

BAIRD CENTER - MILWAUKEE, WISCONSIN - MAY 6-7, 2026



WIRE EXPO 2026 SPONSORSHIP OPPORTUNITIES



All Sponsorships Include:

- Sponsor level acknowledgment in all show sponsorship promotions of *Wire Journal International* (WJI) magazine, the Official Publication of Wire Expo, Interwire, and Wire Association International
- Event website and on digital show promotions: Sponsor logo displayed
- Onsite recognition: Sponsor logo on banners, meter boards, posters, etc.
- Company profile: Sponsor logo and profile featured on event app
- Event materials: Sponsor recognized with multiple visual and editorial mentions in Wire Expo's *Official Show Program*

ORGANIZED BY:  THE WIRE ASSOCIATION INTERNATIONAL, INC.

OFFICIAL PUBLICATION: **WIRE JOURNAL**[®]
INTERNATIONAL



Elite Sponsorships Include:

Elite level acknowledgment in all show sponsorship promotions of *Wire Journal International (WJI)* magazine the Official Publication of Wire Expo, Interwire, and Wire Association International.

ELITE WAI Theater \$14,000 (Exclusive)

Sponsor one of the most visible and content-rich spaces on the show floor, designed for multi-day educational programming and interactive sessions.

Sponsorship Features:

- Sponsor logo featured on stage backdrop
- **Social Media Promotion:** Sponsor spotlight across all WAI social media platforms
- **Company Spotlight:** 100-word feature in the show preview edition of *Wire Journal International (WJI)* magazine
- **Exhibitor Booth Listing Upgrade**

ELITE Keynote/Featured Speaker \$14,000 (Exclusive)

Your chance to receive valuable exposure in front of conference visitors, show attendees, and exhibitors. Always a well-attended and anticipated feature of the event.

Sponsorship Features:

- Opportunity to introduce keynote speaker to guests
- **Social Media Promotion:** Sponsor spotlight across the audience on all WAI social media platforms
- **Intercom Announcements:** Short spoken messaging to show floor audience highlighting sponsor
- **Company spotlight:** 100-word feature in the show preview edition of *Wire Journal International (WJI)* magazine
- **Branding Materials:** Distribute promotional materials or branded items
- **Exhibitor Booth Listing Upgrade**

ELITE Welcome Reception \$14,000 (Quantity 4)

Kick off Wire Expo 2026 at the Opening Reception featuring an array of high-end dishes, top-shelf bar selections, and spectacular views of the Milwaukee skyline from the Baird Center's fourth-floor terrace.

Sponsorship Features:

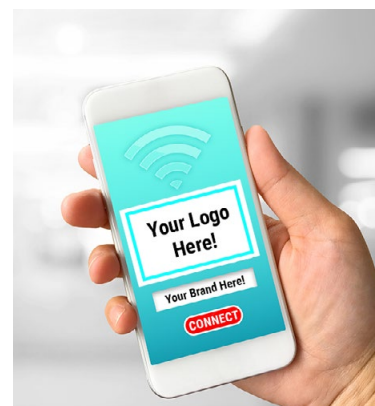
- **Onsite Recognition:** Sponsor logo on banners, meter boards, posters, window clings, etc.
- **Branded Items:** Sponsors logo featured on napkins
- **Company Spotlight:** 100-word feature in the show preview edition of *Wire Journal International (WJI)* magazine
- **Exhibitor Booth Listing Upgrade**

ELITE Mobile App & Exhibit Hall Wi-Fi \$14,000 (Exclusive)

Associate your brand with the most essential service at the event, connectivity. Reach attendees by owning the digital hub of the event as they use the app to navigate schedules, exhibitors, and sponsor listings.

Sponsorship Features:

- **Mobile App:** Logo landing page
- **Onsite Recognition:** Sponsor logo on banners, meter boards, posters, etc.
- **Company Profile:** Sponsor logo and profile featured on event app
- **Event Website:** sponsor logo featured on the app page
- **Company Spotlight:** 100-word feature in the show preview edition of *Wire Journal International (WJI)* magazine
- **Exhibitor Booth Listing Upgrade**



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Platinum Sponsorships Include:

Platinum level acknowledgment in all show sponsorship promotions of *Wire Journal International (WJI)* magazine the Official Publication of Wire Expo, Interwire, and Wire Association International.

PLATINUM Attendee E-blast \$10,000 (Exclusive)

Extend your reach beyond the show floor by appearing in email communications sent to every registered attendee as they plan their visit. The e-blasts are sent to every attendee and will contain planning information about Wire Expo, reminders, and more.

Sponsorship Features:

- Sponsor logo featured on every email sent to registered attendees.
- **Company spotlight:** 100-word feature in the show preview edition of *Wire Journal International (WJI)* magazine
- **Exhibitor Booth Listing Upgrade**

PLATINUM WAI Member Lounge & Happy Hour \$10,000 (Quantity 3)

Level-up your presence with a hospitality-driven sponsorship that connects your brand with WAI members in a relaxed, relationship-focused setting.

Sponsorship Features:

- **Onsite Branding & Hospitality:** sponsor recognition in the member lounge and during happy hour (details finalized with WAI).
- **Branded Items:** Sponsors logo featured on napkins
- **Company Spotlight:** 100-word feature in the show preview edition of *Wire Journal International (WJI)* magazine
- **Exhibitor Booth Listing Upgrade**

**PLATINUM Lanyards \$10,000 (Exclusive)**

Secure continuous exposure with branded lanyards worn by every attendee.

Sponsorship Features:

- **Recycle Bins:** Sponsor Logo and company message on each box
- **Lanyards:** Sponsor logo featured on every item
- **Company Spotlight:** 100-word feature in the show preview edition of *Wire Journal International (WJI)* magazine
- **Exhibitor Booth Listing Upgrade**



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Gold Sponsorships Include:

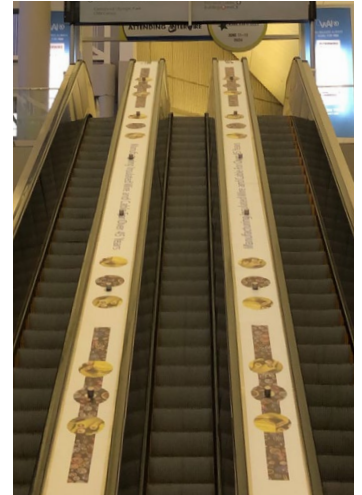
Gold level acknowledgment in all show sponsorship promotions of *Wire Journal International (WJI)* magazine, the Official Publication of Wire Expo, Interwire, and Wire Association International.

GOLD Escalator Runner #1 \$8,000 (Exclusive)

This escalator is a dynamic focal point, providing a continuous flow of foot traffic. Your company will have the exclusive opportunity to design and display your brand message in a creative format that enhances visibility and engagement.

Sponsorship Features:

- **Escalator Runner:** Sponsor logo/design displayed on escalator; entrance to exhibit floor
- **Creative Branding:** Design your company's unique message

**GOLD Badge Sponsor \$8,000 (Exclusive)**

Every attendee will receive the official event badge with your company brand capturing attention and fostering recognition.

Sponsorship Features:

- Sponsor logo featured on the schedule of events page of each badge

**GOLD Column Wrap \$8,000 (Exclusive)**

Every attendee will see this impossible to miss focal point at the exhibit hall entrance

Sponsorship Features:

- Sponsor logo featured on the column located in registration area

GOLD Visual Impact Sponsorship \$8,000 (Quantity 3)**Sponsorship Features:**

- 3 Window Signs Above Doors (South Entrance)
- 10 Seconds on Billboard (above the South Entrance)
- 10 Seconds on 2 Digital Kiosks
- Floor Sticker Near Registration area

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Silver Sponsorships Include:

Silver level acknowledgment in all show sponsorship promotions of *Wire Journal International (WJI)* magazine, the Official Publication of Wire Expo, Interwire, and Wire Association International.

SILVER Directionals \$6,000 (Quantity 3)

Become a directional sign sponsor and illuminate your brand by placing it in the spotlight of attendees' attention as they navigate the venue and exhibit floor.

Sponsorship Features:

- **4 Directionals:** Each placed in a prominent location on the exhibit floor, pre-function area near sessions and registration, or building entrance

**SILVER Escalator Runner #2 \$6,000 (Exclusive)**

Welcome participants with a dynamic focal point, providing a continuous flow of foot traffic up to the hall exhibit hall entrance.

Sponsorship Features:

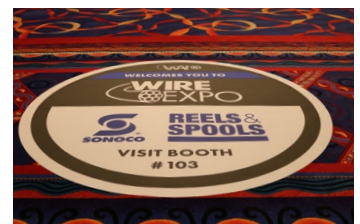
- **Escalator Runner:** Sponsor displayed on escalator; street level to registration level
- **Creative Branding:** Design your company's unique message

SILVER 8' Floor Cling \$6,000 (Quantity 5)

Weave your brand into the pathway of the attendees with an 8-foot floor cling placed in one of the three most visible locations onsite.

Sponsorship Features:

- **One 8' Floor Cling:** A large sticker placed in a prominent location
- **Creative Freedom:** The opportunity to create your own image allows you to showcase your brand's personality and messaging

**SILVER Concessions/Food Cafe \$6,000 (Quantity 3)**

Your company brand will be visible during the event at the concessions stand where attendees will meet for lunch and beaks throughout the event.

Sponsorship Features:

- **Signage:** Sponsor logo on banners, meter boards, posters, etc.
- **Branded items:** Sponsors logo featured on napkins

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Bronze Sponsorships Include:

Bronze level acknowledgment in all show sponsorship promotions of *Wire Journal International (WJI)* magazine, the Official Publication of Wire Expo, Interwire, and Wire Association International.

BRONZE Charging Station \$3,000 (Quantity 3)

An innovative way to enhance attendee experience while showcasing your brand in high-traffic areas of the exhibit floor where they can recharge their phones and devices easily, ensuring they stay connected and engaged throughout the event.

Sponsorship Features:

- **Charging Station Signage:** Prominent logo featured on one prominently placed charging station
- **Branding Opportunity:** Distribute promotional materials or branded items at the charging area

BRONZE Coffee Break \$3,000 (Quantity 5)

This is a unique opportunity to showcase your commitment to creating an inviting and engaging atmosphere while providing a much-needed boost to participants each morning.

- **Free Morning Coffee:** Attendees can kick-start their day with complimentary coffee, fueling their energy and focus for the exhibit floor sessions ahead.

Sponsorship Perks:

- **Signage:** Prominent logo placement on coffee stations and signage
- **Branded item:** Sponsor logo featured on napkins

BRONZE President's Reception \$3,000 (Exclusive)

Sponsorship includes food and beverage for guests of the WAI President, who will be hosting members of various committee boards and invited guests, by invitation only.

Included:

- **Signage:** Prominent logo placements at President's Reception

BRONZE Directional/Wayfinding Floor Clings \$3,000 (Quantity 10)

Your brand logo and custom design will be prominently displayed in high-traffic areas, ensuring exposure to all attendees as they navigate their way to and on the exhibit hall.

Sponsorship Features:

- **Four Floor Clings:** Positioned strategically, each approximately 36" round
- **Creative Freedom:** The opportunity to create your own image allows you to showcase your brand's personality and messaging, making a strong impression on attendees.

BRONZE Factory Tour Transportation \$3,000 (Exclusive)

Feature your company in front of a captive audience of 30 people by sponsoring the transportation to and from the Charter Steel Plant tour on Wednesday, May 6th.

Sponsorship Features:

- **Signage:** On-site directionals guiding attendees to bus loading
- **Promotional Materials:** Distribute brochures, pamphlets, pens, or other branded items to attendees during the bus ride

BRONZE Member Continental Breakfast & All Day Refreshments \$3,000 (Quantity 2)

Sponsor this one-hour celebratory event to welcome and honor WAI members, while using this opportunity to network and meet industry peers and professionals.

Sponsorship Features:

- **Signage:** Sponsor logo on banners, meter boards, posters, etc.

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