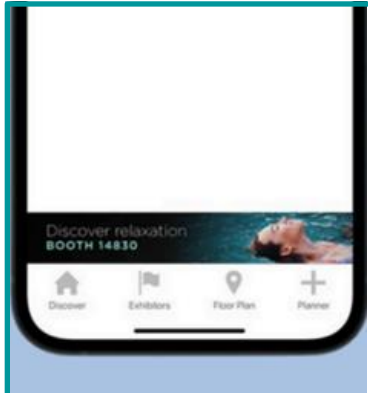
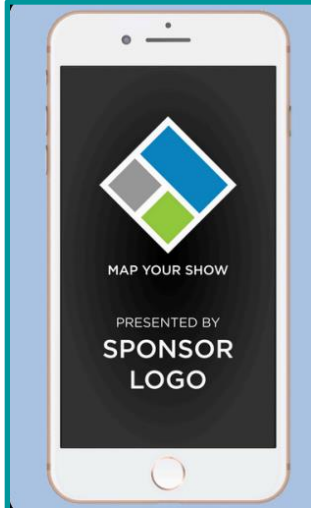
- **Splash ad appears when mobile app is used**
- **Included in Analytica USA Platinum Sponsorship**
 - Contact Kiana Franz, kfranz@tssworldwide.com

EXCLUSIVE
FOR
PLATINUM
SPONSOR
(page 3)

Rotating Banners + \$750 (Limited to 4 exhibitors + Platinum Sponsor)

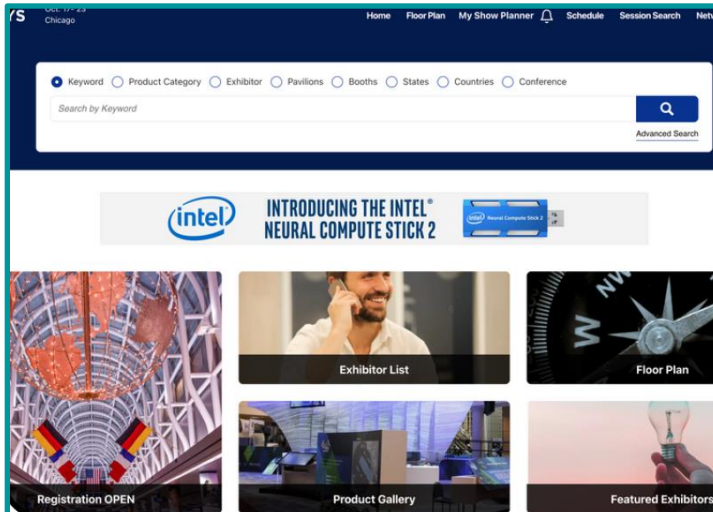
- **Up to 5 (Platinum Sponsor + 4 Other Exhibitors) rotating banners placed at the bottom of the main content pages**
- **Banners link to your mobile listing for lead capture**

Requires ELITE Package



Digital Opportunities

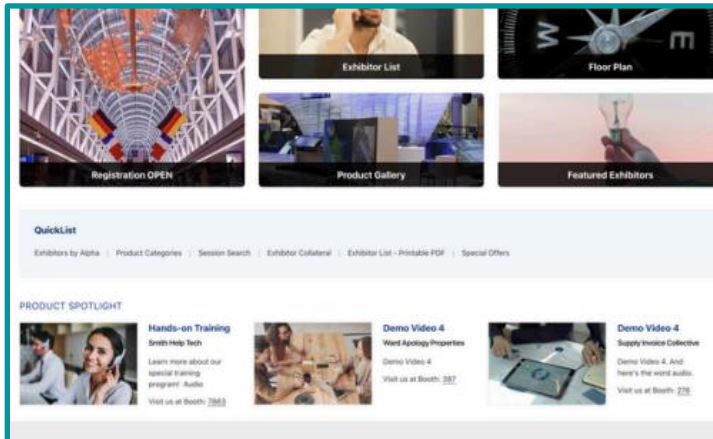
Directory home page



Requires ELITE Package

Directory Home Page Banner + \$2,000 (Limited to 3 exhibitors)

- 1940x180 pixel image on the online directory homepage or 600x500 pixel image for mobile/tablet



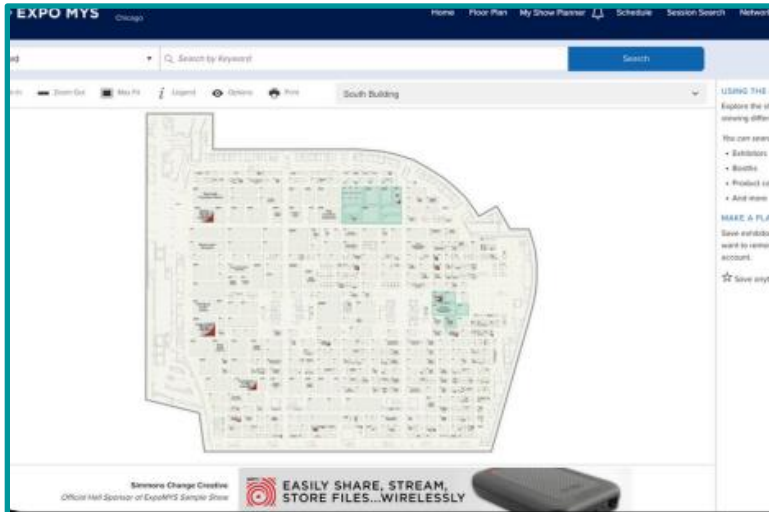
Requires ELITE Package

Product Spotlight + \$500 (Limited to 30 exhibitors)

- Showcase your product image or video on the directory home page
- Live link directs attendees to your company's listing

Digital Opportunities

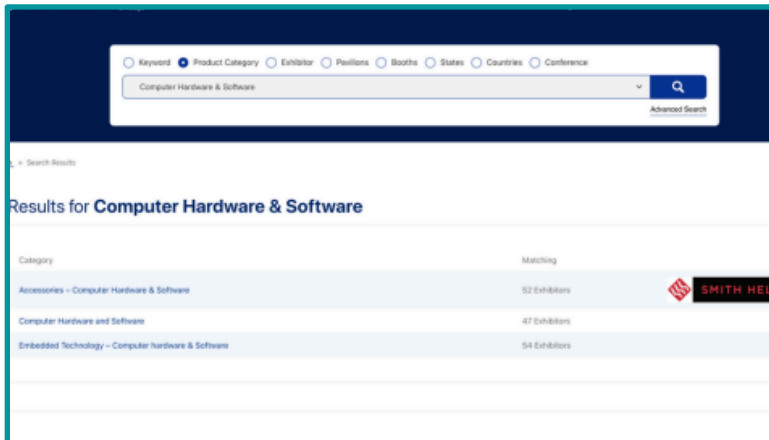
Directory home page



Requires ELITE Package

Exhibit Hall Banner + \$1,000 (Limited to 4 exhibitors)

- Rotating banners placed at the bottom of the floor plan 728x90 px image



Requires ELITE Package

Product Category Banner + \$500 (one per product category)

- 320x50 px image
- Guaranteed #1 listing in the category

For more information or further opportunities please contact:



Kiana Franz

Manager

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Tel: +1.646.437.1017

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