

NECA 2018 PHILADELPHIA SPONSORSHIP OFFERINGS

THERE ARE MANY REASONS TO BE A SPONSOR WHAT'S YOURS?

Branded Equity Building
Drive Sales
Strengthen Customer Relations
Generate New Leads

Support NECA
New Product Announcements
Test New Ideas
Something Else?

NECA has sponsorship opportunities that will help you achieve any of these goals and more. Our goal is to deliver an enhanced attendee experience combined with meeting your company's goals and objectives.

Check out our exclusive and limited opportunities offered to NECA Premier Partners first.

Do you have other ideas? Contact us and we will customize a plan that works to meet and exceed your goals.

www.NECAconvention.org



NECA 2018 PHILADELPHIA SPONSORSHIP OFFERINGS

Opening Reception at the National Constitution Center

Polaroid with a Patriot in Signers Hall

\$16,500

Guests will be surrounded with one of kind life-size Bronzed statues of the founding fathers in mid congress discussing the signing of our Constitution. This space provides a unique opportunity for guests to interact with these iconic figures and have a polaroid picture taken with their favorite patriot.

Sponsorship Includes:

- One (1) Full Glow Bar with company logo positioned immediately adjacent to Signers Hall
- Welcome Reception Catering immediately adjacent to Signers Hall
- One (1) Gobo projection of company logo
- Three (3) Polaroid Cameras and 750 pieces of Instant film & staff
- Sponsor recognition on the mobile app and printed show guide
- Four (4) tickets to the Opening Reception

Suggested Add-On:

Giveaway selfie sticks with your company logo. This encourages attendees to take multiple selfies with their own mobile device.

Philadelphia LOVE Rooftop Terrace

\$19,500

Join us on the Rooftop for some real “Philadelphia Love” on the National Constitution Center’s very large outdoor terrace. Enjoy great live music under a classic tent overlooking Independence Hall.

Sponsorship Includes:

- Full bar and Catering menu
- One (1) Glow Bar with your company logo
- One (1) Gobo projecting your company logo
- Local live band perfect for kicking up your heels
- Special Event theming and tent
- Sponsor recognition on the mobile app and printed show guide
- Four(4) tickets to the Opening Reception

SOLD
Greenlee

Super Slo-Mo in the Upper Great Hall

With tons of props, great backdrops and cool music, the Slo-Mo stage can hold up to eight (8) people at a time. As guests finish their moment in front of the camera they instantly see the slow-motion results and inevitably break out in laughter. Live replays will be streamed on the Giant LED Screen in the Great Hall for everyone to enjoy. Guests will receive their video via email acknowledging your company sponsorship and ready for social media uploads.

\$8,500

Sponsorship Includes:

- Branded Video with Company logo
- Branded email delivering video to participants
- One (1) Glow Bar with your company logo
- One (1) Gobo projecting your company logo
- Slo-Mo staff can wear your company shirts
- One (1) tickets to the Opening Reception
- Sponsor recognition on the mobile app and printed show guide

NECA 2018 PHILADELPHIA SPONSORSHIP OFFERINGS

Opening Reception at the National Constitution Center

Channel the Mystics of Colonial Times

Step into a smaller, quieter atmosphere in the Chairman's Room. Located immediately off the Rooftop Terrace, attendees can sit with any of the three (3) Futurists or Mystics to discover their fortune and future while looking out the large glass windows onto the Rooftop Terrace and Independence Hall.

Or, just catch up with industry friends and colleagues

Includes:

- One (1) Full Glow bar with company logo
- Limited catering selections
- Three (3) futurists or Mystics
- Sponsor recognition on the mobile app and printed show guide
- One (1) ticket to the Opening Reception

\$7,500

Cash & Prize Cube

This is great fun and adds to the festive atmosphere during NECA's largest networking event of the year!

Only one company will be invited to sponsor

Includes:

- Drive traffic to your booth on the NECA Show floor by including coupons for a free prize to be redeemed at your booth during the show
- Includes \$500 in \$1.00 bills
- Onsite signage & recognition on mobile app & printed show guide
- One (1) ticket to the Opening reception

\$6,500

Caricature Artists (3) throughout the Center

Always a hit and worth the wait (long lines in the past) this activity offers lots of visibility and networking with this popular sponsorship. Spread throughout the National Constitution Center, these multiple artists will draw unique caricatures, making these fun portraits a great souvenir of their memorable evening.

Includes:

- Onsite signage
- Your company logo on every sketch
- Artist can wear your company logo shirts
- Sponsor recognition on the mobile app and printed show guide
- One (1) ticket to the Opening Reception

\$6,500

After Party

The party continues with the sights and sounds of the Milwaukee Tool Shed Band. This incredible group of very talented musicians will get you out onto the dance floor....Guaranteed!

Includes:

- Open bar
- Select food offerings
- Branding with company color lighting and gobos
- Onsite signage
- Sponsor recognition on the mobile app and printed show guide
- Includes four (4) tickets

\$25,000

SOLD
Milwaukee
Tool

NECA 2018 PHILADELPHIA SPONSORSHIP OFFERINGS

Closing Celebration at The Fillmore

Closing Celebration featuring Hit Band Foreigner

Another BIG NECA Closing Celebration is planned for Tuesday, Oct. 2nd. Dance and network the night away to the fantastic music of Foreigner! Rock out to their hits like “Feels Like the First Time”, “Cold as Ice”, “Hot Blooded” and so many more. With ten multi-platinum albums and sixteen Top 30 hits, Foreigner is universally hailed as one of the most popular rock acts in the world with a formidable musical arsenal that continues to propel sold-out tours and album sales, now exceeding 75 million. It all takes place in Music Hall at the iconic Fillmore Philadelphia located in the lively Fishtown district.

Includes:

- Open Bar
- Sponsor will welcome everyone to the Closing Celebration and introduce Foreigner
- There are plenty of great branding opportunities on multiple TV monitors, gobo logos on either side of the main bar, transportation and onsite signage and more.
- Sponsor recognition on the mobile app and printed show guide
- Includes four (4) tickets

NEW This Year! Closing Celebration After Party in Ajax Hall and the Courtyard (one hour)

While the night is still young, invite NECA attendees to stay for the After Party and dance to 70's & 80's top hits. The Fillmore's Ajax Hall and Courtyard will step back in time to the rock & roll, disco and soul era. Busing will be provided.

Includes:

- Open bar
- Bar Bites (Wolfgang Puck Catering)
- Branding opportunities include gobo logos, transportation and onsite signage
- Fun theme props
- DJ music from the Flower Power van
- Sponsor recognition on the mobile app and printed show guide
- Includes four (4) tickets

\$25,000
SOLD
Thomas
& Betts

\$18,000

Onsite Traffic Builders

NEW THIS YEAR! “Ask Alexa”

Digital assistants have become very popular in the home and now we're introducing them at NECA 2018 Philadelphia. Attendees can walk up to any of the four “Ask Alexa” stations throughout the convention center and ask questions regarding the NECA Convention and Show. Whether it's finding a session location, an exhibitors booth or “what time is lunch served”, Alexa will guide our attendees with ease.

This exclusive sponsorship includes:

- Pre-Show email, blog, social media and video sponsor recognition
- Prominent sponsor signage on all “Ask Alexa” stations
- Great sponsor traffic builder as attendees will be encouraged to “Ask Alexa” about the sponsor company for a chance to win the new Amazon Echo Show.
- Sponsor booth will have a ticket tumbler and entry forms
- Sponsor recognition on the mobile app and printed show guide

\$18,000



NECA 2018 PHILADELPHIA SPONSORSHIP OFFERINGS

Onsite Traffic Builders

Sports Zone Sunday

The Sports Bar on the NECA Show floor is always a popular gathering place. Talk about driving traffic... one lucky sponsor will receive 100 complimentary tickets each to hand out to your VIP customers and prospects. Of course, they must come to your booth to receive a drink ticket, so you have the opportunity to talk to them about your latest innovations. Use this great space for a "Meet and Greet" with your company VIP's. Attendants can wear your company shirts too. The Sunday daily prizes will be drawn in the Sports Zone.

Includes:

- Live Pro Football games followed by other major sports highlights & coverage
- Cash bar & Popcorn with attendants
- Multiple Large Flat screen TV's with cable channel feed
- Highly Visible Signage recognizing sponsor
- 100 VIP drink coupons to hand out to your customers
- Sponsor recognition on the mobile app and printed show guide
- Corn Hole

Sports Zone Monday & Tuesday

In addition, Monday & Tuesday include:

- "Bloody Mary Monday" which includes a "build your own" drink with a full array of garnish options. (The Monday daily prizes will be drawn in the Sports Zone)
- "Joe & Dough" Gourmet Coffee & Donuts, Muffins, Pastries will be served on Tuesday morning
- Multiple Large Flat screen TV's with cable channel feed
- Corn Hole
- Highly Visible Signage recognizing sponsor
- 100 VIP drink coupons to hand out to your customers
- Sponsor recognition on the mobile app and printed show guide

\$12,000
SOLD
3M

\$10,000
SOLD
United
Rentals

Onsite Traffic Builders

Rotating Kiosks

This very popular sponsorship is back. They sell out quickly every year. Drive traffic to your booth by placing an ad on these highly visible lighted rotating kiosks. The six rotating kiosks will be strategically located throughout the NECA Show floor. A total of 18 panels are available. Limit six panels per company. Includes sponsor recognition on the mobile app and printed show guide.

Freestanding Lighted Panel Ads

New this year! Drive traffic to your booth by placing an ad on a highly visible lighted column box. A total of six panel boxes will be strategically located throughout the NECA Show floor and lobby area. Limit two panel boxes per company. Includes sponsor recognition on the mobile app and printed show guide.

Convention Bag Insert

Drive More Traffic to Your Booth! Place new product instruction information, show specials, or demonstration times, with an insert in the official convention tote bag. Make sure all NECA Convention & Show attendees get your message. Sponsors will be responsible for 4,500 inserts to be placed in convention bags.

\$1,800 ea.
SOLD OUT

1,800 ea.
3 Remaining

\$3,750 ea.

NECA 2018 PHILADELPHIA SPONSORSHIP OFFERINGS

Onsite Traffic Builders

Play to Win Main Sponsor

This is the BEST booth traffic builder! Attendees want to WIN these prizes, and they will visit your booth in order to qualify. All they have to do is visit your booth and talk to you about "What's New"!

Main Sponsorship includes:

- Onsite signage at Sponsors' booth
 - Promotion in the Official Show Directory
 - Onsite signage encouraging attendees to "Play to Win"
 - Your company logo on the Entry Card
 - Attendees will visit your booth for a stamp. Your job is to talk to them about your products & services
 - Sponsor recognition on the mobile app and printed show guide
- All attendees will drop their completed scorecard into the ticket tumbler at the Main Sponsors booth each day. Main Sponsor will assist in drawing the winning prizes at the end of each show day. Very high visibility.

Play to Win Supporter

This is the BEST booth traffic builder! Attendees want to WIN these prizes, and they will visit your booth in order to qualify. Three (3) lucky NECA Show attendees will WIN a prize each day. That's right!

All they have to do is visit your booth and talk to you about "What's New"! "Play to Win" is designed to move traffic across the NECA Show floor and build excitement each day. All attendees can play, not just full convention registrants. Includes sponsor recognition on the mobile app and printed show guide

\$6,500

SOLD
Thomas
& Betts

\$1,500ea

Building Brand Loyalty

Official Mobile App

The mobile app offers quick search capabilities for exhibitors and sessions. Attendees view the event maps and build personalized planners quickly and easily. It is deployed with an event's branding including logos as well as one major sponsor's logo. One lucky sponsor will be able to place their brand on every attendee's mobile device including phones and tablets, such as the iPad. In addition to the sponsor bar at the top of each page, the sponsor will have an icon on the Home Page of the application, linking to whatever information they choose.

\$16,000

SOLD
Graybar

Morning Cup of Joe for Education Attendees – Sun. & Mon.

Provide a welcome refreshment respite to all NECA participants with this great sponsorship opportunity. Seattle-area people are coffee enthusiasts and they are anxious to share their coffee culture with visitors. This city is a world center for coffee roasting. Your company can offer a great cup of Morning Joe before the convention education gets started each day from 7:30am - 9:30am. This area will be located immediately in front of the convention education rooms.

\$4,500

ea.

Includes:

- Prominent signage including company logo and booth number
- Sponsor recognition on the mobile app and printed show guide

Possible Add-on:

Coffee sleeve with company logo

Custom Key Cards

Includes:

- Keys handed out at hotel registration desk
- Customized branding opportunity
- Attendees keep as souvenir
- Onsite Signage

Price

Varies

SOLD

Schneider

NECA 2018 PHILADELPHIA SPONSORSHIP OFFERINGS

Building Brand Loyalty

New This Year! NECA Health Zone

Philadelphia is famous for “Rocky” and his determination to be in the best shape possible. Stress and an unhealthy lifestyle can have effects on your company bottom-line. Attendees will learn tips about balancing a busy lifestyle, healthy food choices, and managing stress during short talks each day in the NECA Health Zone.

A Health expert and a Tech Guru will showcase new mobile apps that keep you on top of your body’s performance and more from. Attendees will be rejuvenated with a quick wellness massage too.

These professionals work to relax the classic tension areas of the neck, back, shoulders and arms and help attendees feel more welcome, appreciated, refreshed, alert and energized. Electronic Foot Massage Stations (extremely popular!) are included too.

Includes:

- Plenty of onsite company branding on the backdrop
- Health Expert & Tech Guru providing short health talks Sun. – Tues.
- Two (2) Local, Licensed, Professional Massage Therapists wearing your company shirts
- Sponsor recognition on the mobile app and printed show guide
- Sponsor to give a short health &/or efficiency related talk.

\$9,500

Lanyards

Make sure everyone is wearing your company name and logo during the NECA Show. This highly visible sponsorship has many benefits. Your company logo will look great as thousands of NECA attendees walk around the convention and trade show.

\$15,000
SOLD
Greenlee

Convention Tote

All attendees will receive this important collectible bag at registration. The official tote bag offers great visibility for one lucky sponsor.

\$23,000
SOLD
Graybar

Building Brand Loyalty

Attendee Onsite Survey

Our attendees opinions matter! Each year, NECA surveys Convention & Show attendees to:

- Stay on top of industry trends
- Determine service satisfaction levels
- Find out what topics they want to learn more about
- Learn which companies they want to see on the NECA Show floor

Includes:

- Sponsor company creates up to four (4) questions (pre-approved by NECA Management) that will be included.
- Sponsor will have exclusive rights to the information that has been gathered by personnel on the NECA Show floor.
- Information will be electronically gathered from qualified personnel from a lounge in the center of the show.
- Survey lounge will include custom sponsor logo pillows on couches and chairs
- Sponsor recognition on the mobile app and printed show guide
- Great opportunity to offer a “Chance to Win” a prize by driving traffic to your booth

\$6,500

Booth Floor Stickers

Make sure our attendees see your booth and your company name as they walk down the aisles of the NECA Show. Whether they are looking up, down or sideways, they won’t miss your display. Add this 24” x 24” floor sticker immediately in front of your booth complete with your company logo and booth number.

\$300 ea.

NECA 2018 PHILADELPHIA MARKETING OPPORTUNITIES

Important Show Marketing Opportunities

Product Presentation Theater

Presented by Electrical Contractor Magazine, this is the chance for 2018 exhibitors to directly talk about their products and solutions for our industry. This 18 minute "TED Talk" type session can be product or service specific, and will take place in an open area directly on the NECA Show floor.

Why 18 minutes?

This opportunity offers a great way to talk about a popular solution that contractors need on the job or in the office, or demonstrate your newest Showstopper entry. It's long enough to be serious and short enough to hold people's attention. End by inviting interested listeners back to your booth for a more in-depth conversation.

Email Marketing

NECA is offering an email service that will allow confirmed 2018 NECA Exhibitors to send an approved email to NECA Convention and NECA Show registrants.

The exhibiting company will send the requested email message to NECA Show Management in advance for approval. NECA will send your approved message to the following lists, upon receipt of this completed Contract and Payment. Exhibitor may only purchase 1 timeslot per week, and a maximum of three total timeslots.

DISTRIBUTION LISTS:

August 14 - October 19 will include 2018 Pre-Registration Only
 October 9 - October 24 will include 2018 Post Final attendee list

\$450ea.

Website Banners

Make sure attendees find your booth at the NECA Show. Advertise all year long with this very affordable sponsorship. Includes:

- Two banner ads on the NECA Show website
- Rotating ad is 205 x 60 pixels and appears on the Floorplan. This page has the highest web traffic prior to the show.
- Rotating 180 x 240 pixel ad on NECA Show Home page and all other related pages until the end of the NECA Show, October 15, 2018.

\$1,000 ea.

Booth Package Upgrade

Package Features	Platinum (+\$550)	Gold (+\$300)
Pipe & Drape, booth signage	◆	◆
Three (3) Exhibitor badges per 10'x10' booth	◆	◆
Lunch all three (3) show days for exhibitor personnel	◆	◆
Free Show Passes for Customers (print & electronic)	◆	◆
Website / Online Company profile	1500 HTML	1000 HTML
Online Category Listings	20	10
Online Press Release uploads	15	10
Mobile App Company Profile Listing	◆	◆
Mobile App Company Website URL	◆	◆
Attend General Sessions and Convention Education	◆	◆
Submit a Technical Workshop for Consideration	◆	◆
Company logo for Website & Showguide profile	◆	◆
Increased brand listings	1000 HTML	500 HTML
Upload video to online profile	1	

\$1,400 ea.

Pre & Post Mailing Lists (no email addresses included)

Pre-List \$200 - Post List \$350 - Both \$500