

SPONSORSHIP INCREASES AWARENESS IN THE HOME FURNISHINGS INDUSTRY

RETAILER AWARENESS

HFA EDUCATION

	Silver \$25,000	Gold \$50,000	Platinum \$150,000
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			✓

HFA WEBSITE

HFA Website Sponsor Profile Page describing services and member offers		✓	✓
HFA Website Banner Advertisements with monthly run of site			✓

RETAILER ENGAGEMENT

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
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