



Vendor Summit & Grand Expo

Vendor Summit

Thursday, March 7th, 2024

Johnsonville Tailgate Village

Grand Expo & Vendor Showcase

Friday, March 8th, 2024

Lambeau Field & Resch Expo

Build to the Future

As we prepare for the 2024 Grand Expo and reflect on the past few years, one consistent theme is evident. Drexel is continuously working to shape the future of the building industry. Thanks to your support, the incredible members of Team Blue, and of course the builders, our future-oriented vision has spurred some groundbreaking innovations and investments. These include offsite construction, our state-of-the-art robotic truss plant in Wrightstown, and the exciting announcement of the "Blue Door District," which will serve as the new home to Drexel Millwork & Doors in Kewaskum, just to name a few.

In line with our commitment to embrace and invest in future technology, sustainability, collaboration, customer-centricity, education, and community involvement, we've themed the upcoming 2024 Grand Expo as "Build to the Future." A theme that pays homage to the beloved classic film "Back to the Future" and reflects our ongoing dedication to innovation. We're "paving the way" for the future of Drexel and bringing the entire building industry with us...but you may ask yourself. "Roads?! Where we're going, we don't need any roads!"

New and improved Vendor Showcase!

We're thinking bigger and making life easier for partners like you! Due to the overwhelming feedback (which we are incredibly grateful for) at the 2022 Grand Expo, we have invested in moving the Vendor Product Showcase to the Resch Expo in Green Bay, WI (directly across the street from Lambeau

Field). As a full-service Exposition Center, you can enjoy all the amenities of a larger trade show and fewer hassles in the setup process. The new location for the Product Showcase allows for:

- Larger booth footprint for vendor displays, products, and more!
- More premium booth spaces
- Expanded set-up and tear-down times on Thursday and Saturday
- A streamlined load-in/load-out schedule, with open dock times and overhead garage doors for easy show floor access - You'll move in faster than a Plutonium Powered DeLorean!
- An online vendor logistics portal to coordinate electricity and other booth upgrades

What is the Vendor Summit?

As a valued partner, you're invited to join us for our 2024 Vendor Summit at the Johnsonville Tailgate Village. We will share our strategy and vision for the upcoming year while giving raw and personalized feedback (Whoa, this is heavy!) to every vendor in attendance. It's extremely important that you attend to help strengthen our business and builder relationships. More details will be coming your way. But, save the date for March 7th, 2024! Hello McFly....Don't Miss out!

What is the Grand Expo?

Get out your hoverboards kids, and join us on March 8th, 2024 at Lambeau Field and Resch Expo for the 2024 Grand Expo, Drexel's, biannual Builder Appreciation Event & Product Showcase. As we've done in the past, we ask you, one of Drexel's best partners, to help us present a full day of events for builders throughout Wisconsin.

Why is this beneficial for you?

Great Scott! When Drexel is able to sell more of your products, you become more successful. That starts with our most important link - the builder. We expect builders from Kenosha, Madison, Amherst, and beyond. The 2022 event welcomed over 1,500 guests. The 2024 Expo has grown into additional venues that will allow you to showcase your products to more builders than ever before! Your future is whatever you make it, so make it a good one by attending the product showcase!

What should you expect? (Many more details to follow)

Vendor Summit | Thursday, March 7th, 2024

- Vendor awards and Drexel vision for 2024
- Reception with light appetizers and drinks

Grand Expo | Friday, March 8th, 2024

- Continuing Education Courses
- Lunch and keynote speaker
- Vendor Product Showcase at Resch Expo
- Happy hour, dinner, entertainment, music, and so much more

Sponsorship Opportunities:

Below are the 2024 Grand Expo sponsorship opportunities. Be sure to apply for sponsorships as soon as possible to secure your spot! There are no time machine do-overs for this event!

LEVEL 1 – The DeLorean: \$15,000

Includes:

- **TWO** 10x10 booth spaces at the Product Showcase with two 8 ft. skirted tables
- Priority booth space
- Guaranteed CEU course (Courses must be a minimum of 1 hour and 1 state-approved credit)
- Sponsor's logos will be featured on all Grand Expo promotions including:
 - Event and customer registration webpages
 - Promotional social media posts
 - Signage throughout the event

LEVEL 2 – The McFly: \$10,000

Includes:

- **TWO** 10x10 booth spaces at the Product Showcase with two 8 ft. skirted tables
- Guaranteed CEU course

LEVEL 3 – The Doc: \$8,000

Includes:

- **TWO** 10x10 booth spaces at the Product Showcase with one 8 ft. skirted table

LEVEL 4 – The Biff: \$6,000

Includes:

- **ONE** 10x10 booth space at the Product Showcase with one 8 ft. skirted table

Additional sponsorships are available for vendors who are unable to make the event or would like to add on to a level. The Drexel team will work with you to choose a sponsorship that best suits our partnership. The below opportunities are fluid and can be flexible:

- Dinner Sponsor:** \$10,000
- Lunch Sponsor:** \$8,000
- Happy Hour Sponsor:** \$5,000
- Entertainment Sponsor:** \$4,000
- Casino Night Sponsor:** \$3,000
- Transportation:** \$2,000

CEU Courses

Submit your CEU course using the form on the sponsorship application webpage

- All courses will be reviewed and approved by the Drexel team
- Courses must be a minimum of 1 hour and 1 [state-approved credit](#)
- Suggested topics include: Design Trends, Interior Building Knowledge, Exterior Building Knowledge, Selling your Business, and Building Science
- All CEU course details must be submitted by the end of September 29, 2023

Sponsorships will be invoiced on October 2nd, 2023, and must be paid by January 31st, 2024. The Grand Expo offers you the perfect opportunity to connect with Drexel customers and win new business.

Sponsorship application ends **September 8, 2023** – There's no going back in time if you miss out!

Submit Your Sponsorship Application!

drexelteam.com/expo-sponsorship

