



embedded world North America 2025 Sponsorship Opportunities

ANAHEIM, CA | NOVEMBER 4 - 6, 2025 | ANAHEIM CONVENTION CENTER

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SIGNAGE

Aisle Signs

Help guide attendees to your booth by featuring your company name and booth number on these signs to increase visibility to attendees walking the show floor.

2 signs per aisle

7 opportunities available

\$3,000 per aisle / \$20,000 for all aisles

Lobby Banners

A large hanging double sided vinyl banner (18 ft. x 4 ft.) in the foyer of the Expo Hall will provide a high visibility of sponsorship.

5 opportunities available

\$1,800



Lobby Banner

REGISTRATION



Lanyard Example

Bag Sponsorship Example

Lanyards & Badge Stock

It's the single item that every attendee uses and sees. Make a statement by being the exclusive sponsor of the lanyards and badge stock distributed to all of the exhibitors and attendees at registration. (Show Mgmt will provide lanyards and badge stock)

1 opportunity available

\$25,000

Exclusive Bag Sponsorship

Grab the attention of all show visitors with branded tote bags handed out in the registration area. (Please note that the exhibitor must supply the branded bags and pay for all shipping cost)

1 opportunity available

\$20,000

DIGITAL OPPORTUNITIES

Interactive Ads

Put your company's logo with a hyperlink added to the interactive floor plan. Anytime an attendee goes to the floorplan on ewNA's website your ad will display with a hyperlink that will guide them straight to your company's website when clicked on.

\$3,500 per ad

Floor Plan Logos

Have your company logo added to your booth on the floor plan that will be printed on the Show Guide. This works better on booths larger than 10 x 10.

\$250.00 per ad

Show Guide Ads

Place your color ad in the embedded world North America on-site show directory. This is a wonderful tool for attendees to have to access to after the show as well.

Reach out to [Steve Kamrass](#) for details and pricing.

Digital Ads In Meeting Rooms

Place your company front of mind with a rotating banner ad on the digital Schedule board outside each of the (5) Conference Session Rooms.

Static images only

10 opportunities available

\$1,500 each



CONFERENCE SPONSORSHIP OPPORTUNITIES

Conference Pens & Notepads

Be the exclusive sponsor of all of the conference pens & notepads by supplying your company branded pens and notepads throughout all of ewNA's Conference Program. Including an exclusive sign displayed with the coffee service (Please note that the sponsor must supply the pads and pens and pay all shipping charges)

Must Arrive to Advance Warehouse before September 31, 2025

1 opportunity available

Session Sponsorship

The sponsoring company will be prominently recognized in marketing materials, onsite signage and at the event.

\$10,000 per session

Conference Wi-Fi

Sponsor the event's WiFi and keep attendees connected throughout the day—your brand will be prominently featured on signage and the login splash page, ensuring maximum visibility. It's a smart, high-impact way to support seamless engagement.

1 opportunity available

\$40,000



F&B/ENTERTAINMENT SPONSORSHIP OPPORTUNITIES

Conference Sessions Coffee Breaks

The sponsor company will receive recognition in all marketing materials and event signage, including an exclusive sign displayed with the coffee service. Show Management encourages the sponsor to provide logo branded napkins to distribute during the event.

Food and Beverage will be ordered by Show Management.

- 8 am to 11 am or until 50 gallons is served
- Branded napkins available at Coffee Service, if sponsor provides

\$6,500

Show Floor Break

The sponsor company will receive recognition in all marketing materials and event signage for a continental breakfast on the show floor on a select morning or early evening snack break. Show Management encourages the sponsor to provide logo branded napkins to distribute during the event. Food and Beverage will be ordered by Show Management.

- Morning - 3 opportunities available
- Afternoon - 3 opportunities available

\$15,000



Opening-Night Party from ewNA 2024

Opening Night Party

The sponsor company will receive recognition in all marketing materials and event signage. Show Management encourages the sponsor to provide logo branded napkins to distribute during the event. Food and Beverage will be ordered by Show Management.

\$55,000

MOBILE APP OPPORTUNITIES



Title Sponsorship

Includes:

- Your logo on the screen
- Banner ads throughout the app
- Clickable navigation item
- Splash screen
- Top masthead ad

1 opportunity available

\$25,000

A La Carte

Includes:

- Rotating banner ads

2 opportunities available

\$5,000

ADDITIONAL BRANDED OPPORTUNITIES

Custom Activation

Bring your brand to life with a custom activation tailored to engage and excite attendees. Whether it's an immersive experience, photo op, or hands-on demo, we'll work with you to create a memorable moment that aligns with your goals.

[Contact Steve Kamrass for Details](#)

Interactive Show Directory

Sponsor our interactive show directory and put your brand at attendees' fingertips! Your logo will be featured prominently on digital kiosks or mobile platforms that help guests navigate the event with ease. It's a dynamic way to drive engagement while showcasing your support.

1 opportunity available

\$5,000



Interactive Show Directory

Sponsored Giveaway

Boost your brand visibility by sponsoring a giveaway that puts your name directly into attendees' hands. Whether it's a branded item or exclusive prize, your company will be highlighted as a key contributor to the event experience.

3 opportunities available

[Contact Steve Kamrass for Details](#)

Branded Phone Kiosks

Keep attendees powered up by sponsoring branded phone charging stations. Your logo will be featured on high-traffic charging hubs, offering constant brand exposure while providing a much-needed service.

2 opportunities available

- 1 at Registration
- 1 at Conference Level

\$5,000

- Each battery can be branded for an additional \$1,000



Branded Phone Kiosk

SPONSORSHIP ORDER FORM

Rules and Regulations:

- All artwork must be received by September 15, 2025 and approved by Show Management
- Sponsorship Payment must be received by AUGUST 31, 2025
- All food and beverage will be ordered by show management.
- ONLY SPONSORS WHO HAVE COMMITTED AND PAID BY AUGUST 31, 2025 WILL APPEAR IN Embedded World North America 2025 SHOW GUIDE!

Company Name:

Invoice Address:

Contact:

E-mail:

SIGNAGE	Qty
Aisle Signage (Per aisle)	\$3,000
Aisle Signage (All Aisles)	\$20,000
Lobby Banner • 5 Opportunities Available	\$1,800

REGISTRATION	Qty
Exclusive Bag Sponsorship (Sponsor to provide Bags)	\$20,000
Lanyards & Badge Stock (Sponsor to provide Lanyards)	\$25,000

DIGITAL ADS	Qty
Show Guide Ads	Contact for Details
Interactive Kiosk/Mobile App Banner Ad	\$3,500

SPONSORSHIP & ADVERTISING ORDER FORM

DIGITAL ADS CONT.		Qty
Floor Plan Logos		\$250
Show App		
Title Sponsor		\$25,000
a La Carte Ads 2 Opportunities Available		\$5,000
F&B & ENTERTAINMENT		Qty
Opening Night Party		\$55,000
Show Floor Break - Morning Break - 3 Available - Afternoon Break - 3 Available		\$15,000
Conference Coffee Breaks 3 Days Available		\$6,500
CONFERENCE SPONSORSHIP		Qty
Conference Pens & Notepad Sponsorship (Sponsor to provide the pens and notepads)		\$10,000
Session Sponsorship		\$10,000
ADDITIONAL BRANDING OPPORTUNITIES		Qty
		\$5,000 to \$6,000
Branded Phone Charging Kiosks 2 Opportunities Available		Base cost of \$5,000 with option for branded battery packs for an additional \$1,000
Interactive Show Directory 1 available		\$5,000
Custom Activation		Contact for Details
Branded Giveaway 3 Opportunities Available		Contact for Details

SPONSORSHIP & ADVERTISING ORDER FORM

ESTIMATED COSTS

NOTES:

Full Name

Signature