NECA 2020 Chicago Sponsor Brochure

www.necaconvention.org
Sponsorships are the Fastest Growing Form of Marketing Today

Sponsorship is the fastest growing form of marketing. With this in mind, you can find unlimited opportunities to broaden your competitive advantage by increasing your credibility, image, and prestige in sponsoring events which attract your target market. NECA is ready to customize a sponsor program that meets your specific goals and objectives. Sponsorship is key to powerful marketing.

Here are 9 Marketing Benefits of Sponsorship:

1. Shape customer attitudes.
2. Build brand awareness.
3. Drive sales.
4. Increase reach.
5. Generate media exposure.
6. Differentiate yourself from competitors.
7. Take on a "corporate citizen" role and support NECA
8. Generate new leads
9. Strengthen VIP customer relationships.

Let us help your company accomplish your NECA Show goals and objectives. All sponsor opportunity benefits include onsite signage and recognition in the official mobile app.

To learn more, contact us at 770-632-0044 or exhibitsales@necanet.org
Welcome to the Industry's Largest Networking Event
The NECA Opening Reception

NECA kicks off the annual convention with over 3,000 industry professionals at the Chicago Museum of Science and Industry, the largest science center in the Western Hemisphere. It is housed in the former Palace of Fine Arts from the 1893 World's Columbian Exposition. On Saturday evening, October 3, 2020, NECA turns this landmark institution into their biggest networking event of the year.

This is your company's opportunity to meet, talk with, and entertain, the leaders of the electrical construction industry.

Yesterday's Main Street & Finnigan's Ice Cream Parlor

Stroll the cobblestone streets of turn-of-the-20th century Chicago and enjoy timeless delights on Yesterday's Main Street while listening to a quintessential Barbershop Quartet. A detailed 1910 Chicago street scene is here to explore. Finnigan's ice cream parlor is based on a real Hyde Park shoppe of the same name, which opened in 1917. Finnigan's serves tempting ice cream favorites, including sundaes and shakes. Sponsorship includes:
- Barbershop Quartet
- Sponsor Signature Ice Cream flavor & logo napkins
- Two gobos featuring sponsor company logo
- Glow Bar Branded with company logo
- Includes four (4) tickets
- Exclusive Price: $18,500
Enjoy a Beautiful Fall Evening on the South Portico

Set on the Museum’s man-made lagoon created for the 1893 World’s Columbian Exposition, the South Portico is an outdoor al fresco space located directly off the Main Level Rotunda.

Sponsorship includes:
- Stripe Tent with World’s Fair theme decorations
- Two gobos featuring sponsor company logo
- Glow Bar with company logo
- Live Band
- Lounge with four (4) sponsor logo pillows
- Logo napkins
- Includes four (4) tickets
- Exclusive Price: $18,500 SOLD

Possible add-ons: 300 rolled cigars with company logo on cigar band (note: no smoking allowed) and highly sought after lighted glasses with company logo

Cool Off in the Extreme Ice Exhibit

Extreme Ice, an exhibit illustrating the immediacy of climate change and how it is altering the planet. American photographer James Balog captured thought-provoking images over a multi-year period that showcase the dramatic extent of melting glaciers around the world.

Sponsorship includes:
- Very fun and engaging Karaoke DJ
- Company Signature "Cool" Dry Ice Drink
- Two gobos featuring sponsor company logo
- Glow Bar Branded with Company logo
- Lounge furniture and company branded logo pillows
- Includes four (4) tickets
- Exclusive Price: $17,500
Climb Aboard and Take Flight

Step up to the Balcony level and go "Above and Beyond" the clouds. See a United Boeing 727 plane, look back in time at an exacting 1903 Wright Flyer replica. Then attendees can step into the virtual ride or flight simulators. This exciting exhibit promises to be very popular.

Sponsorship includes:
- PanAm Stewardess passing out your company logo pretzel and peanut packs
- Brand content on United Airplane Exhibit
- Flight and ride simulators
- Two gobos featuring sponsor company logo
- Glow Bar Branded with Company logo
- Includes four (4) tickets
- Exclusive Price: $15,500

Say "Cheese"...it's the Green Screen

Expect a line for this every-popular activity. Great networking opportunity:
- Attendees choose from multiple backgrounds; fun props; your company logo on every print
- Includes two (2) tickets
- Exclusive Price: $6,250

Caricature Artists

Attendees love to create memories with a fun caricature of themselves. Includes:
- Company logo on the artists' paper
- Includes two (2) tickets
- Exclusive Price: $6,250

Branded Coozies

Bartenders will place beer and soft drinks in the koozie and your company name will be spread throughout the Opening Reception. One color company logo on koozie
- Includes two (2) tickets
- Exclusive Price: $6,250
And the Party Continues...

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! Sponsorship Includes:
- Open Bars
- Select Food Offerings
- Company branding throughout area
- Lighting and gobos in company colors
- Custom decor
- Includes four (4) tickets
- Exclusive Price: $25,000 SOLD

Sports Zone

The Sports Zone is the most popular gathering place on the NECA Show floor. Attendees must come to your booth to receive a drink ticket, driving traffic to your booth. The Sunday and Monday daily prizes will be drawn here. Sponsorship Includes:
- Sunday Live Pro Football games plus sports highlights on Monday & Tuesday
- 300 complimentary tickets for your VIP customers
- Multiple TV screens
- Bloody Mary bar on Monday plus coffee, donuts and pastries on Tuesday
- Cash bar & complimentary popcorn with attendants
- Schedule a "Meet and Greet" with your company
- Highly Visible rotating banner and signage recognizing sponsor
- Exclusive Price: $29,000 SOLD

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Does Anyone Really Know What Time it is?

NECA's Closing Celebration will be a real throwback to the 60's, 70's & 80's with an amazing Classic Rock Concert. This music evokes memories of your first concert or school dance. NECA members will be asked to share photos of school dances and concerts that are sure to take you back in time.

This ALL STAR JAM features:
- John Elefante, former Lead Singer of Kansas
- Steve Augeri, former Journey lead vocalist
- Jason Scheff, long time lead vocalist of CHICAGO.

Together with Sixwire, American's hottest house band, the evening promises a high energy show packed with your favorite classic rock hits. Get ready for these classic hits:
- Don't Stop Believin': Journey
- 25 or 6 to 4: Chicago
- Dust in the Wind: Kansas
- Open Arms: Journey
- Saturday in the Park: Chicago
- and so many more...

This exclusive sponsorship will have the following benefits:
- Company branding with NECA outside the venue
- Raffle prize that will be awarded on stage by company representative
- Open Bars
- Dance Floor
- Gobos in company colors
- Includes four (4) tickets
- Exclusive Price: $30,000 SOLD
Archie Manning Football Signing
The head of the famed Manning dynasty is coming to NECA! Archie Manning, former NFL Player, Philanthropist, and Entrepreneur, will headline the Opening General Session in Chicago. Wherever he goes, Archie Manning is recognized as an ambassador of goodwill and a molder of people. One hundred (100) very lucky convention attendees will receive a signed football and have a photo op with Archie and our sponsor immediately following his talk. This is a GREAT pre-show marketing opportunity too. All confirmed full convention attendees will receive an email in advance of the event from NECA and the sponsor. The first 100 to reply to the email will be sent a follow-up invite for the signing and photo op. They MUST redeem their invite in order to receive the signed football. Limited sponsor staff will be able to network with attendees as they wait their turn.
- Exclusive Price: $11,500 SOLD

Victoria Arlen Book Signing
Our Monday General Session Speaker is Victoria Arlen. She has worn many hats. Arlen is an ESPN Host & Reporter, Motivational Speaker, Paralympic Gold Medalist & World Record Holder, Dancing with the Stars Semi-Finalist. She was 11 years old when she came down with two rare neurological disorders, Transverse Myelitis and Acute Disseminated Encephalomyelitis. She fought for her life for five years, much of it in a vegetative state where she was 'locked' within herself, unable to communicate with anyone. Her will and determination has allowed her to overcome so much. While competing on Dancing with the Stars, she shared her incredible story and was seen and heard by millions, including appearances on The Ellen DeGeneres Show, in People Magazine, and in hundreds of other media outlets across the country.
- Three hundred (300) Book Signing in Sponsor booth on Monday, Oct. 5, 2020
- Exclusive Price: $8,500
Daymond John Book Signing

The powerhouse Closing General Session speaker is Daymond John. He is best known as founder, president, and CEO of FUBU, and appears as an investor on the ABC reality television series Shark Tank. He will wow the audience with his methods to “Transform Any Situation, Close Any Deal, and Achieve Any Outcome”. These are the principles in his newest book “POWERSHIFT”.

Daymond has agreed to sign three hundred (300) books during a Meet & Greet immediately following his talk. This is a great booth traffic builder. Full convention attendees will learn about this opportunity in their registration email confirmation and in a flyer in the official convention tote bag. They will be told to visit your booth to receive one of 300 invites for the meet and greet and book. Attendees MUST redeem the invite for entrance to the event. Sponsor staff is encouraged to network with attendees during the Meet & Greet.
- Exclusive Price: $9,500

The Gathering Place: Front & Center

Whether arriving to register, heading to convention education, or coming and going from the NECA Show, all NECA convention attendees will use this inviting space as the perfect meeting spot with friends and colleagues or just a place to check email, charge their phone, or rest their weary feet for a few moments.

This highly visible 20'x35' lounge offers GREAT branding options and is located in the central lobby area of Lakeside Center at McCormick Place alongside Registration, Silent Auction and NECA Gives Back.
- Sponsor logo on sofa pillows
- Branded decals on communal charging tables and coffee tables
- Limited choice of carpet colors
- Onsite signage and mobile app recognition
- Exclusive Price: $9,500
**Play TOPGOLF to Win: Main Sponsor**

The BEST booth traffic builder just got even better and guaranteed to be even more popular! Introducing TOPGOLF at the NECA Show. Attendees receive their entry card at registration and then visit all participating exhibitors for the chance to golf in the simulator and be TOP of the leader board, or to just have fun. At the end of each day a prize will be awarded for the most points. Then each day's leader will battle it out for the grand prize. Main Sponsor benefits include:

- Fabulous visibility through Sponsor branding on both sides of simulator and on screen
- Sponsor logos rotate on two monitors positioned at the top of the TOPGOLF simulator entry
- Top Golf staff can wear main sponsor logo shirts
- Flag at sponsor booth designating participation and on entry card
- Main Sponsor to help present daily and grand prizes at the end of each day
- Attendee will drop off completed card at Main Sponsor booth and redeem for a ticket to play in the simulator
- Exclusive Price: $9,500

**Play TOPGOLF to Win: Supporter**

- Attendees must visit sponsor exhibits to have card stamped prior to entering golf simulator, driving quality traffic to your booth
- Sponsor logos will rotate on two monitors positioned at the top of TOPGOLF simulator entry
- Flag at booth designating sponsor participation and on entry card
- Ten (10) spots available
- Price: $2,300 each **SOME SOLD**

To learn more, contact us at 770-632-0044 or exhibitsales@necanet.org
Health Zone

NECA understands the importance of keeping contractors and their families healthy on the job and in their personal life, resulting in fewer injuries and insurance claims. Attendees participate in short stretching exercises, posture alignments, plus neck and back massages.
- Company logo prominently displayed on Health Zone overhead banner and backdrop
- Company logo on the back of exercise ball chairs
- Company logo on resistance bands
- Massage attendants can wear your company shirts plus signage
- Exclusive Price: $5,000

Healthy Cooking Demonstrations & Tastings

Join us for healthy cooking each day with Executive Chef George Rodrigues. He started his culinary journey in Brazil and made his way to the nation’s capital via Chicago, while competing on the Food Network’s “Chopped” and he “Beat Bobby Flay”! Don’t miss this opportunity to benefit from this star-studded opportunity. Sponsorship includes:
- Company logo prominently displayed on Health Zone overhead banner and backdrop
- Company logo on napkins (attendees will taste each days menu)
- Company logo on recipes and cooking tips that are given to attendees
- Exclusive Price: $5,000

Pause for Paws

Pause for Paws is part of the “NECA Gives Back” program. Launched last year, it was a big success so we are doing it again. Chicago area Orphans of the Storm Animal Shelter will bring puppies and small dogs to the NECA Show floor and they will leave with 50% of all monies raised. Pets are a great stress reducer. Sponsorship includes:
- Company logo on park area enclosure & overhead banner
- Plush dog with Paws Park info displayed in your booth
- Recognition in Show Guide and on mobile app
- Large donation to shelter
- Price: $1,250 per company or $6,000 exclusive sponsorship SOME SOLD

Orphans of the Storm
animal shelter
Convention Tote
- Exclusive Price: $24,000 **SOLD**

Lanyards
- Exclusive Price: $16,000 **SOLD**

Rotating Kiosk
- Exclusive Price: $1,950 per panel **SOME SOLD**

Floor Stickers: Set of 3
- Exclusive Price: $1,950 per set of three 3'x3' stickers

Web Banners
- Exclusive Price: $1,250 for placement on the home page of the necashow.org website and on the exhibit floor plan page.

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. Sponsor benefits:
- Sponsor on the opening splash page linking to whatever Information the sponsor chooses
- Sponsor bar at the top of each page
- Sponsor gets a total of eight (8) buzz/text push notifications
- Exclusive Price: $16,000 **SOLD**
Email Marketing
NECA offers an email service that will allow confirmed 2020 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 above list upon receipt of a completed Contract and Payment. Exhibitor may only purchase 1 timeslot per week, and a maximum of three total timeslots.
- Price: $1600 per timeslot SOME SOLD
- Visit www.necashow.org for date availability or call 770-632-0044

Convention Education Coffee Breaks
Two days of constant recognition! Includes company branded napkins and onsite signage. Sponsor will be thanked in each convention education classroom.
- Exclusive Price: $9,500 for Sunday and Monday from 7:30am - 9:30am

Onsite Attendee Survey
Your opinion matters! NECA conducts an annual 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.
- Exclusive Price: $4,500 SOLD

Custom Key Cards
- Price varies dependent on number of hotels

Convention Tote Insert
- Price: $3,750 per piece

Hotel Room Drop
- Price varies dependent on number of hotels and item type
There are Many Reasons to become a Sponsor. What's Yours?

- Brand Equity
- Drive Sales
- Strengthen Customer Relations
- Generate New Leads
- Support NECA
- New Product Introductions
- Test New Ideas
- Something Else?

The NECA 2020 Sponsorship Program has exclusive and limited opportunities that will help you achieve any of these goals and more. NECA Offers Many Show Promotions including:

- Electrical Contractor Magazine Advertising
- Showstopper Showcase, sponsored by *Electrical Contractor Magazine*
- Booth Package Upgrades
- Email Marketing
- Pre & Post Mailing Lists
- Web Banners
- Private Conference Rooms

Don't see something that interests you? We'll customize a plan that meets your needs.

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