Host the prestigious Fastest 50 Awards & Summit

Showcase Your City's Hospitality and Event Expertise!

Trade Show Executive (TSE), the leading trade show industry media group, seeks a host city and title sponsor for its Fastest 50 Awards & Summit in 2027, 2028 and beyond.

Why Host or Sponsor?

- **Showcase Your City:** Highlight your destination's ability to host major events and promote regional attractions.
- **Engage Decision-Makers:** Connect with influential leaders — 80% of attendees plan multiple events annually.
- **Expand Your Reach:** Gain exposure to 150+ senior-level associations and independent organizers seeking venues and partners.
- **Drive Economic Impact:** Past host cities have averaged $11M in economic benefit from this event.
- **Elevate Your Brand:** Align with the prestigious Fastest 50 Awards & Summit and position your brand at the forefront of the industry.

Proven Success

The Fastest 50 drives influential decision makers and show organizers to speak and take part in our education summit. Hosting the event positions your city as a premier destination for future trade shows.

Take the Next Step

Partner with TSE to put your city on the industry's global stage! For more information please contact Sara Gebhardt at **630-638-2004 or sgebhardt@tradeshowexecutive.com**

About Fastest 50

The premier event honors the fastest-growing trade shows in the U.S., bringing together CEO's, presidents and show directors for 2.5 days of networking, high-level discussions on industry trends and a red-carpet awards gala. More than an awards ceremony, the Fastest 50 is a hub for innovation, collaboration and industry excellence. **Honorees are recognized for exceptional growth in:**

Net square feet of paid exhibit space
Number of exhibiting companies
Number of attendees

Host City Selection Priorities

We're looking for a creative, enthusiastic destination that will "roll out the red carpet" and deliver a truly unique experience. Proposals should highlight regional collaborations and resources that will enhance the event and demonstrate your city's commitment to excellence.

- **Exceptional Amenities:** Comfortable, flexible meeting spaces with ample networking areas.
- **Accessibility:** Venues near attractions, dining and vibrant nightlife.
- **Memorable Experiences:** Showcase your city's distinctive character and culture to leave lasting impressions.
- **Financial in-kind barter contribution** to cover event costs.

Sponsor Benefits for the Host City

As the host city and title sponsor of Trade Show Executive's Fastest 50 Awards & Summit, your city will gain national and global recognition as the home of one of the industry's most prestigious events. Exclusive benefits include:

Prominent Event Participation

- Deliver welcoming remarks or a toast at the Gala
- First choice to present the Grand Awards
- Reserved table at the Awards Gala

Extensive Media Exposure

- Featured in a dedicated news article announcing your sponsorship
- Logo on all promotional materials, event website, newsletters, ads, and signage

Premium Print Opportunities

- Two-page spread in the Fastest 50 Directory of Finalists ($14,410 value)
- 3 Month Full-Page Ad Package and a Full-page ad in the Wrap-Up Feature in Trade Show Executive magazine ($30,000 value)

Digital Advertising

- Button ad on the Fastest 50 website
- Digital ads in newsletters and online ($5,000 value)

Not to mention...

- Access to a tailored lead generation report ($8,000 value)
- Direct engagement with decision-makers
- Invite qualified show organizers as your guests

Information from the proposal

1. Sponsoring Organizations
List All: . _____

_____

2. Conference Location & Dates
(Location City & Suggested Hotels):

_____

_____
Event typically runs Wednesday–Friday in late April or early May. Suggested start: first or second week of May.

3. Host City Profile
Provide a profile of the city and surrounding areas of interest to attendees. A video of the city and venue is welcome but optional.

4. Financial Contribution
TSE requires a barter contribution of up to $150,000 to cover event costs (venue, F&B/ enhancements, room block accommodations, etc.).Additional in-kind sponsorships may include:

- Event activations or enhancements
- Receptions, breakfasts, or luncheons
- High-end gifts for attendee bags
- Vacation packages for honoree raffle
- Sponsorship of keynote speakers or other elements

5. Lodging & Food
List projected hotel costs (room night rates, F&B, meeting spaces).

6. Transportation
Detail accessible airports, major carriers, trains, taxis, and hotel parking. Include distance and cost from nearest international airport. Optional: cost of travel from major U.S. cities.

7. Additional Activities
List tours, special events, historic features, landmarks, receptions, and local attractions. Include any major city events scheduled during proposed dates.

8. Conference Promotion
Attach an outline of your promotional plan to build brand awareness and increase attendance. TSE can assist with integrated marketing strategies.

9. Signatures
Designated Local Conference Coordinator
Name:

_____

_____
Signature:

_____

_____

Expectations and requirements

1. Overall Expectations

Strong support from local hospitality and meeting industry partners. Creative, unique activities to attract attendees and showcase the city. Use local attractions for receptions/dinners; consider tour packages or tickets to major events (concerts, playoffs, etc.) pre- or post-conference.

2. Meeting Space

General Session: ~8,000 sq. ft. for 175–200 attendees (half rounds + staging/rear projection), 24-hour hold from Tuesday AM to Friday PM. Meal Functions: ~3,000 sq. ft. for Thursday and Friday. Additional breakout rooms Tuesday–Thursday. Discounted AV equipment and labor (including union), plus complimentary hotel security.

3. Hotel Accommodations

4+ star property, ~450+ total room nights at discounted rates (including resort fees, internet). Close to attractions, dining, nightlife, and meeting spaces. Up to 10 rooms for TSE staff and one suite for Chairman/Senior Executive.

4. Wednesday Networking Activity & Luncheon

Unique off-site group experience (e.g., sports outing, winery, tours, glass blowing, boats, hikes, interactive museum). *Sponsorship opportunity.*

5. Wednesday Evening Welcome Reception

Showcase city creativity with exceptional food, beverage, entertainment, and networking setup. *Sponsorship opportunity.*

6. Thursday Networking & General Session

Events designed for networking and relationship-building. Full buffet breakfast, plated lunch (outdoor seating if possible). Breaks in foyer area.
Awards Gala: Cocktail reception, four-course plated dinner, wine/open bar, entertainment, afterglow with cordials and coffee. *Sponsorship opportunities for all elements.*

7. Additional Social Activities

Tuesday evening off-site Chairman's Dinner for early arrivals.

Program Agenda

DAY ONE

6:30 PM - 9:30 PM	Off-site Chairman's dinner for early arrivals

DAY TWO

7:00 AM	Registration Opens
11:00 AM – 2:30 PM	Off-Site Experience/ Group Activity
2:00 PM – 5:00 PM	Session Rehearsals
6:30 PM – 9:30 PM	Welcome Reception

DAY THREE

6:30 AM – 3:30 PM	Registration Opens
7:00 AM – 9:00 AM	Breakfast
9:15 AM	Welcoming Remarks for Education Summit
9:30 AM – 10:30 AM	Sessions
10:30 AM – 11:00 AM	Refreshment and Networking Break
11:00 AM – 12:15 PM	Sessions
12:30 AM – 1:30 PM	Plated Lunch
5:15 PM – 6:30 PM	Awards Cocktail Reception
6:45 PM – 9:45 PM	Grand Awards & Gala Dinner
10:00 PM – 1:00 PM	After party

DAY FOUR

8:00 AM – 10:30 AM	Farewell Breakfast & Departures

Meeting Space

Monday – Friday — **Office for Staff**

Tuesday – Friday — **Ballroom w/ approximately 8,000 sq. ft.**
- General Session: A/V and Stage Set-Up

Spaces for Registration

Tuesday – Thursday — **Near or in the Ballroom foyer**

Registration and Networking Area

Wednesday Lunch — **Daytime off-site Networking Experience &**

Unique off-site daytime experience that highlight the host city. Creates an entertaining and networking environment for attendees.

Evening Welcome Reception
On site the our host hotel or at a unique location to showcase city. If weather permits, an indoor outdoor space for approximately 175-200 people

Thursday — **Breakfast, Lunch, Gala and Afterglow**
Outdoor location preferred, weather permitting. Indoor back-up space must be a minimum of 2,500 sq. ft.

Education Summit & Awards Gala Ceremony
Indoor Ballroom space of at least 8,000 sq. ft.

Afterglow
An indoor/ outdoor space or hotel lobby bar for approximately 100 guests

Friday — **Farewell Breakfast**
Outdoor or lobby location preferred

Sleeping Rooms

Sunday	2
Monday	25
Tuesday	100
Wednesday	195
Thursday	195
Friday	10

Room Rates and Concessions

Room rates should be in the range of $150 to $300 per room night.

The previous room rates and concessions include:
- Discounted room rates with resort fees and internet charges waived.
- 1:35 room ratio for comp rooms.
- Best available room and views – should go without saying since these are your potential clients.
- Rates offered the weekend before and following the event.
- Guarantee of lowest rate of any group in house.
- 70% attrition clause.
- Due to change in attendee booking habits making reservations later – we would like a late cutoff date for our group 14 to 21 days out.
- (4) Comped room nights for site visits.
- (3) Comped staff rooms.
- (8) Additional staff rooms at discount rate
- (10) Suites for VIPs at group rate.
- (3) Executive suites at group rate.
- Free on-site parking.
- 50% discount on valet parking fees.

Submission

Proposals should be submitted via email to Sara Gebhardt sgebhardt@tradeshowexecutive.com and must have completed signature.

Sara Gebhardt
EVENT PLANNER
Trade Show Executive
1550 S. Indiana Avenue, Suite 300
Chicago, IL 60605
630-638-2004

All expenses associated with the site visit are the responsibility of the prospective host city. Trade Show Executive will select the host city and inform them in writing.

If you are not interested in being the host city but would you like to become a sponsor at Fastest 50, reach out to us to discuss sponsorship packages and opportunities.

Thank you!