

## Now Twice the Opportunity

Be a Part of the #1 Event for Power, Light and Communication Technology



## Sponsor Brochure

October 9-12, 2021

At Music City Convention Center,  
Nashville, Tennessee and Online



A Hybrid Event



[NECAshow.org](http://NECAshow.org)

Presented by the National Electrical  
Contractors Association

**NECA 2021**

# NASHVILLE

The fastest growing form of marketing promotion is sponsorship in the United States. It has proved a revelation for many businesses, significantly increasing their company profile, expanding customer bases, and increasing profits. And sponsorship is one of the most powerful tools out there shaping customer behavior.

According to Forbes Magazine, "Among the many marketing strategies that a company can use to promote its products and services, sponsorship is one of the few that has the potential for huge payoffs."

Whether you're exhibiting in Nashville or with us virtually, or both, let us help your company accomplish your marketing goals and objectives. In addition to the benefits listed below, all sponsors are recognized in onsite signage, the official mobile app, and the show guide.

**Contact us at 202-991-6289 or [exhibitsales@necanet.org](mailto:exhibitsales@necanet.org)**



# NASHVILLE OFFERINGS

## Welcome to the Industry's Largest Networking Event: The NECA Opening Reception

NECA kicks off the 2021 annual convention with thousands of industry professionals at the Wild Horse Saloon in Nashville. This is the place to be a part of THE Music City Experience. Boasting downtown's largest dance floor, NECA turns this institution into their biggest networking event of the year on Saturday evening, October 9, 2021. This is your company's opportunity to meet, talk with, and entertain, the leaders of the electrical construction industry.

### Country Saloon (Upper Level Wild Horse)

**Exclusive Price: \$19,000**

We're turning the upper level of the Wild Horse into an old-style Country Saloon complete with Tennessee whiskeys, card sharks, billiards, plenty of seating and more. This spacious area has great branding opportunities for one lucky sponsor.

#### Benefits include:

- ★ Two gobos featuring sponsor company logo in company colors
- ★ Company Logo napkins
- ★ Full Bar
- ★ Tennessee Moonshine Tasting (limited quantities)
- ★ Reception Food Menu
- ★ Includes four (4) Opening Reception tickets

### Nashville Green Screen

**Exclusive Price: \$6,950**

Contractors love to gather their friends and family for a fun and memorable photo op. Always a great networking opportunity while they're waiting in line.

#### Benefits include:

- ★ Attendees choose from multiple photo backgrounds
- ★ Fun props to wear
- ★ Your company branding on the photo mat
- ★ Includes two (2) Opening Reception tickets

### Country Crooners Lounge

Exclusive Price: \$18,000

The Crooners Lounge has always been a favorite among our audience each year. Just imagine listening to the softer sounds of Elvis, Dolly Parton, or Johnny Cash, while catching up with friends, colleagues, and customers. This space will be decked out in your company colors. This lounge is a great environment to network with contractor execs. It is directly connected to the Wild Horse Saloon upper level.

#### Benefits include:

- ★ Two gobos featuring sponsor company logo
- ★ Company Logo napkins
- ★ Full Bar
- ★ Signature Cocktail
- ★ Reception Food Menu
- ★ Includes four (4) Opening Reception tickets

### Country Fair Meets Family Reunion

Exclusive Price: \$21,000

Contractors are anxious to be together again and this event will double as a "NECA Family Reunion". Whether walking or riding the shuttles, this huge street tent may well be their first stop. We're taking over the street and locating the tent directly in front of the Wild Horse Saloon. This prime location features a country band that will surely lure folks to the dance floor.

#### Benefits include:

- ★ Company branding on arrival with front and center location
- ★ Great country band with modern flair
- ★ Country fair games and lots of street fun
- ★ Full Bar and yummy Tennessean bites
- ★ Company logo napkins
- ★ Includes four (4) Opening Reception tickets



### **Hand Rolled Cigars**

**Exclusive Price: \$6,950**

Contractors always look forward to getting a hand rolled cigar. It's one of our most popular sponsor offerings. We will set-up a station inside the venue demonstrating how cigars are rolled. Attendees line up to receive one of the pre-rolled cigars featuring your company logo. There will be directions to the designated smoking area outside.

#### **Benefits include:**

- ★ 300 Hand-rolled cigars banded with your company logo
- ★ Two Cigar Rollers
- ★ Company branding on signage
- ★ This is a great "add-on" to any of the above sponsorships
- ★ Includes two (2) Opening Reception tickets

### **Branded Koozies**

**Exclusive Price: \$5,750**

Another great "add-on" to any of the Opening Reception sponsor offerings. Imagine your company logo on the Wild Horse Saloon bars 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 evening.

#### **Sponsorship includes:**

- ★ One color company logo on koozie (multiple colors available)
- ★ Sponsor recognition on the mobile app and printed show guide
- ★ Two (2) Opening Reception tickets

### **Artist Drawn Caricatures**

**Exclusive Price: \$6,950**

NECA contractors love to create memories with fun caricatures of themselves. Always popular, this sponsorship gives you time to network with attendees while they wait their turn.

#### **Benefits include:**

- ★ Company logo on artists' paper
- ★ Includes two (2) Opening Reception tickets



### Whiskey & Rye Room

**Exclusive Price: \$11,500**

A quiet place to catch up with friends and colleagues. Listen to the sultry sounds of a very talented solo acoustic guitarist. A rich and inviting setting to catch up with customers and colleagues over a sophisticated glass of Rye or locally-distilled Tennessee Whiskey.

#### Benefits include:

- ★ Open Bar
- ★ Limited Tennessee Whiskey tastings
- ★ Two gobos featuring sponsor company logo
- ★ Logo Napkins
- ★ Includes two (2) Opening Reception tickets

### After Party

**Exclusive Price: \$25,000**

At the end of the Reception, the party continues on the Wild Horse main stage with the fabulous sights and sounds of the Milwaukee Tool Shed Band. This incredible group of very talented musicians will get you onto the dance floor.... Guaranteed!

#### Benefits include:

- ★ Open Bars
- ★ Select Food Offerings
- ★ Company branding throughout the main level
- ★ Lighting and gobos in company colors
- ★ Custom Décor
- ★ Includes four (4) Opening Reception tickets

Courtesy of Nashville Convention & Visitors Corp.

## Closing Celebration

**Exclusive Price: \$35,000**

NECA's Closing Celebration will be a real throwback to the 70's, 80's & now, with a classic rock concert. The Music City Convention Center Ballroom will transform into an amazing concert and dance hall.

### This ALL-STAR JAM features:

- ★ Don Felder, former lead guitarist and singer of the EAGLES
- ★ Steve Augeri, former JOURNEY lead vocalist
- ★ Eddie Montgomery, long time lead vocalist of MONTGOMERY GENTRY

Together with Sixwire, American's hottest house band, the evening promises a high energy show.

### Benefits include:

- ★ Company branding with NECA on stage
- ★ All three singers will sign a guitar to be presented to three winners at the concert. Attendees enter contest at your NECA Show booth
- ★ Includes Meet & Greet / Photo Op between winner, sponsor and singer (Must show proof of vaccination)
- ★ Open Bars
- ★ Logo Napkins and Cups
- ★ Dance Floor
- ★ Includes six (6) tickets



SIXWIRE



## Sports Zone

**Exclusive Price: \$25,000**

The Sports Zone is THE popular gathering place on the show floor, particularly at the end of Sunday and Monday for the daily prize drawings. This great traffic builder sends attendees to your booth to receive a complimentary drink ticket. Consider scheduling a "Meet and Greet" with your company VIP's too. Your company staff is welcome to man the Sports Zone to network and welcome attendees.

### Sponsorship Includes:

- ★ Pro Sports Sunday (multiple football games & other sports highlights)
- ★ Bloody Mary Monday (build your own drink with a full array of garnish options)
- ★ Joe & Dough Tuesday (morning coffee, donuts, and other pastries)
- ★ Cash bars & complimentary popcorn with attendants (Sunday & Monday)
- ★ Multiple large flat screen TV's with cable channel feed
- ★ Highly visible hanging sign recognizing sponsor
- ★ 100 VIP drink coupons to hand out to your customers per day (300 total)

## The Songbird Café on the NECA Show floor

**Exclusive Price: \$21,000**

NECA is taking its' cue from the famed Bluebird Café in Nashville. This inviting songwriter's performance space where the "heroes behind the hits" perform their own songs; and songs that have been recorded by chart-topping artists in all genres of music. Located on a main aisle of the NECA Show floor, this inviting space will feature different artists each day. Attendees will be encouraged to sit down, have a conversation, and listen to some cool Nashville tunes.

### Benefits Include:

- ★ This is a great booth traffic generator. Attendees visit sponsor booth to receive a free drink ticket
- ★ Cash Bar, but includes 100 complimentary drink tickets per day to pass out to VIP customers
- ★ Café will be designed using sponsor company colors
- ★ Highly visible hanging sign recognizing sponsor
- ★ We encourage Sponsor to have company staff in the café to welcome attendees



### **Pause for Paws Petting Park**

**Exclusive Price: \$6,000**

As part of our “NECA Gives Back” program, we are working with Nashville area animal rescue organizations as part of our community outreach. For three hours each day, we will have several adorable rescue dogs available in a Petting Park booth located next to the Songbird Café. These sweet pooches are guaranteed to put a smile on your face and reduce stress levels.

#### **Benefits include:**

- ★ Company logo and booth # on wall panels
- ★ Onsite directional signage thanking sponsors
- ★ Plush Dog with Paws Park info displayed in your booth
- ★ Donation to Nashville rescue organization

### **Email Marketing**

**Price: \$1,600 each**

NECA offers an email service that allows confirmed 2021 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 email to registered attendees upon receipt of this completed Contract and Payment. Email dates will be available in the months of September and October. Exhibitors may purchase 1 timeslot per week, and a maximum of four (4) total timeslots. There are several timeslots available and it's a great way to develop a campaign building to the NECA Show and then thanking attendees for visiting post-show. Check with Bobbie Scott [bobbie.scott@necanet.org](mailto:bobbie.scott@necanet.org) for open dates.

### **Official Mobile App**

**Exclusive Price: \$15,000**

The mobile app offers quick search capabilities for exhibitors and sessions, whether attending in Nashville or the virtual edition. Attendees view the event maps and build personalized planners quickly and easily. It is deployed with convention branding as well as one major sponsor's logo.

Your company brand will be on every attendee's mobile device including computers, phones, and tablets. In addition to the custom landing page and the sponsor bar at the top of each page, the sponsor will have an icon on the Home Page linking to your information. Plus, sponsor gets a total of six (6) push notifications.

<b>Event Survey</b> <b>Exclusive Price: \$3,900</b>	<b>Play to Win Main Sponsor</b> <b>Exclusive Price: \$6,950</b>	<b>Play to Win Supporter</b> <b>\$1,500 each</b>
<p>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.</p> <p><b>Sponsorship includes:</b></p> <ul style="list-style-type: none"> <li>★ Branding on the iPad survey home screens</li> <li>★ Ability to ask up to four company / product related questions</li> <li>★ Raffle Prize incentive for attendees</li> <li>★ First to receive all survey results</li> <li>★ Confidential company results</li> </ul>	<p>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"! Two prizes are awarded each day.</p> <p><b>Main Sponsorship includes:</b></p> <ul style="list-style-type: none"> <li>★ Onsite signage at Sponsors' booth</li> <li>★ Promotion in the Official Show Directory and mobile app</li> <li>★ Signage around convention center encouraging attendees to "Play to Win".</li> <li>★ Your company logo on the Entry Card that is placed inside the official tote bag given at registration</li> <li>★ Attendees will visit your booth for a stamp. They must return to your booth and drop their completed scorecard into the ticket tumbler at your booth each day.</li> <li>★ Prizes are awarded in the Sports Zone on Sunday and Monday, and on stage following the Tuesday Closing General Session. Main Sponsor participates in congratulating winners.</li> </ul>	<p>BEST booth traffic builder ever! NECA Show attendees want to WIN these prizes, and they will visit your booth in order to qualify. Two (2) lucky NECA Show attendees will WIN 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.</p> <p><b>Sponsorship Includes:</b></p> <ul style="list-style-type: none"> <li>★ Sponsor flag at your booth</li> <li>★ Logo on Entry Card</li> <li>★ Attendees visit your booth to receive qualifying stamp</li> <li>★ Recognition in onsite signage, official mobile app and printed show guide</li> <li>★ Ten (10) opportunities available</li> </ul>

<b>Rotating Kiosks</b>	<b>\$2,000 each</b>	<b>Custom Hotel Key Cards</b>	<b>Price Varies</b>	<b>Website Banners</b>	<b>\$1,000 each</b>
This very popular opportunity is back and they sell out quickly. Drive traffic to your booth by placing an ad on these highly visible lighted rotating kiosks. Ten (10) kiosks will be strategically located throughout the Music City Convention Center, NECA Show floor, and NECA Registration area. A total of 30 panels are available. Limit six panels per company.		Benefits include:  ★ High visibility ★ Keys handed out at hotel registration ★ Customized branding on one side ★ Attendees keep as souvenir		Start advertising your NECA Show participation today with a necashow.org website ad.  <b>Sponsorship includes two banner ads:</b>  ★ Rotating 205 x 60 pixels (Official floorplan web page) ★ Rotating 180 x 240 pixels (Home page and all other web pages)	
<b>Official Convention Tote Bag</b>  <b>Exclusive Price: \$24,000</b>		<b>Floor Stickers</b>  <b>\$1,800 per set</b>		<b>Convention Bag Insert</b>  <b>\$3,750 per piece</b>	
Put your brand in the hands of every attendee.		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.		<b>Hotel Room Drop</b>	<b>Price Varies</b>
<b>Benefits include:</b>  ★ One color logo printing ★ Handed out at registration and at sponsor booth ★ Branding awareness continues as attendees keep and reuse		<b>New! Stair Treads Advertising</b>  <b>Price Varies</b>		<b>Conference Room on the NECA Show floor</b>  <b>Price: \$1,500 per day or \$4,000 for all three days</b>	
<b>Official Lanyards</b>  <b>Exclusive Price: \$15,000</b>		The Music City Convention Center has two high traffic area staircases which are perfect for prominently displaying a sponsor message. These progressive ads can be full color. Contact us for more detail and pricing.		★ Hard wall 20'x20' rooms are placed in the trade show ★ Carpet, conference table, and six (6) executive chairs ★ Can also be set theater style for presentations ★ Includes one electrical connection	



## **14 Smart Reasons Why Your Company Should Become a Sponsor**

1. Brand Visibility
2. Brand Interaction
3. Brand Prestige
4. Direct Customer Engagement
5. Attendee Data
6. Targeted Marketing
7. Customer Perception
8. Lead Generation
9. Initiate Sales
10. Industry Goodwill
11. Content Strategy
12. Gain Customer Insights
13. Strengthen Business Relations
14. ROI

### **Virtual Sponsor Offerings Coming Soon.**

In addition to the benefits listed, all sponsors are recognized in onsite signage, the official mobile app, and the show guide. Contact us to reserve your sponsor choices at 202-991-6289 or [exhibitsales@necanet.org](mailto:exhibitsales@necanet.org).

Visit [www.necashow.org](http://www.necashow.org) for more details.

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