

Creating Revenue for Associations



Sponsorship Boost specializes in creating association non-dues revenue.

We expertly sell and manage sponsorships, exhibits, and advertising. Our team will evaluate your organization's needs and develop an innovative plan for your event that achieves your revenue goals.



EXHIBITS

We create the prospectus, design the floor plan, sell the exhibit space, and expertly manage the fulfillment of your event. Our technology driven sales tactics increase exhibit sales.



VIRTUAL/HYBRID EVENTS

We can transition your live meeting exhibitors/sponsors to virtual event revenue. We create a new virtual prospectus after careful analysis of data-driven pricing structures and expert knowledge of the CadmiumCD event platform. We then sell new virtual options to both current and potential exhibitors/sponsors. For hybrid meetings, we combine the best of live expos and virtual meetings to maximize profitability.



ADVERTISING

Our team will sell your print, digital, and retargeted advertising to grow your event, engagement, and revenue.



SPONSORSHIPS

We create and sell unique and innovative opportunities that companies want to buy, deliver a return on their investment, and increase association revenue.



INFRASTRUCTURE

Not sure where to begin?

We will analyze all of your current exhibit, sponsorship and advertising options to create a brand new non-dues structure.



Our Principles



Teamwork

We work together—internally, between sales and operations, and externally with our clients as ONE team to produce a successful tradeshow.

Innovative Revenue

We create unique sponsorships and modern exhibit halls that maximize revenue for our clients while providing significant marketing value for the exhibitors/sponsors.

Expertise and Distinction

We value and respect our employees, encourage their development and reward their performance. This translates into a talented and engaged workforce that provides excellence in both sales and operations for your tradeshow.

Transparency through Technology

We guarantee that our sales approach is completely transparent to both clients and exhibitors/sponsors. Our online portal makes it easy for clients to access sales reports and for exhibitors/ sponsors to view invoices and resources.

Member Empathy

Although we focus on sales, we understand that our work funds important association programs that solve member needs. We will always balance revenue creation with what the association and members want.

