



BTP EXPO ADVERTISING PACKAGES

Expo Booth

20 people on-screen interactive participant capacity
Up to 500 participants viewing capacity

WORLD TRAVELER \$1,500

- Full page banner ad in virtual platform
- Full page company advertisement in event program (deadline 4/7/21)
- Virtual EXPO booth with live attendant or recorded options
- Intermission and post event message to guests
- Event VIP admission for two

TOURIST \$750

- Shared banner ad in virtual platform
- Shared page (logo only) in event program (deadline 4/16/21)
- Virtual EXPO booth with live attendant or recorded options
- Event standard admission for two

BTP AUDIENCE MARKET DEMOGRAPHICS

EVENT SPONSORS (70% of Audience)

Corporate 95%; Individual 5%
Employed 90%; Retired 10%
Household Income Range (est): \$100,000 - \$350,000
Gender Identity: 50% male, 50% female

EVENT TICKETED GUESTS (20% of Audience)

Philanthropic Individuals
Employed 55%; Retired 45%
Household Income Range (est): \$75,000 - \$500,000
Gender Identity: 35% male, 65% female

EVENT VISITORS (10% of audience)

College Students & Young Professionals
Employed 80%
Age Range (17 – 30)
Gender Identity: 40% male, 60% female

HPLF MARKET PRESENCE

Website 6,000 page views
Social Media 10,000 followers



ADVERTISING FORM

Return completed form to: Houston Public Library Foundation, 550 McKinney Street, Houston, TX 77002
hello@houstonlibraryfoundation.org; fax 832-393-1609

Contact Name _____

Company* _____

As you would like to appear in all materials

Address* _____

City* _____ State* _____ Zip* _____

Business Phone _____ Contact Mobile Phone* _____

Fax _____ Email* _____

**Required information*

PLEASE IDENTIFY YOUR ADVERTISING LEVEL

WORLD TRAVELER \$1,500

TOURIST \$750

Enclosed is my check payable to the Houston Public Library Foundation

Please invoice my company at the above address

Please charge to my credit card: AMEX VISA MasterCard Discover

Amount To Be Charged \$ _____

Name On Card _____ Signature _____

Card Billing Address _____ City _____ State _____ Zip _____

Card Number _____ Exp. Date _____ CVV _____