

102ND ANNUAL CLAMBAKE & LOBSTER FEAST

THURSDAY

17 SEPT

HISTORIC CREW STADIUM

5:00 PM - 8:00 PM

SPONSOR ACTIVATION GUIDE

WELCOME TO THE BOARDWALK!

Thank you for sponsoring the Columbus Chamber of Commerce's 102nd Annual Clambake & Lobster Feast! This year's exhibitor area will be transformed into a lively waterfront boardwalk, creating a fun, interactive experience for more than 1,200 business and community leaders. Think classic midway games, small bites, custom cocktails, and memorable conversations. Your booth is more than a sponsorship—it's an opportunity to create authentic, one-on-one connections with attendees in a relaxed, engaging environment.

Each sponsor will receive:

- One 10′ x 10′ tent
- One 6’ table with white covering
- Two chairs

Boardwalk and Market Open

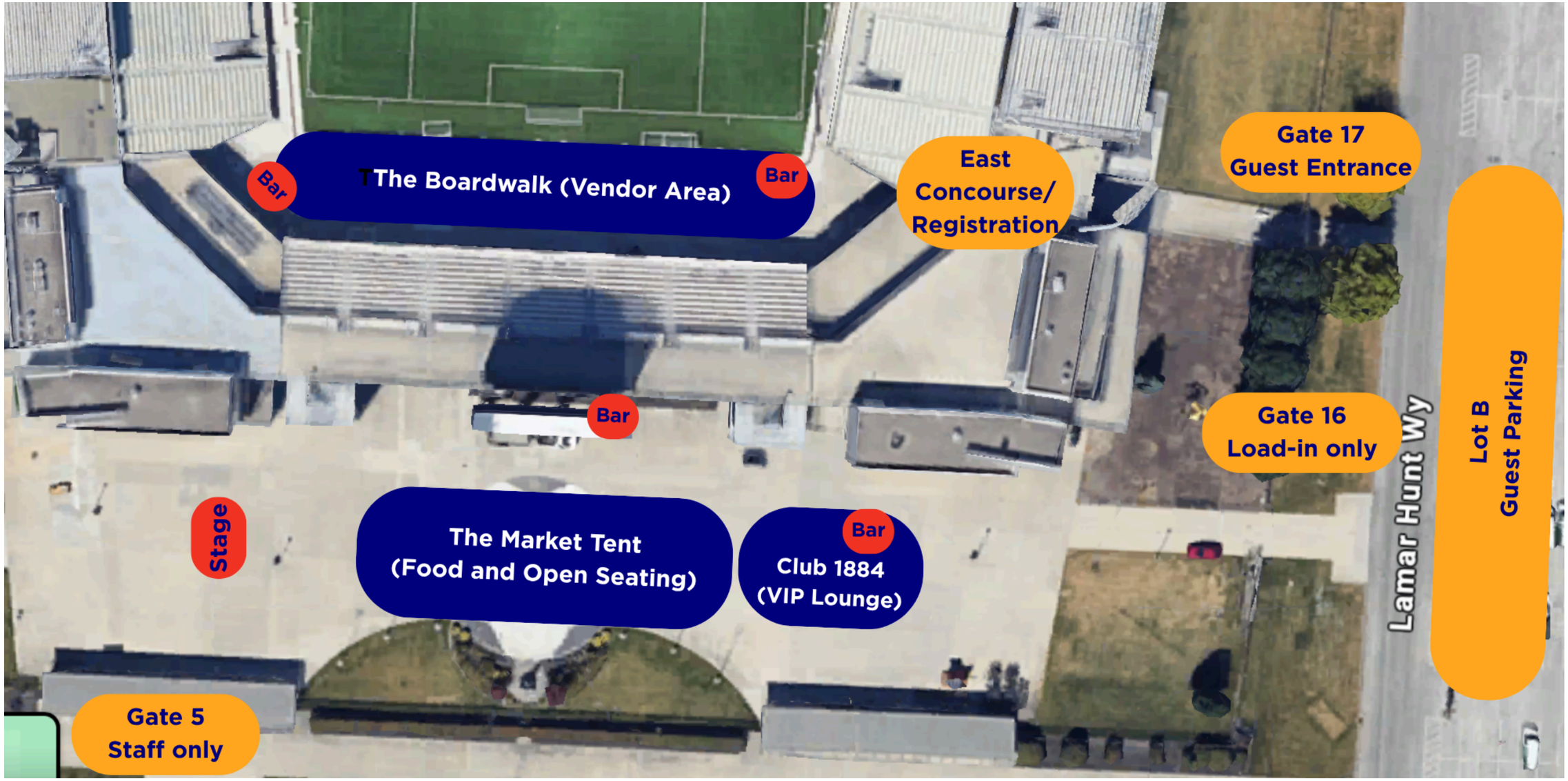
5:00 - 7:30 PM

Last Call

7:45 PM

We can’t wait to see your creativity bring the Boardwalk to life!

THE LAYOUT


Bar
TThe Boardwalk (Vendor Area)
Bar
East Concourse/ Registration
Gate 17 Guest Entrance
Bar
Gate 16 Load-in only
Lamar Hunt Wy
Lot B Guest Parking
Stage
The Market Tent (Food and Open Seating)
Bar
Club 1884 (VIP Lounge)
Gate 5 Staff only

THE LAYOUT

Live music, open movement, and **a more social layout** will allow for stronger connections and longer, more meaningful interactions throughout the event.

The Boardwalk

- Exhibitors will host midway-style games and activations
- Small bite stations will be mixed in with exhibitors
- Two bars; one for beer wine and soda and the other for cocktails

The Market

- Covered by 66′ x 148′ clear span tent
- Here attendees will be served their lobster roll meal
- Long communal tables will be available for open seating
- A bar is located directly across from The Market for easy access

Club 1884 (VIP Tent)

- Covered by 66′ x 66′ clear span tent
- Access is limited to sponsors, investors, and board members
- Private lounge with exclusive bar access

THEME & ACTIVATIONS

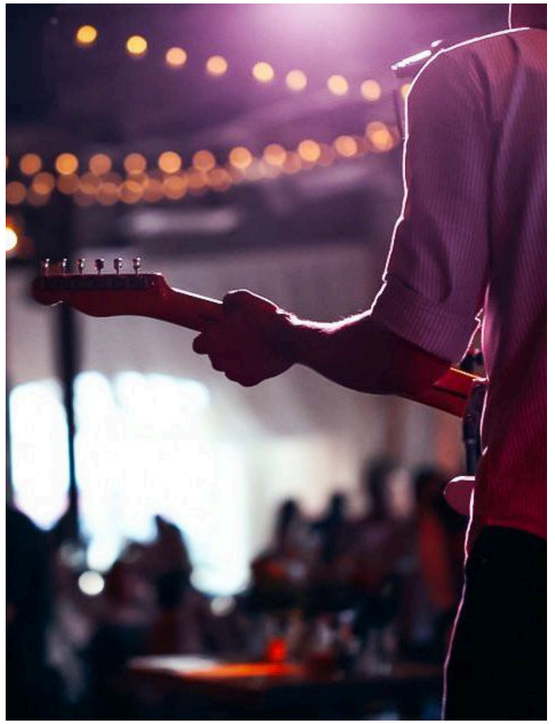
Bring a **waterfront pier theme** to life through interactive booths, games, and creative activations.



Midway-style games



Caricature artists



Live music



Best booth contest

CREATE AN INTERACTIVE EXPERIENCE

Every sponsor is asked to provide an **interactive activity** for attendees. Bringing activities to the exhibitor area will transform it from a traditional showcase to an experience that will draw guests and leave a meaningful impression of your brand.

The best activities are:

- Quick to play (30–60 seconds)
- Easy to understand
- Designed to naturally spark conversation with your team

Need inspiration? The Chamber team is happy to help brainstorm ideas that fit your brand and event goals.

All activity concepts must be submitted to the Chamber for approval before the event. This helps ensure a great variety of experiences throughout The Boardwalk.

CREATE AN INTERACTIVE EXPERIENCE

We encourage a classic **midway-style game** that keeps guests moving while creating memorable interactions.

Examples include:

- Ring Toss
- Plinko
- Bean Bag Toss
- Spin-the-Wheel
- Ping Pong Ball Toss
- Duck Pond Pick
- Prize Grab

Please plan your activation within the provided footprint.





MAKE IT YOUR OWN

We encourage sponsors to **embrace the boardwalk theme** and create a booth that reflects both the event atmosphere and your organization's personality. Whether you dive into the seafood theme or take inspiration from Navy Pier, decorations can help your booth stand out and invite attendees to stop by.

Permitted decoration methods include:

- Zip ties
- Velcro
- Tabletop displays
- Freestanding décor

The use of duct tape, glue or other adhesive, and any permanent fixtures that may damage the tent or equipment is prohibited.

TIPS FOR SUCCESS

A fun activity breaks the ice, starts conversations naturally, and **helps attendees connect** your organization with a positive experience.

- Keep your activity simple and fast.
- Use the game as a conversation starter—not a sales pitch.
- Bring energetic team members who enjoy engaging with people.
- Create an experience attendees will remember.

Prizes (Optional)

Offering prizes can add excitement to your activation, but it is not required. Ideas include:

- Branded merchandise
- Small promotional items
- Raffle prizes

BOOTH CONTEST

Attendees will vote throughout the evening for their favorite sponsor booth.

Votes may be based on:

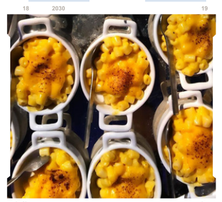
- Creativity of the booth
- Decorations
- Interactive activity
- Friendliness and enthusiasm of your representatives
- Overall experience

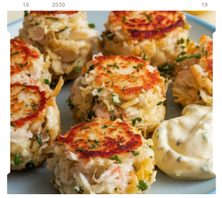
The winning sponsor will be announced at the conclusion of the event and will receive a special prize and bragging rights!

102ND ANNUAL CLAMBAKE & LOBSTER FEAST



Live music





Expanded menu options

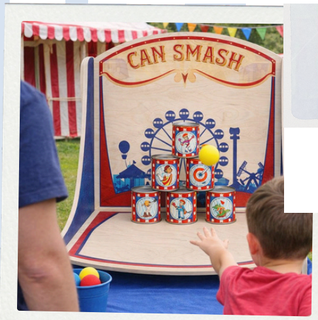




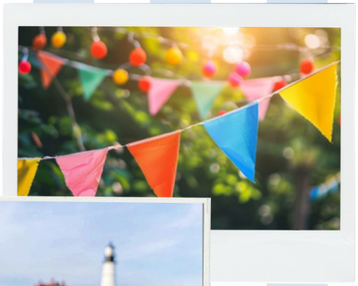
Treats from your favorite brands



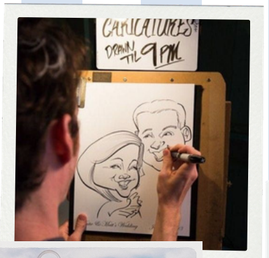
Midway-style games







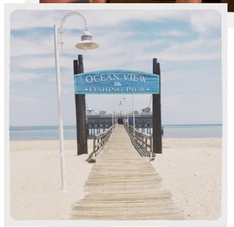








New twists on your seafood favorites





Best booth contest



Premium spirits