



May 4-6, 2027

Georgia World Congress Center Atlanta Georgia, USA

INTERWIRE 2027 SPONSORSHIP OPPORTUNITIES

Deadline: March 1, 2027



All Elite, Platinum, Gold, Silver, and Bronze level sponsors receive: Acknowledgment in all show sponsorship promotions of *Wire Journal Magazine (WJM)* the Official Publication of Wire Expo, Interwire, and Wire Association International.

ORGANIZED BY:  THE WIRE ASSOCIATION INTERNATIONAL, INC.

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



Bronze Coffee Break

Quantity: 5 | Non-Exclusive

\$4,000

Deliver your brand message beyond your exhibit space by sponsoring a coffee station in the Interwire exhibit hall. This sponsorship places your company in a high-traffic area where attendees can pause, recharge, and connect throughout the event.

Sponsorship Features:

- Sponsor logo displayed on event website and digital show promotions
- Sponsor logo on banners, meter boards, posters, etc., on site
- Sponsor logo and company profile featured on event app
- Sponsor recognized in the *Official Show Program*
- Branded napkins with sponsor logo

Conference & WAI Member Breakfast

Quantity: 2 | Non-Exclusive

\$4,000

Help attendees start each day of the conference with a complimentary continental breakfast served to conference registrants and WAI members. Breakfast will be available each morning in a designated area near registration and the entrance to the session room hosting the Interwire conference program and WAI Annual Meeting.

Sponsorship Features:

- Sponsor logo displayed on event website and digital show promotions
- Sponsor logo on banners, meter boards, posters, etc., on site
- Sponsor logo and company profile featured on event app
- Sponsor recognized in the *Official Show Program*

Wayfinding Floor Clings

Quantity: 8 | Non-Exclusive

\$4,000

Help attendees navigate the expansive 100,000 square feet of exhibition space with this Directional/Wayfinding Floor Cling Sponsorship! Your logo and custom design will be prominently displayed in high-traffic areas, ensuring your brand exposure to all attendees.

Sponsorship Features:

- Three Floor Clings: Positioned strategically throughout the exhibit hall
- Sponsor logo displayed on event website and digital show promotions
- Sponsor logo on banners, meter boards, posters, etc., on site
- Sponsor logo and company profile featured on event app
- Sponsor recognized in the *Official Show Program*

*Branding opportunities require submission of a vector (.eps or .ai) logo file. Final artwork to be approved by Interwire organizers.

Charging Stations

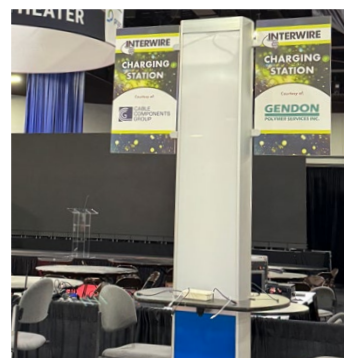
Quantity: 4 | Non-Exclusive

\$4,000

Your company logo will be displayed front and center on the charging station where visitors charge their devices. You'll have a captive audience while providing this essential service to attendees.

Sponsorship Features:

- Sponsor logo displayed on event website and digital show promotions
- Sponsor logo on banners, meter boards, posters, etc., on site
- Sponsor logo and company profile featured on event app
- Sponsor recognized in the *Official Show Program*



President's Reception

Quantity: 1 | Exclusive

\$4,000

This invitation-only reception honors WAI's current president. This high-profile and elegant event is another chance for WAI leadership to discuss the next generation plans with like-minded supporters. Sponsorship cost supports refreshments.

Sponsorship Features:

- Sponsor logo displayed on event website and digital show promotions
- Sponsor logo on banners, meter boards, posters, etc., on site
- Sponsor logo and company profile featured on event app
- Sponsor recognized in the *Official Show Program*

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8' Giant Floor Cling

Quantity: 5 | Non-Exclusive

\$6,000

Make a statement with your company logo on a compelling eight-foot-round floor graphic. Attendees won't miss this giant message leading them to the show!

Feature your company slogan, logo, and booth location on this can't miss feature.

Sponsorship Features:

- 8' Floor Cling
- Sponsor logo displayed on event website and digital show promotions
- Sponsor logo on banners, meter boards, posters, etc., on site
- Sponsor logo and company profile featured on event app
- Sponsor recognized in the *Official Show Program*



Backlit Directionals

Quantity: 3 | Non-Exclusive

\$6,000

This sponsorship of the backlit directional signs helps illuminate your brand as attendees navigate the venue and exhibit hall.

Sponsorship Features:

- 3 Backlit Directionals: Each placed in a prominent location in the exhibit hall, pre-function area near sessions and registration, or building entrance
- Sponsor logo displayed on event website and digital show promotions
- Sponsor logo on banners, meter boards, posters, etc., on site
- Sponsor logo and company profile featured on event app
- Sponsor recognized in the *Official Show Program*



Escalator Runner #2

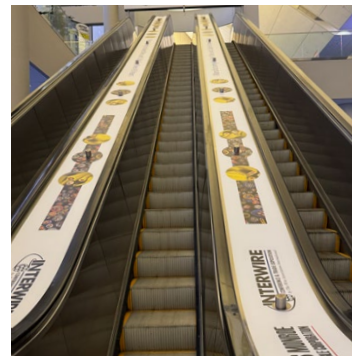
Quantity: 1 | Exclusive

\$6,000

Showcase your brand on the escalators—one of the event's most visible, high-traffic locations. Your company logo, slogan, and booth number will be prominently displayed on the escalator runner, helping attendees easily find your booth while maximizing brand exposure throughout the event.

Sponsorship Features:

- Logo and Sponsor's design displayed on the escalator leading to the exhibit hall entrance
- Sponsor logo displayed on event website and digital show promotions
- Sponsor logo on banners, meter boards, posters, etc., on site
- Sponsor logo and company profile featured on event app
- Sponsor recognized in the *Official Show Program*



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Fundamentals of Wire Manufacturing Course

Quantity: 1 | Exclusive

\$6,000

This sponsorship offers a unique opportunity to increase your company's brand awareness, support participant success, and position your organization as a champion of learning and career advancement.

Sponsorship Features:

- Sponsor logo placed prominently on the stage backdrop
- Sponsor logo included on branded notebooks
- Sponsor logo displayed on event website and digital show promotions
- Sponsor logo on banners, meter boards, posters, etc., on site
- Sponsor logo and company profile featured on event app
- Sponsor recognized in the *Official Show Program*

Bag Wall **SOLD**

Quantity: 1 | Exclusive

\$6,000

Your company gains continuous exposure across sessions, networking events, and the exhibit floor with a Sponsored Bag Wall providing a highly visible opportunity at one of the most trafficked locations of the event at the entrance to the exhibit hall.

Sponsorship Features:

- Silver level acknowledgment in all show sponsorship promotions of *Wire Journal Magazine (WJM)* the Official Publication of Wire Expo, Interwire, and Wire Association International.
- Creative Freedom: The opportunity to create your own graphic allows you to showcase your brand's personality and messaging on the bags, making a strong impression on attendees.
- 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 Interwire's *Official Show Program*

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Exhibit Locator Kiosk

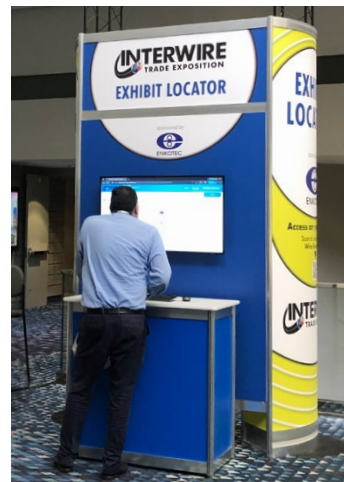
Quantity: 2 | Non-Exclusive

\$8,000

The locator kiosks are an invaluable tool for attendees to find the exhibitors and products they want to see at the show. This sponsorship offers beneficial visibility to further promote your brand while providing attendees with a useful service.

Sponsorship Features:

- Sponsor logo prominently displayed on kiosk
- Sponsor logo displayed on event website and digital show promotions
- Sponsor logo on banners, meter boards, posters, etc., on site
- Sponsor logo and company profile featured on event app
- Sponsor recognized in the *Official Show Program*



Attendee Badge Sponsor

Quantity: 1 | Exclusive

\$8,000

Your company logo will be prominently displayed on the badge of every attendee and exhibitor. Badges are more than just access passes; they are often saved as keepsakes and tangible reminders of the event experience.

Sponsorship Features:

- Sponsor logo on attendee badge
- Sponsor logo displayed on event website and digital show promotions
- Sponsor logo on banners, meter boards, posters, etc., on site
- Sponsor logo and company profile featured on event app
- Sponsor recognized in the *Official Show Program*



Escalator Runner #1

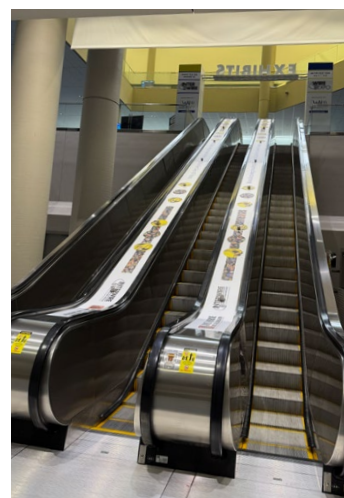
Quantity: 1 | Exclusive

\$8,000

Showcase your brand on the escalators—one of the event's most visible, high-traffic locations. Your company logo, slogan, and booth number will be prominently displayed on the escalator runner, helping attendees easily find your booth while maximizing brand exposure throughout the event.

Sponsorship Features:

- Sponsor logo and design displayed on the escalator runner leading to the exhibit hall entrance
- Sponsor logo displayed on event website and digital show promotions
- Sponsor logo on banners, meter boards, posters, etc., on site
- Sponsor logo and company profile featured on event app
- Sponsor recognized in the *Official Show Program*



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WAI Member Lounge

Quantity: 2 | Non-Exclusive

\$8,000

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

Sponsorship Features:

- Company recognition on signage and promotions throughout & Featured WAI Member Lounge
- Enhanced Booth Listing
- Sponsor logo displayed on event website and digital show promotions
- Sponsor logo on banners, meter boards, posters, etc., on site
- Sponsor logo and company profile featured on event app
- Sponsor recognized in the *Official Show Program*



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Taste of the South

Quantity: 10 | Non-Exclusive

\$12,000

The Taste of the South Reception is a signature networking event held in the exhibit hall on Wednesday afternoon. Attendees will associate your organization with hospitality, community, and an enhanced event experience while enjoying a curated selection of Southern-inspired food and beverages.

Sponsorship Features:

- Sponsor logo placement in event communications and on-site materials
- Premium Booth Listing
- Sponsor logo displayed on event website and digital show promotions
- Sponsor logo on banners, meter boards, posters, etc., on site
- Sponsor logo and company profile featured on event app
- Sponsor recognized in the *Official Show Program*



Relaxation Lounge

Quantity: 2 | Non-Exclusive

\$12,000

The Relaxation Lounge Sponsorship offers a unique blend of brand visibility and attendee appreciation, positioning your organization as a valued supporter of health and wellness.

Located prominently within the exhibit hall, this welcoming destination provides complimentary 10-minute chair massages throughout Interwire exhibit hours, creating a memorable and experience for attendees.

Sponsorship Features:

- Exclusive sponsorship of the Relaxation Lounge for all three event days
- Premium Booth Listing
- Prominent branding throughout the lounge and massage area
- Recognition as the sponsor of complimentary 10-minute chair massages
- Opportunity to provide branded materials, giveaways, or wellness resources within the lounge
- High-visibility engagement with attendees throughout the event
- Association with attendee wellness, comfort, and enhanced event experience
- Sponsor logo displayed on event website and digital show promotions
- Sponsor logo on banners, meter boards, posters, etc., on site
- Sponsor logo and company profile featured on event app
- Sponsor recognized in the *Official Show Program*



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Attendee E-Blast: Thank you for Registering **SOLD**

Quantity: 1 | Exclusive

\$10,000

Start marketing to thousands of attendees from the moment they decide to attend the show with this high-profile opportunity. The "Thank You for Registering" email is sent to every attendee within 24 hours of their registration. The email contains basic information about Interwire, overviews of programs, and more. Includes 6 floor stickers noting sponsor booth number and company logo.

Sponsorship Features:

- Platinum level acknowledgment in all show sponsorship promotions of *Wire Journal Magazine (WJM)* the Official Publication of Wire Expo, Interwire, and Wire Association International.
- (6) 2' x 2' Floor Decals/Stickers placed at registration lines
- Sponsor logo on each attendee's Interwire registration email confirmation
- Creative Freedom: The opportunity to provide your own graphic allows you to showcase your brand's personality and messaging
- 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 Interwire's *Official Show Program*

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Interwire Welcome Reception

Quantity: 10 | Non-Exclusive

\$16,000

Position your company at the center of Interwire's premier networking event inside the world-class Mercedes-Benz Stadium—home to championship sports, concerts, and unforgettable experiences. This outstanding setting elevates your brand beyond a traditional reception, creating a memorable atmosphere attendees will associate with innovation, prestige, and industry leadership.

As a sponsor of Tuesday night's Welcome Reception, your company will receive prominent recognition throughout this iconic venue.

Sponsorship Benefits:

- Align your brand with a globally recognized stadium that offers a premium experience
- Gain exposure during one of Interwire's most attended networking events
- Create lasting impressions in a setting designed for large-scale entertainment and engagement
- Strengthen relationships with customers and prospects in an exceptional social environment
- Stand alongside leading companies that support the wire and cable industry's flagship gathering

Sponsorship Features

- Stadium-wide brand visibility
- Company branding displayed at multiple locations throughout the Mercedes-Benz Stadium reception area
- Company logo displayed on the "Halo Board," the largest halo-style video board in the world
- Recognition leading up to and throughout the event experience

Additional Highlights:

- Intercom Announcements—Sponsor messaging shared with attendees during the reception
- Social Media Promotion—Featured sponsor spotlight across WAI's social media channels
- 100-word company spotlight in the show preview edition of *Wire Journal Magazine (WJM)*
- Premium Online Presence—Non-exhibiting sponsors receive logo placement on the online exhibit floorplan
- Reception Experience—Includes a behind-the-scenes locker room tour and sponsor giveaway opportunity



Hotel Key Cards

Quantity: 1 | Exclusive

\$16,000

Hotel key card sponsorship puts your brand directly in every attendee's hand, offering high visibility through custom graphics, daily repeated use, and targeted event exposure.

Sponsorship Features:

- Sponsor logo featured on hotel key cards
- Sponsor logo displayed on event website and digital show promotions
- Sponsor logo on banners, meter boards, posters, etc., on site
- Sponsor logo and company profile featured on event app
- Sponsor recognized in the *Official Show Program*

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Keynote

Quantity: 1 | Exclusive

\$16,000

As the sponsor of a keynote presentation, your organization will receive prominent recognition and the opportunity to engage directly with attendees before the keynote address begins. This exclusive platform positions your organization at the center of a flagship event experience while reinforcing your leadership and commitment to the industry.

Sponsorship Features:

- Elite level acknowledgment in all show sponsorship promotions of *Wire Journal Magazine (WJI)*
- Sponsor logo featured on video wall
- Sponsor spotlight across all WAI social media platforms
- 100-word feature in the show preview edition of *Wire Journal Magazine (WJI)*
- Opportunity to announce Keynote Speaker
- Sponsor logo displayed on event website and digital show promotions
- Sponsor logo on banners, meter boards, posters, etc., on site
- Sponsor logo and company profile featured on event app
- Sponsor recognized in the *Official Show Program*

WAI Theater

Quantity: 1 | Exclusive

\$18,000

The WAI Theater, located in the exhibit hall, hosts multi-day technical programming, including WAI's popular Productions Solutions presentations and other designated sessions. Furnished with sponsor logo signs, stage, backdrop, digital displays, comfortable seating, and device charging station, this prominent space will showcase your company and its support of educational programming. Sponsor has exclusivity to onsite branding and will be heavily promoted.

Sponsorship Features:

- Sponsor logo featured on stage backdrop
- Opportunity to give a presentation
- Sponsor spotlight across all WAI social media platforms
- 100-word feature in the show preview edition of *Wire Journal Magazine (WJI)*
- Premium Booth Listing
- Sponsor logo displayed on event website and digital show promotions
- Sponsor logo on banners, meter boards, posters, etc., on site
- Sponsor logo and company profile featured on event app
- Sponsor recognized in the *Official Show Program*



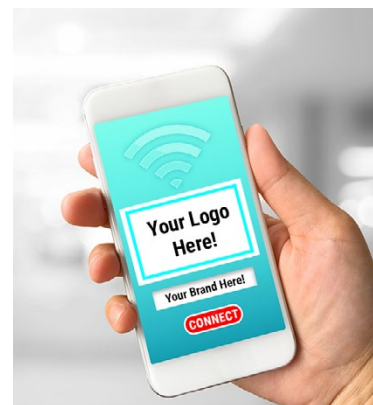
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Technology Partner

Quantity: 1 | Exclusive

\$18,000

This exclusive sponsorship embeds your brand into every attendee's daily experience through the most essential service at the event—connectivity—while reaching attendees across multiple channels. The app serves as the digital hub of the event used by attendees to navigate schedules, exhibits, and sponsor listings. Your company logo will be featured in email communications sent to all attendees as they prepare for their Interwire visit. Also includes logo prominently displayed in WAI Member Lounge meeting rooms, on signage at Registration, in pre-event marketing, including the event website, and in a post-event "thank you to sponsors" emails.



Sponsorship Features:

- Mobile App Title Sponsorship: splash screen, banner ads, push notifications
- Custom Wi-Fi Network & Splash page: network named after company, branded splash page, password integration
- Sponsor logo displayed on event website and digital show promotions
- Sponsor logo on banners, meter boards, posters, and exhibitor drops featuring your logo and wi-fi credentials
- Sponsor logo and company profile featured on event app
- Sponsor recognized in the *Official Show Program*
- Optional: Interwire Wi-Fi & Mobile App Technology Partner display provided to your booth to highlight your designation as an Elite sponsor

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Young Professionals Outing Presenting Sponsor

Quantity: 1 | Exclusive

\$4,000

This sponsorship offers a high-visibility opportunity to connect with emerging leaders in a relaxed social setting by positioning your organization at the forefront of the Young Professionals Outing.

Join the next generation of industry leaders for a dynamic networking experience designed to connect, collaborate, and grow. This exclusive outing brings together ambitious young professionals for an evening of career-building conversations, community engagement, and valuable mentorship opportunities.

Sponsorship Features:

- Naming rights ("Young Professionals Outing presented by..."), speaking opportunity for welcome remarks, social media recognition, tickets for 2 sponsor reps
- Recognition as Presenting Sponsor of the Young Professional Outing
- Logo on event website, included in one pre-event attendee email
- Verbal acknowledgment during welcome remarks
- Opportunity to provide one small, branded giveaway item (at sponsor's expense, approved by organizer)

Guided Tours of Mercedes-Benz Stadium

Quantity: 2 | Non-Exclusive

\$3,000

Associate your brand with one of the event's most memorable behind-the-scenes experiences. As the sponsor of the Mercedes-Benz Locker Room Guided Tour, your company will receive prominent recognition throughout the tour experience, creating a lasting impression while showcasing your commitment to attendee engagement and exceptional event experiences.

Sponsorship Features:

- Sponsor logo displayed on event website and digital show promotions
- Sponsor logo on banners, meter boards, posters, etc., on site
- Sponsor logo and company profile featured on event app
- Sponsor recognized in the *Official Show Program*

Global Roundabout

Quantity: 12 | Non-Exclusive

\$2,000

Represent your company's home country by participating at the Global Roundabout. Located at the intersection of the two main cross aisles, the Global Roundabout allows sponsors to host a one-hour cultural experience during exhibit hours to help celebrate international diversity of the wire and cable industry. Sponsors can offer sample-sized food or nonalcoholic beverages—such as specialty coffee, tea, regional snacks, baked goods, candy, or appetizers—at this featured attendee destination.

This sponsorship provides an engaging way to showcase your company's culture, connect personally with attendees, generate leads, and gain visibility through onsite promotion and signage.



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Golden Ticket - Secure by January 15, 2027

Quantity: 10 | Non-Exclusive

\$2,000

Create excitement, increase booth engagement, and reward attendees through an event-wide Golden Ticket experience. Participating exhibitors distribute branded scratch-off Golden Tickets after capturing attendee leads. Three lucky attendees will uncover winning tickets redeemable for prizes supplied by participating exhibitors. The Golden Ticket Sponsorship combines gamification, lead generation, and exhibit hall exploration that encourages attendees to visit participating booths throughout the event.

Sponsorship Features:

- Golden Ticket sponsorship promotion on event website
- Design and production of scratch-off tickets using participating exhibitor logos
- Distribution of ticket packets to participating exhibitors
- Golden Ticket program instructions
- Inclusion on *Official Show Program* exhibit hall map
- Mobile app exhibitor highlights
- Pre-event attendee email promotion
- Onsite signage
- Registration area promotion
- Mobile app announcements
- Daily onsite reminders and announcements

**Branded Park Benches**

Quantity: 4 | Non-Exclusive

\$2,000

The Park Bench Sponsorship offers a practical, effective way to increase brand awareness while enhancing the attendee experience and ensuring that your organization remains visible throughout the event. Your organization's branding will be prominently displayed in highly visible seating areas. These locations naturally attract foot traffic and create repeated impressions as attendees pause between sessions, meetings, and exhibit visits.

Sponsorship Features:

- Exclusive branding on 3 designated park benches throughout the event venue
- Opportunity to include a custom message, tagline, or QR code on bench signage

**Hanging Aisle Signs**

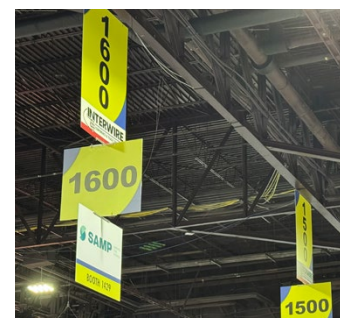
Quantity: 17 | Non-Exclusive

\$1,000

Exhibit hall hanging aisle signs are essential overhead directional markers that guide attendees. Feature your company logo and booth location on these aisle markers to ensure attendees know where to find your booth.

Sponsorship Features:

- 2 Hanging Signs



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Social Media: Spotlight Promotions

Quantity: 5 | Non-Exclusive

\$1,000

Elevate your brand's visibility with dedicated coverage across the Interwire Official Show Organizer LinkedIn channels. This sponsorship captures leads before the event through a strategic, three-part content narrative delivered directly to WAI's professional network of industry leaders, decision-makers, and attendees.

Sponsorship Features:

- 3 dedicated LinkedIn Posts published to Interwire's Official Show Organizer LinkedIn Pages (February - March- April 2027)

Hotel Booking Landing Page

Quantity: 4 | Non-Exclusive

\$1,000

Maximize your brand's visibility by capturing the attention of Interwire attendees at the exact moment they book their stay. This sponsorship places your custom banner advertisement directly on the Interwire hotel reservation landing page. Premium real estate and guaranteed impressions with a direct link to your preferred landing page.

GWCC Entrance Door Clings

Quantity: 4 | Non-Exclusive

\$900

Make a powerful first impression before attendees even step inside the venue. This opportunity places your custom brand graphics directly on the main entrance glass doors. Located at the primary, high-visible entrance, your imagery will welcome every attendee, speaker, and VIP entering the event with repeated daily exposure.

Sponsorship Features:

- 2 Large-format, full-color vinyl window clings displayed on the main exterior entrance doors
- Sponsor branding, logo, custom message, and/or QR codes for instant digital engagement

REWIREcable Forum Sponsorships**REWIREcable Forum Silver Sponsor****\$1,000 USD**

- Sponsor logo displayed on the screen in the Forum room
- Sponsor logo included on printed Forum materials
- Sponsor recognition in the *Interwire Official Show Program*
- Sponsor logo displayed on the REWIREcable Forum website
- Verbal recognition during the Forum's opening remarks

REWIREcable Forum Gold Sponsor**\$1,500 USD**

Includes all Silver-level benefits, plus:

- Sponsor recognition in REWIREcable Forum promotional posts on LinkedIn leading up to the event

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