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NECA



Austin

OCT.
15-18

Additional Sponsor Offerings

NECA 2022 Austin



Increase Your Reach

Due to the popularity and value of NECA sponsorships, we have added more opportunities for your company to stand out from your competitors. These offerings provide more ways to increase your company brand strength. In recent years, corporate sponsorship has become the fastest growing type of marketing in the United States.

Hilton Downtown Austin

Here are two opportunities offering unlimited branding impressions for NECA attendees. The Hilton Austin Downtown is the closest hotel to the Austin Convention Center, home of NECA 2022 Austin. It houses the largest hotel block. In addition, the hotel features several gathering places for networking, food, and drink following the NECA Show each day.

Digital Advertising \$6,250 - Three available

Your 15 second static or video ad will play every 2.5 - 3 minutes from Sat. Oct. 15th - Tues. Oct. 18th in between official NECA messaging. This beautiful and unique video wall is located front and center in the Hilton lobby directly across from the entrance and lobby bar, a great gathering spot. Audio not available.

Revolving Door Clings \$8,000 exclusive

Make sure attendees see your company name they enter or exit the Hilton. Secure your message on the main entrance revolving door on Neches St. and on the 4th Street entrance. Each door will have two 16" square two-sided signs. These advertising clings will be mounted Sat. Oct. 15th - Tues. Oct. 18th.



Interior Headrest Covers on Official Buses \$1,800 per bus

Amplify your company brand and drive traffic to your booth with these fabric covers personalized with your logo in color placed on each seat for maximum exposure. Printed in color on front and back. Prices are per bus and include all production and installation costs for up to 2 colors. NECA will use more than 10 buses on the daily scheduled run.



Caricature Artist during Opening Reception \$6,250 exclusive

Always a hit this activity offers lots of visibility and networking with this popular sponsorship. The artist will draw unique caricatures making these fun portraits a great souvenir of their memorable evening. Includes:

- Company logo on artist sketch paper
- Onsite sponsor recognition and in the official mobile app
- Includes two (2) Opening Reception tickets



Fun Photo booth on the NECA Show floor \$10,000 exclusive

Sponsor this fun way for attendees to remember their NECA 2022 Austin experience. They love to grab their friends and colleagues to pose for a memorable photo. This sponsorship promises long-lasting branding when attendees display the photo in their office. The photo booth will be open:

- Sun., Oct. 16th from 1:00 p.m. - 5:00 p.m.
- Mon., Oct. 17th from 1:00 p.m. - 4:00 p.m.
- Tues., Oct. 18th from 10:00 a.m. - 1:00 p.m.



NECA Silent Auction \$12,500 exclusive

NECA is always working to help communities in need both in the US and around the world. The annual Silent Auction has helped various organizations in each convention city over the past several years.

This year we are raising money for Navarro Early College High School and Lake Travis Early College High School, both located in Austin, as part of the "Adopt a School" program. This new initiative is a cooperative effort between NECA, IBEW, and manufacturers. It is designed to teach students about career opportunities in the electrical trades. The purpose is to build relationships with schools, counsellors, teachers, principals and parents.

This new sponsorship includes:

- High visibility with sponsor branding:
 - onsite at the Silent Auction located between registration and the trade show entrance in the central lobby
 - on the auction web platform
 - on mobile app access to the Silent Auction
 - on auction push notifications throughout each day and thank messages to all donors.
- \$2,500 donation to the schools

In addition, sponsor may donate up to two items for bid, in which 100% of the proceeds will benefit the schools.

