

2021 FUZEHUB

SPONSORSHIP OPPORTUNITIES

FuzeHub sponsorship packages provide companies with a new level of brand awareness and industry exposure – reaching manufacturers, investors, universities, and economic development agencies across New York State.

With a strong mix of both outbound, inbound, digital, and event marketing opportunities, FuzeHub offers vehicles that get your brand and your message to influencers and prospects.

MARKETING AND OUTREACH FEATURES



Product Hub Email

\$500 - \$750 for featured spot

- Be one of 10 companies featured; an exclusive for NYS manufactured products.
- Email includes a picture, description of your product, and a link to your website.
- One feature spot per email is available and includes a top placement with special treatment.



Custom Blog

\$1500 per blog

- Topic must be manufacturing related and approved by FuzeHub with a 500 word maximum.
- Categories include: *Faces of NYS Manufacturing*, *Ask the Expert*, and *General Manufacturing Updates*.



Newsletter Advertising

\$500 - \$1200 per ad/duration

- A monthly newsletter on manufacturing topics sent to the FuzeHub community.
- A maximum of two slots per newsletter with a 700px w x 150px h leaderboard.



Podcast

\$500 - \$1200 per podcast

- Featuring only NYS manufacturing products.
- Includes a 60-second ad at beginning of the podcast and company logo with link.
- Interviewed as subject matter expert.



FuzeHub Publication - Print

\$500 - \$1500 per ad/location

- Printed and mailed to over 6,000 contacts every 18 months; online version published and circulated.
- Features content about trends, topics, and companies in the NYS manufacturing industry.
- Sizes include:
1/2 Page: 7.5" w x 4.5" h
Full Page: 7.5" w x 9.3" h



For sponsorship inquiries, unique event opportunities, and order information:

Contact Kim Lloyd at
kim@fuzehub.com

Audience size:
~ 13,000



51%
manufacturing

19%
economic development

16%
university / education

8%
state / federal government

6%
startups / entrepreneurs

Major manufacturing industries:

agriculture, apparel, food and beverage, chemical, electronic, engineering services, machinery, packaging, plastics, metal, paper, and energy

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MARQUIS EVENTS

Manufacturing Expos and Forums

\$1000-\$5000

- Receive an ad spot in the program and 2-4 free event registrations.
- Featured table in either the physical or virtual event floor.
- Listed as a sponsor in various event promotions.

Commercialization Competition

\$1000-\$5000

- Annual pitch competition for hardware startups across NYS.
- Opportunities to exhibit and/or be included in digital and print advertising.
- Additional advertising options will be detailed in a subsequent sponsorship brief.

NYS Innovation Summit

\$1500-\$7500

- Annual innovation expo, typically with more than 300 companies and 500 attendees.
- Opportunities to exhibit and/or be included in digital and print advertising.
- Additional advertising options will be detailed in a subsequent sponsorship brief.

Call to Inquire about more Opportunities at Virtual Events

