

2023 NAEC Convention & Exposition

Reno, NV

September 10-13, 2023

Sponsorship Opportunities

NAEC
Reno
2023 Convention and Exposition



Increase revenue by up to 23%

when you present your brand
consistently across platforms

(Source: Forbes)

The NAEC Convention and Expo is the **largest event in the vertical transportation industry** in North America with over 200+ exhibits and thousands of attendees.

Show Your Support Through Sponsorships

Sponsors of the NAEC Convention and Expo have an open door to a select audience of industry leaders in the elevator industry. Sponsorship puts your company's name foremost in the eyes of your target market.

It brings **industry positioning, brand awareness** and **exposure** to key decision makers.

We encourage you to take advantage of these opportunities and participate as a sponsor. The sooner you sign up as a sponsor, the more coverage you will receive throughout the coming months.

For more information,
contact Lori Wolking, National Development Officer,
at lori@naec.org or 301-852-8110.

SPONSORSHIP LEVELS

Sponsorship levels are determined by the **total amount spent** and custom packages can be created to fit your company needs.

Royal Flush (\$10,000+)	Straight Flush (\$9,999-\$5,000)	Full House (\$4,999-\$1,001)	High Card (\$1,000 or less)
<ul style="list-style-type: none"> • Recognition on the NAEC website with a link to your company's website • Recognition on social media platforms (Face Book, LinkedIn and Instagram) and emails • Recognition in the digital pre-show brochure • Ability to get in front of customers with Pre-Show Email List • Recognition at the Opening Breakfast • Signage in the registration area and recognition throughout the meeting • Opportunity to provide inserts and/or giveaways in attendee bags • One full-page color advertisement in the Winter edition of Mainline 	<ul style="list-style-type: none"> • Recognition on the NAEC website with a link to your company's website • Recognition on social media platforms (Face Book, LinkedIn and Instagram) and emails • Recognition in the digital pre-show brochure • Recognition at the Opening Breakfast • Signage in the registration area and recognition throughout the meeting • Opportunity to provide inserts and/or giveaways in attendee bags • One half-page color advertisement in the Winter edition of Mainline 	<ul style="list-style-type: none"> • Recognition on the NAEC website with a link to your company's website • Recognition on social media platforms (Face Book, LinkedIn and Instagram) and emails • Recognition in the digital pre-show brochure • Recognition at the Opening Breakfast • Signage in the registration area and recognition throughout the meeting • Opportunity to provide inserts and/or giveaways in attendee bags 	<ul style="list-style-type: none"> • Sponsor specific branding (golf hole, insert in attendee bag, program book ad)

NETWORKING AND EVENT OPPORTUNITIES

Welcome Reception

\$10,000

Help us welcome attendees to Reno to kick off the conference! Signage with company logo at the event. Cocktail napkins will be imprinted with company logo. You will have the opportunity to welcome the guests from the stage. A signature cocktail named for the sponsor with corresponding signage is also included!

Opening Breakfast (2 Available)

\$5,000

Attendees will start the conference day with your sponsored breakfast. Branded signage will remind participants of your hospitality and sponsorship. In addition, you will receive table-top recognition and a VIP table for your guests!

Tuesday Cocktail Reception

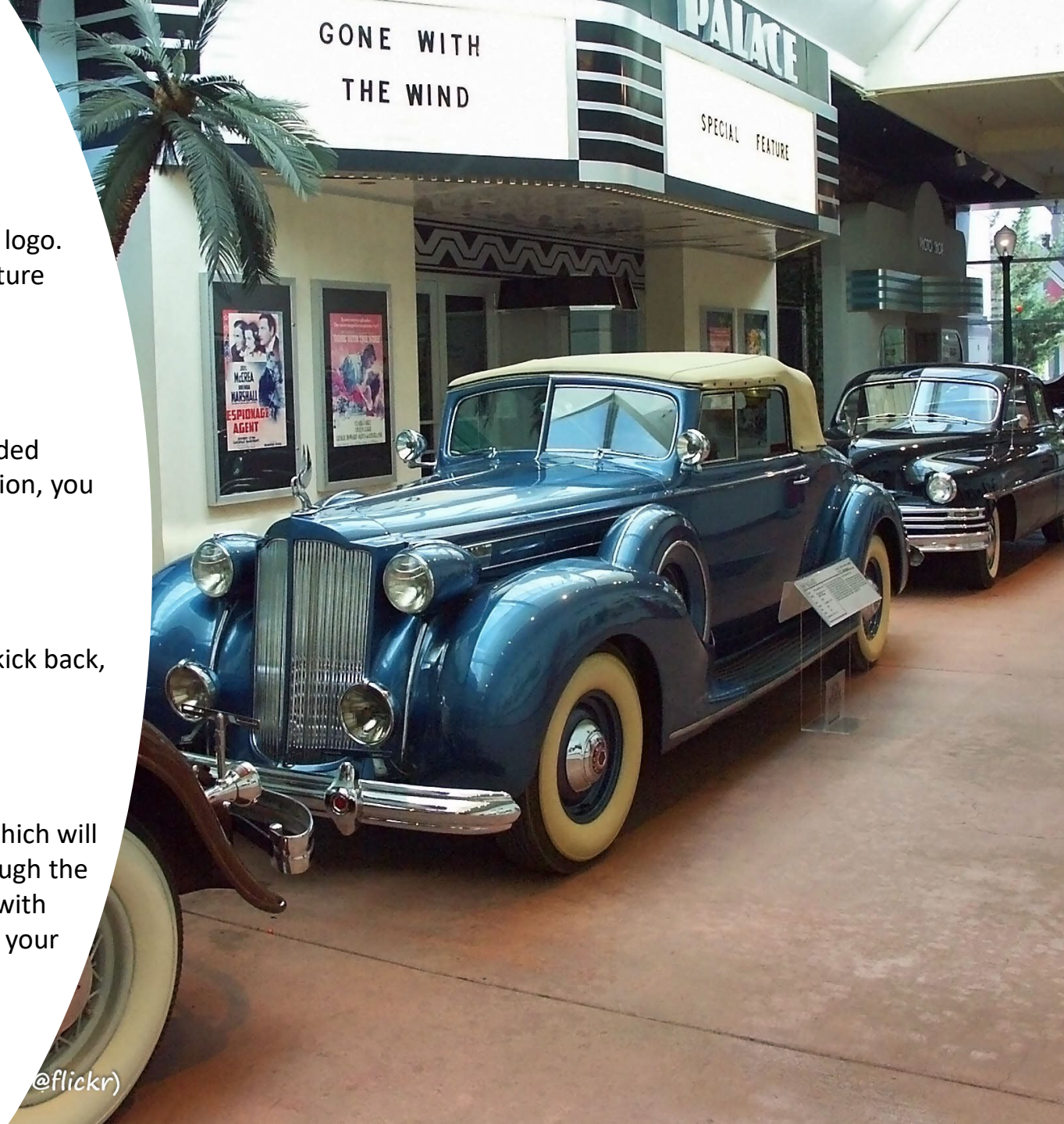
\$10,000

A great opportunity to showcase your brand and make a toast as attendees kick back, relax, and enjoy cocktails and hors d'oeuvres.

Dregs Party (2 Available)

\$15,000

Gain dynamic recognition through your support of the famous Dregs Party which will be held at the National Automobile Museum where attendees can walk through the historic street scenes of the antique car museum and browse galleries filled with remarkable collections. Attendees will receive a collectible Dregs t-shirt with your logo and the party will be dynamically branded throughout the party.



@flickr)

NETWORKING AND EVENT OPPORTUNITIES

Member Sessions Coffee Break

\$2,000

Learning is hard work and people need a break. Be the hero, while gaining premium exposure, by offering convention attendees before the member sessions for that much-needed cup of coffee. Your company logo will appear on signage posted at the coffee station as well as on napkins.

New Member/First Time Attendee Reception (2 Available)

\$2,500

This special event is private to new members, first time attendees and leadership.

Monday Grab and Go Lunch

\$5,000

Get your brand in front of attendees at the Monday Grab and Go Lunch!

Awards Breakfast (2 available)

\$10,000

Room will be dynamically branded with the Sponsor logo. Tabletop recognition with VIP table for Sponsor(s) for event. Recognition from the stage.

Education Package **SOLD**

\$10,000

Multi-dimensional meter board signage at the convention sessions and includes a sponsored coffee hour during a convention session! A branded banner will be over the Education Pavilions on the show floor and the sponsor will be given an opportunity to have a speaker based on topic and availability. Branded push notifications will be sent to all attendees.



BRANDING AND GIVEAWAY OPPORTUNITIES

Elevator Cling at Hotel **SOLD**

\$2,000

Get your brand in front of attendees on an elevator cling!

“Know Before You Go” Email **SOLD**

\$1,200

The “Know Before You Go” attendee email will be sent to all attendees approximately one week prior to the Convention and will be branded with your logo! It includes important information and tips that will help attendees prepare for and enjoy the Convention!

Attendee Bag Inserts **2 SOLD**

\$750

The perfect opportunity to ensure the long-lasting exposure of your brand, inserts in the bags will be seen by every guest not only during the Convention, but after they return home!

Lanyards **SOLD**

\$3,500

Display your company logo on lanyards given to attendees at registration!

Floor Cling in High Traffic Area (2 Available)

\$3,500

Get your brand in front of all attendees on a floor cling in a high traffic area!

Meter Board Sign (5 Available) **4 SOLD**

\$1,500

Get your brand in front of attendees on a meter board sign in a high traffic area!



BRANDING AND GIVEAWAY OPPORTUNITIES

Attendee Convention Bags SOLD **\$5,000**

This is an exceptional corporate promotional opportunity, as the sponsor logo is strategically placed on convention bags given to attendees. The sponsorship yields maximum corporate visibility for the entire meeting and beyond, as most registrants continue to use the bags after the event!

Pre-Show Digital Brochure **\$2,000**

The pre-show digital brochure is the Convention brochure attendees receive prior to the event. A comprehensive look at what to expect in Reno, it will be used by attendees to prepare for their week!

Attitude Adjustment Station SOLD **\$4,000**

Give attendees the necessities that they need from long days and long nights including rewetting drops, Emergen-C, headache meds, lip balm, and more!

Mobile App Push/Banner **\$2,000**

Go everywhere attendees go! As a sponsor, you'll be in front of them no matter how they choose to receive their conference information. Your logo will appear in push notifications and banner in the mobile app.



BRANDING AND GIVEAWAY OPPORTUNITIES

Welcome Beverage Sponsor

\$2,000

After a long travel day, welcome attendees on the main arrival day with beverages and snacks!

Water Station Sponsor

\$3,000

One company will have the unique opportunity to sponsor the water filling station in the registration area. Signage at the station and a space will be provided for sponsor to put branded items/ materials.

EXHIBIT HALL OPPORTUNITIES

Mini Lounge in Exhibit Hall **\$5,000 (3 Available) 1 SOLD**

Fun and Delight! Each will include a themed snack and/or giveaway.

Food Court in Exhibit Hall **\$2,000 (2 Available)**

Don't miss the opportunity to be a part of the culinary experience by sponsoring the Food Court in the Exhibit Hall!

Show Floor Logo in Exhibit Hall **\$2,000 (3 Available) 1 SOLD**

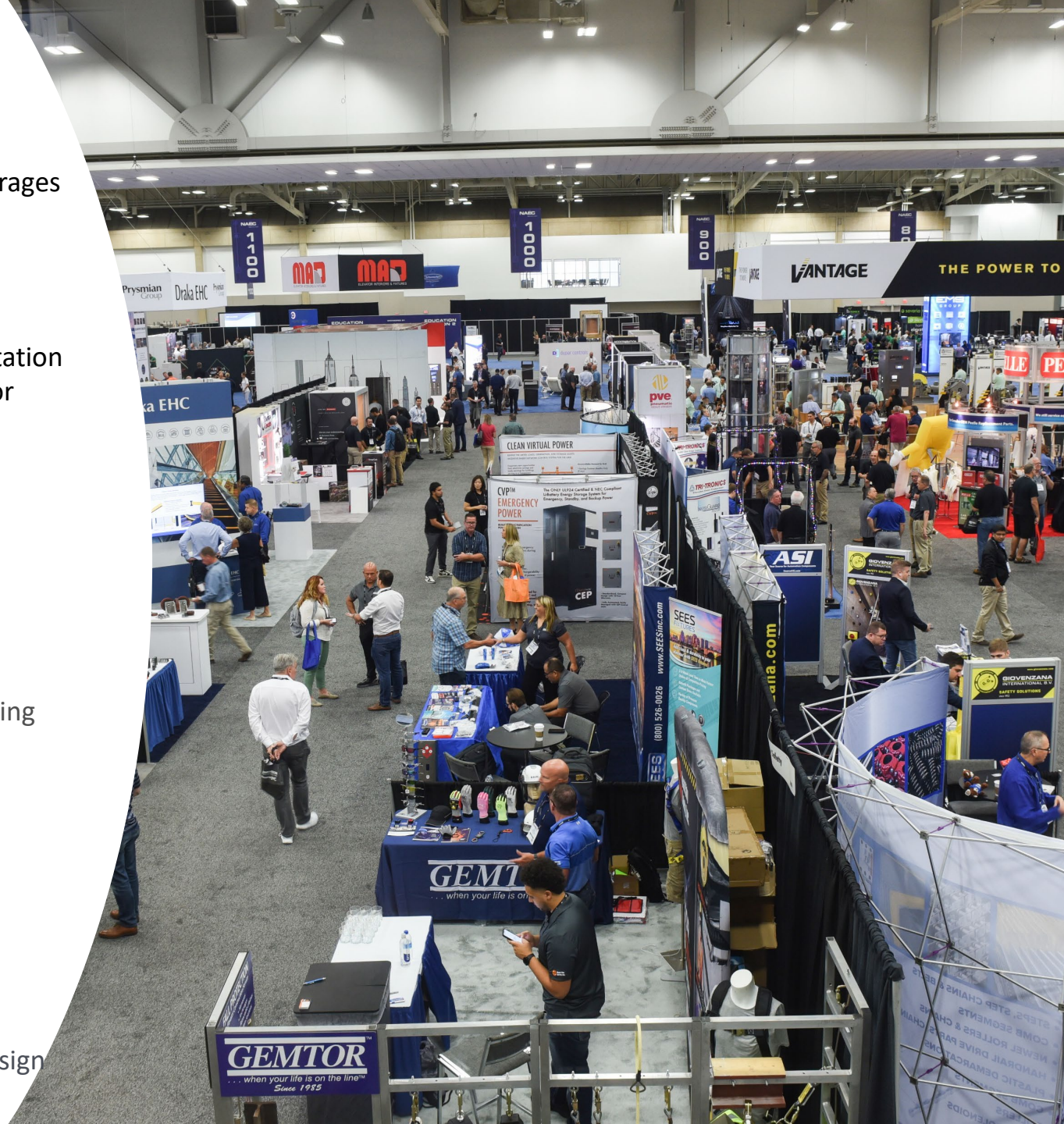
Get your brand in front of all attendees on show floor logo!

Coffee Cart in Exhibit Hall **\$3,500 (2 Available) 1 SOLD**

Delightful and Fun! Sponsor a coffee cart in the Exhibit Hall.

Aisle Sign **\$2,000 (5 Available)**

A strategic way to direct prospects to your booth, connect your customizable sign to the aisle signs used by attendees for wayfinding around the show.



GOLF TOURNAMENT OPPORTUNITIES

Golf Tournament Hole Sponsors (18 available) 3 SOLD

\$1,000 each

Get your brand in front of the players with signage and sponsor a hole at the Official Golf Tournament!

Golf Tournament Golf Cart Sponsor

\$3,000

Have your brand in front of all players with your logo on all of the golf carts!

Golf Tournament Boxed Lunch Sponsor

\$3,000

Before the tournament, provide the group with a boxed lunch! Company name and logo will be displayed through signage.

Golf Tournament Beverage Cart

\$6,000

Provide your fellow golfers with beverages on the course. Your company name and logo will be displayed on each beverage cart through specialty signage.



Program Book Advertising

The Convention Program Book is a complete guide to the 2023 NAEC Convention & Exposition. Distributed to all attendees, it provides detailed information on exhibitors, speakers, education sessions, and special events. Special positions will be filled on a first-come, first-served basis, so get your order in soon!

Program Book Ad(5 Available) **2 SOLD**
\$500

Program Book Back Cover Ad
\$2,000

Program Book Inside Back Cover Ad
\$2,000

Program Book Inside Front Cover Ad **SOLD**
\$2,000

Program Book Guide Tabs(5 Available) **2 SOLD**
\$1,500

Convention Center/Hotel Advertising

The Reno-Sparks Convention Center and Atlantis Casino Resort offer a wide range of impactful advertising and sponsorship opportunities that will provide innovative ways to get your message in front of attendees. Please contact Lori Wolking at lori@naec.org for options and pricing.





**THANK YOU FOR YOUR
SUPPORT!**

For more information,
contact Lori Wolking,
National Development Officer, at
lori@naec.org or 301-852-8110.