NECA 2019 LAS VEGAS

SPONSOR OFFERINGS

Whatever your marketing goals
NECA can help with Brand Equity · Drive Sales · Strengthen Customer Relations · Generate New Leads · Support NECA · New Product Introductions · Test New Ideas

Contact Julie Duda · 770-632-0044 · julduda@necanet.org
For Complete Details visit www.necaconvention.org
OPENING RECEPTION

We’re taking over the Mandalay Beach again, a world-famous playground with a wave pool, lazy river, three swimming pools, and 2,700 tons of fine white beach sand...right in the middle of Las Vegas! In fact, it was voted by Trip Advisor as one of the best pools in the U.S. Plan to kick off your shoes, let your hair down, and enjoy the night.

THE CROONER LOUNGE $17,500

Join us for the crooning tunes of a "Rat Pack" style band in a beautiful room overlooking the NECA Opening beach party. Floor to ceiling windows let attendees take in all the activities while relaxing in a quieter lush environment. Sponsorship Includes:
- Full built-in bar and catering menu
- Gobo lighting projecting your company logo
- Live band
- Sponsor recognition on the mobile app and printed show guide
- Four (4) tickets to the Opening Reception

MARTINIS AND CIGAR BAR $14,500

This has been very popular ever since we introduced the smoking lounge during the 2012 NECA Las Vegas at the Mandalay Bay. Attendees will enjoy the outdoor/indoor lounge located on the 3rd floor overlooking the beach. Attendees will stand in line for a hand rolled cigar, customized with your company logo, and a signature martini.
Sponsorship Includes:
- Full built-in bar
- Gobo lighting projecting your company logo
- 300 Hand Rolled cigars with logo band
- Sponsor recognition on the mobile app and printed show guide
- Two (2) ticket to the Opening Reception

CARICATURE ARTISTS $6,500

Always a hit and well worth the wait this activity offers lots of visibility and networking with this popular sponsorship. Prominently located on the Mandalay Bay beach, three (3) artists will draw unique caricatures, making these fun portraits a great souvenir of their memorable evening.
Includes:
- Onsite sponsor signage
- Your company logo on every sketch
- Artist can wear your company logo shirts
- Sponsor recognition on the mobile app and printed show guide
- Two (2) ticket to the Opening Reception
OPENING RECEPTION

BRANDED KOOZIES $5,000
Imagine your company logo on every beach bar during the NECA Opening Reception. Bartenders will place beer and soft drinks in the koozie and your company name will be spread throughout the entire Mandalay Bay beach. Sponsorship includes:
- One color company logo on koozie (multiple colors available)
- Sponsor recognition on the mobile app and printed show guide
- Two (2) tickets to the Opening Reception

OFFICIAL AFTER PARTY $25,000
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

CLOSING CELEBRATION

MICHAEL JACKSON ONE $30,000
Join us for one of the most sought after shows in Las Vegas. NECA is taking over the Mandalay Bay theater on Tuesday, Sept. 17th for an exclusive Michael Jackson ONE performance. Hailed by Rolling Stone as “A virtual parade of ‘wow’ moments,” this performance is an electrifying fusion of acrobatics, dance and visuals that reflects the dynamic showmanship of the King of Pop.

The audience is immersed into the world of Michael's music. Driven by his biggest hits heard like never before in a riveting, state-of-the-art surround-sound environment Michael Jackson ONE by Cirque du Soleil performs exclusively at Mandalay Bay Resort and Casino in Las Vegas. The MJ ONE Bar and Lounge opens one hour prior to the performance where attendees will enjoy a complimentary beer, wine or soft drink.

Signature Sponsorship Includes:
- Branding throughout the pre-show reception area and MJ ONE Bar with:
  - gobo lighting
  - napkins and cups on bar (large bar area with 6-7 bartenders)
  - monitors
- Contest driving traffic to your NECA Show booth for a chance to win Michael Jackson memorabilia
- Opportunity to present the winner on stage just prior to the performance
- Sponsor recognition on the mobile app and printed show guide
- Six(6) tickets to the Closing Celebration
HEALTH ZONE $9,500

A major hit in 2018, NECA continues with an expanded version of the Health Zone in 2019. This important pavilion is designed to help contractors and their families stay healthy on the job and in their personal life which results in fewer injuries. Attendees will benefit from healthy cooking demonstrations presented by a Las Vegas chef, short stretching exercises, posture alignments, plus neck and back massages.

Sponsorship includes:
- Branding on overhead banner and backdrop and signage
- One Sponsor 15 minute presentation per show day
- Dedicated space within the Health Zone for company promotion
- Branded napkins during cooking demo
- Sponsor recognition on the mobile app and printed show guide
- Booth staff can wear sponsor company logo shirts

INSTRUCTIONAL GAMING ZONE $15,000

A great traffic builder for all three (3) show days, attendees must come to your booth to get their branded poker chip so they can learn to play Blackjack, Roulette, Poker or Craps in our new instructional gaming zone on the NECA Show floor. This exciting zone includes lounge seating and a cash bar.

Sponsorship includes:
- Branded Poker Chips
- Designed to drive traffic to sponsor booth first for a branded chip to play
- Dealers can wear sponsor logo shirts
- Overhead banner and onsite signage
- Special page in Official Show Guide recognizing sponsor
- Recognition on mobile app
- Branded pillows in lounge area
- 100 free drink tickets to give VIP attendees

Possible Add-ons:
- Branded playing cards
- Branded Koozies
- Branded Coasters

ROTATING KIOSK ADS $1,950 EACH

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 eight (8) rotating kiosks will be strategically located throughout the NECA Show floor and registration area. A total of 24 panels are available. Limit six panels per company. Includes sponsor recognition on the mobile app and printed show guide.

Questions? Contact Julie Duda - 770-632-0044 - julduda@necanet.org
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**PLAY TO WIN MAIN SPONSOR  $6,500**

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 and mobile app
- 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. They also return to drop their completed scorecard into the ticket tumbler at your booth each day.

**PLAY TO WIN SUPPORTER  $1,500 EACH**

This is the BEST booth traffic builder! Attendees want to WIN these prizes, and they will visit your booth in order to qualify. Two (2) lucky NECA Show attendees will WIN a prize each day.

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 NECA Show attendees can play. Includes sponsor flag at your booth and recognition on the mobile app and printed show guide. Ten (10) opportunities available.

**EVENT SURVEY  $3,600**

Your opinion matters! Each year, NECA conducts a benchmark survey and attendees are very willing to share their opinion. The sponsor value comes with branding and the ability to ask up to four (4) questions about your products, service, etc. This is a great way to test the market, get feedback, etc.

Sponsorship includes:
- Branding on the survey home screen
- Onsite signage as well as official show guide and mobile app
- Ability to ask 3-4 company / product related questions on the survey
- First to receive all survey results
- Confidential company results
- Staff can wear company branded shirts

**OFFICIAL MOBILE APP SPONSOR  $16,000**

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. Plus, sponsor gets a total of eight (8) buzz push notifications.
**SPORTS ZONE SUNDAY $13,000**

The Sports Zone is always a popular gathering place. The sponsor will receive 100 complimentary tickets to hand out to your VIP customers. Attendees must come to your booth to receive a drink ticket, driving traffic to your booth. Schedule a “Meet and Greet” with company VIP’s in the Sports Zone. The Sunday daily prizes will be drawn here.

Sponsorship Includes:
- Live Pro Football games and sports highlights
- Cash bar & complimentary popcorn with attendants
- Multiple large flat screen TV’s with cable channel feed
- Highly Visible banner and signage recognizing sponsor
- 100 VIP drink coupons to hand out to your customers
- Sponsor recognition on the mobile app and printed show guide

**SPORTS ZONE MONDAY & TUESDAY $10,000**

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 for golf, baseball and other sports highlights.
- Corn Hole
- Highly Visible Signage recognizing sponsor
- 100 VIP drink coupons to hand out to your customers

**EMAIL MARKETING $1,450 EACH**

NECA is offering an email service that will allow confirmed 2019 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.

There is a total of seventeen (17) email timeslots available between August 6th – October 4th, 2019. Visit www.necashow.org for date availability or Call Julie Duda at 770-632-0044.

**PRESENTATION THEATER $450 EACH**

Presented by Electrical Contractor Magazine, this is the chance for 2019 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.
Pause for Paws
Petting in the Paws PARK $1,000 each
NECA is adding a community outreach project that is sure to bring a smile to everyone’s face. Rescue dogs are a great stress reliever and just adorable.

The Paws Park (booth 2230) is located right inside the NECA Show floor and will be active two hours each show day. Ten (10) sponsor opportunities are available and includes:
· Company logo on large wall graphic
· Company logo on park area enclosure
· Plush dog with Paws Park info displayed in your booth
· Recognition in Show Guide and on mobile app
· Large donation to Pawsitive Difference Pet Rescue

CUSTOM HOTEL KEY CARDS price varies
Sponsorship Includes:
· High visibility
· Keys handed out at hotel
· Customized branding on one side
· Attendees keep as souvenir
· Recognition in Show Guide and on mobile app

OFFICIAL LANYARDS $15,000
Sponsorship Includes:
· One color logo printing
· Handed out to all attendees at registration and in sponsor booth

OFFICIAL CONVENTION TOTE BAG $23,000
Sponsorship Includes:
· One color logo printing
· Given to attendees at registration and in sponsor booth

FLOOR STICKERS $1,800 PER SET
NECA attendees will find your booth as they walk down the aisles of the NECA Show. Purchase a package of three (3) 36” X 36” floor stickers. NECA will placed them in high traffic areas both on and off the show floor.

CONFERENCE ROOM ON SHOW FLOOR $1,500 PER SHOW DAY
· Hard wall 20’x20’ rooms are placed in the trade show
· Conference table and six (6) executive chairs
· Can also be set theater style for presentations
· Includes one electrical connection

WEBSITE BANNER $1,000
Advertise all year long on the necashow.org website with this very affordable sponsorship. Sponsorship Includes:
· Two banner ads
· Rotating 205 x 60 pixels
· Rotating 180 x 240 pixels

HOTEL ROOM DROP Price Varies
CONVENTION BAG INSERT $3,750 PER PIECE
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