SPONSORSHIP INCREASES AWARENESS IN THE HOME FURNISHINGS INDUSTRY

RETAILER AWARENESS

	Silver $25,000	Gold $50,000	Platinum $150,000
HFA EDUCATION			
HFA Retailer-2-Retailer Solution Rooms recognition in each discussion (not recorded)	✓	✓	✓
HFA Retailer-2-Retailer Facebook Group post	1x	2x	3x
Home Furnishings Association Industry Blog article (promoted in monthly Digest)	1x	2x	3x
HFA DIGESTS AND EMAILS			
HFA Digest persistent logo			✓
HFA Digest article (promote blogs)	1x	2x	3x
HFA Email blast to members		1x	2x
HFA GUIDES AND DIRECTORIES			
HFA Website Sponsor Listing Page persistent linked logo	✓	✓	✓
HFA Member Benefits Guide Sponsor Page persistent logo	✓	✓	✓
HFA Member Benefits Guide full page advertisement	25% Disc	50% Disc	✓
HFA WEBSITE			
HFA Website Sponsor Profile Page describing services and member offers		✓	✓
HFA Website Banner Advertisements with monthly run of site	25% Disc	50% Disc	✓

RETAILER ENGAGEMENT

	Silver	Gold	Platinum
HFA EDUCATION			
HFA Live Webinar recognition in each session			✓
HFA Live Webinar panelist eligibility for individual webinar		2x	3x
FURNITURE MARKETS (High Point and Las Vegas)			
HFA Resource Center Seminar sponsor recognition on site			✓
HFA Resource Center TV Monitors persistent logo	✓	✓	✓
HFA Las Vegas AndMore Email persistent logo		✓	✓
REGIONAL EVENTS (Spring, Fall, Winter)			
HFA Regional Events sponsor sign persistent logo		✓	✓
HFA Regional Events admission ticket (per event)		✓	✓
HFA Regional Events introductory remarks (per event)		✓	✓

ADDITIONAL **OPPORTUNITIES**

HFA RESOURCE CENTER (High Point or Las Vegas Furniture Markets)	
Coffee Bar sponsor persistent logo *(2x)*	$10,000
Food/Dining sponsor persistent logo *(2x)*	$10,000
WiFi Signage persistent logo *(2x)*	$10,000
EXCLUSIVE RETAILER EVENTS	
HFA TOP 100 Summit sponsorship opportunities	*Inquire*

FurnitureToday BEST TRADE ASSOCIATION 2022

FurnitureToday BEST TRADE ASSOCIATION 2023

FurnitureToday BEST BUYING GROUP 2023