

NECA

20
22



Austin

OCT.
15-18

NECA 2022 AUSTIN SPONSORSHIP OPPORTUNITIES

October 15-18 • Austin Convention Center

Presented by the National Electrical Contractors Association



Why should you sponsor at

NECA 2022 AUSTIN?

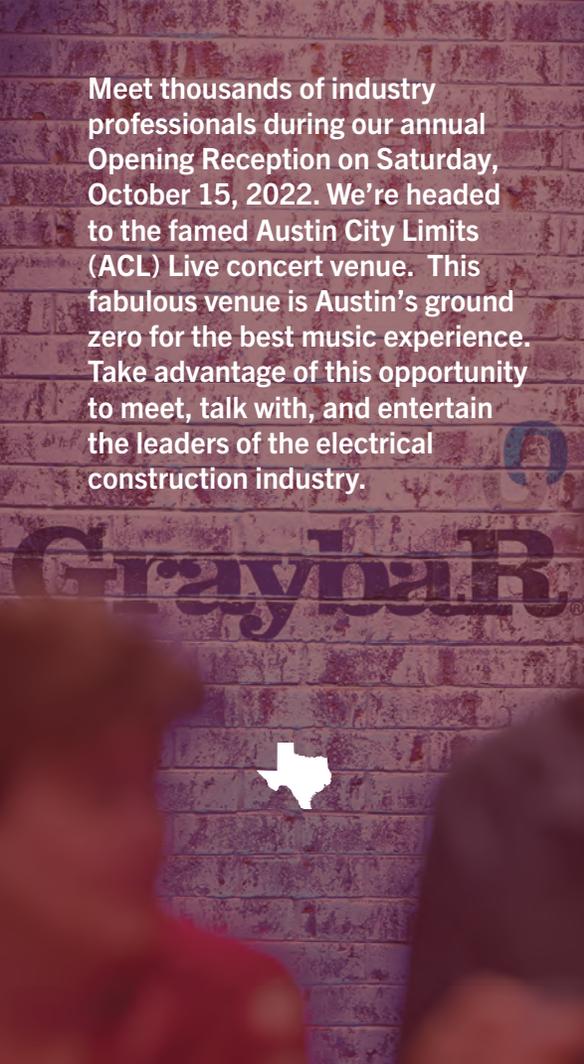
Sponsorship provides a great means of broadening your competitive edge by strengthening your company's brand, prestige, credibility, and by supporting NECA. These opportunities target the customers you want to reach. In recent years, corporate sponsorship has become the fastest growing type of marketing in the United States.

Contact Katie Carey at 202-991-6289 or exhibitsales@necanet.org



“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.**”

—Forbes Magazine



Meet thousands of industry professionals during our annual Opening Reception on Saturday, October 15, 2022. We're headed to the famed Austin City Limits (ACL) Live concert venue. This fabulous venue is Austin's ground zero for the best music experience. Take advantage of this opportunity to meet, talk with, and entertain the leaders of the electrical construction industry.

Welcome to the Industry's Largest Networking Event

The NECA Opening Reception

ACL Live 3TEN Room

Exclusive Price: \$25,000

This state-of-the-art showcase room will feature the fabulous Suede Band. They are an electrifying and outrageously fun cover band featuring a variety of Top 40 hits and '80s music.

Benefits include:

- Company branding including large video wall
- Gobo and uplighting in company colors
- Company logo napkins
- Full bar and reception food menu
- Includes four (4) Opening Reception tickets

ACL Live Terrace

Exclusive Price: \$25,000

This spacious outdoor terrace is located right inside the entry gates. It's the perfect place to connect with your customers as they stop by to enjoy live music, food, and drink in jungle themed décor.

Benefits include:

- Company branding and uplighting
- Company logo napkins
- Full bar and reception food menu
- Includes four (4) Opening Reception tickets



Trace Restaurant and Patio

Exclusive Price: \$25,000

This fantastic restaurant and outdoor patio is located on the street level in the W Hotel. It is directly connected to the ACL Live main entrance. Attendees will be drawn to the inviting sounds of the Golden Sister Hair Trio as they're dropped off in front of this beautiful and inviting setting. This all-female cover band performs harmony-rich hits from the late '60s and '70s.

Benefits include:

- Company branding and visibility
- Company Logo napkins
- Full bar and reception food menu
- Includes four (4) Opening Reception tickets

Hand-Rolled Cigars

Exclusive Price: \$6,250

A perfect add-on to your sponsorship. Contractors love a hand-rolled cigar. It's one of our most popular sponsor offerings. This station will be set-up inside one of our sponsored rooms. Attendees line up to receive one of the pre-rolled cigars featuring your company logo. ACL Live is a non-smoking facility.

Benefits include:

- 300 Hand-rolled cigars with company logo band
- Cigar rollers
- Company branding on signage
- This is a great "add-on" to any sponsorship
- Includes two (2) Opening Reception tickets

ACL Live 4th Floor Jack & Jim Gallery

Exclusive Price: \$25,000

Jack Daniels and ACL Live celebrate the iconic work of photographer Jim Marshall in this beautiful gallery space. Photos of Mick Jagger, Frank Sinatra, Jimmy Hendrix, Aretha Franklin, Miles Davis, and so many more line the walls to create the perfect setting for more quiet conversations.

Benefits include:

- Live solo or duo music
- Limited tequila tastings
- Tasting expert to explain each variety
- Company branding including logo napkins
- Full bar and reception food menu
- Includes four (4) Opening Reception tickets

Polaroid Photographer

\$3,500

This is a great add-on for the Jack & Jim Gallery. Two roving Polaroid photographers will mingle in the gallery and snap photos of guests, handing them their own vintage photo to take home. These photos will be branded by adding a small sponsor sticker onto the photo's white space.

Lighted Glasses

Exclusive Price: \$4,500

Another great add-on to your sponsorship. 500 LED lighted glasses.

Elevator Door Clings

Exclusive Price: \$5,000

Make sure your company brand is front and center as attendees ride the elevator to all ACL Live floors. Door clings will be on the front of the elevator doors on every floor.

- Includes two (2) Opening Reception tickets

Branded Koozies

Exclusive Price: \$6,250

Bartenders will place beer and soft drinks in your branded koozies, spreading your company name throughout the entire evening.

Sponsorship includes:

- One color company logo on koozie (multiple colors available)
- Sponsor recognition on the mobile app and onsite signage
- Two (2) Opening Reception tickets



AFTER PARTY

Exclusive Price: \$30,000

Just when you think it's over, the party continues on the ACL Live Main stage with the fabulous Milwaukee Tool Shed Band. This incredible group of very talented musicians will get everyone onto the dance floor... guaranteed!

Benefits include:

- Open bars
- Select food offerings
- Company branding throughout the main level
- Uplighting in company colors
- Includes four (4) Opening Reception tickets



Stay top-of-mind

The NECA Closing Celebration

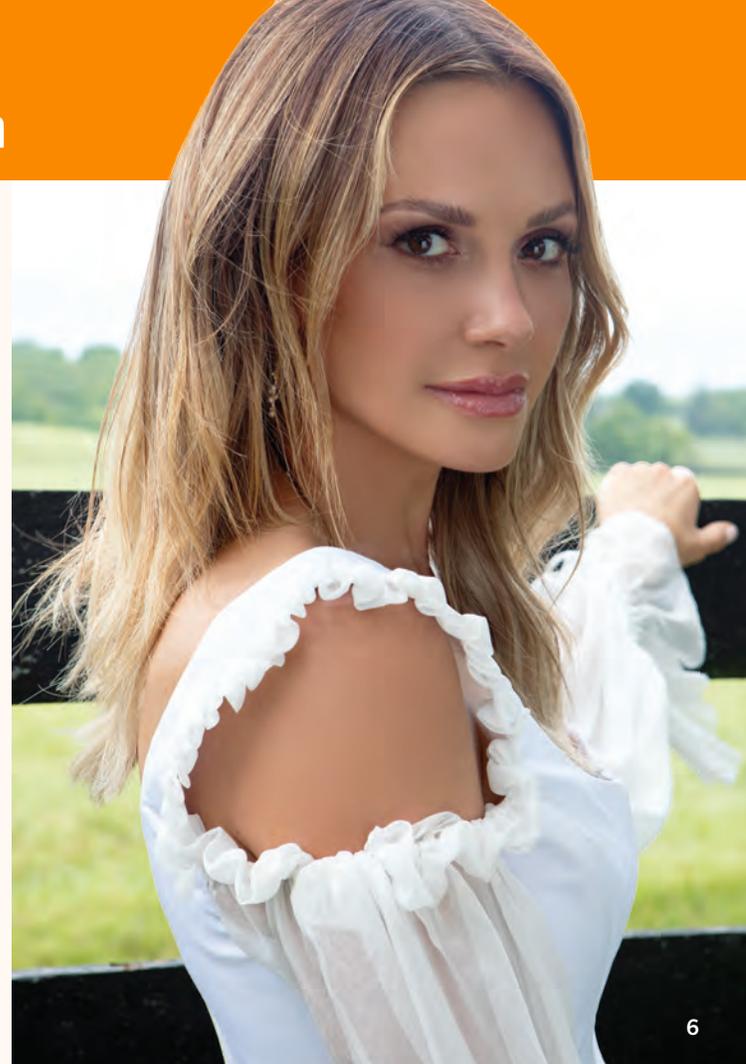
Exclusive Price: \$35,000

Carly Pearce, CMA 2021 Female Vocalist of the Year, will rock the house with her sultry mix of both traditional and country-pop music during our annual Closing Celebration. It will take place at the beautiful outdoor pavilion at the Palmer Events Center, a multi-purpose venue nestled next to Butler Park with gorgeous views of downtown Austin.

For the first time, the Closing Celebration continues with an After Party featuring an Austin-based dance band promising a fun and fabulous way to end the evening. Get your dancing shoes ready!

Benefits include:

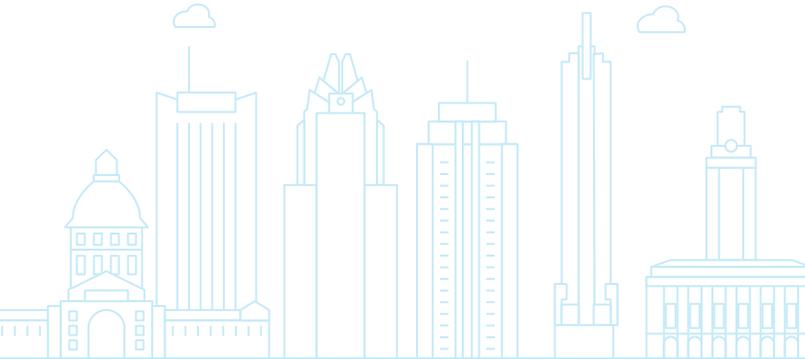
- Company branding and colors
- Signed guitar for sponsor raffle
- Open bars
- Logo napkins and cups
- Dance floor
- Includes four (4) tickets



Travis Mills

Book Signing Price: \$19,000

Thousands have been wounded in the wars in Iraq and Afghanistan. Five have survived quadruple amputee injuries. This is one soldier's story. **Travis Mills** was critically injured on his third tour of duty in Afghanistan by an improvised explosive device, suffering the loss of both arms and both legs. Following his inspiring Opening General Session message, NECA attendees will hit the show floor where Travis will sign up to 300 copies of his book ***Tough as They Come***, ensuring great traffic for one exclusive sponsor.





NECA Monday General Session **Emmitt Smith**

Price: \$18,000

The leading rusher in NFL history, three-time Super Bowl Champion, Dancing with the Stars contestant, and entrepreneur, Emmitt Smith, will wow the audience with his Monday General Session address, where he will discuss his career and tips for business success. One lucky sponsor will host Emmitt in their booth for a photo op with NECA attendees. In addition, the sponsor will hold a raffle to win an autographed football each day.



*Get in front
of attendees
on the
NECA
Show
Floor*

Sports Zone

Exclusive Price: \$28,000

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 manning the Zone to welcome customers or schedule a “Meet & Greet” with your company VIPs.

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 TVs with cable channel feed
- Highly visible hanging sign recognizing sponsor
- 100 VIP drink coupons to hand out to your customers per day (300 total)



Relaxation Station

Exclusive Price: \$8,500

NECA Trade Show attendees all need a few moments to relax, recharge, and reconnect. There's no better place than the Relaxation Station on the NECA Show floor. Decked out with your company colors and branding, this is a great networking opportunity too. These quick professional chair and foot massages are a welcome treat. We are taking safety seriously too.

Safety precautions:

- All massage team members will wear masks and are fully vaccinated
- Massage chairs at least 6 feet apart & hand sanitizer stations

Sponsorship includes:

- Your company branded pillows and tabletop branding



Pause for Paws Petting Park
Exclusive Price: \$7,000

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

Benefits include:

- Company logo and booth number on wall panels
- Onsite directional signage thanking sponsors
- Plush dog with Paws Park info displayed in your booth
- Donation to Austin-area rescue organization



The Songbird Café on the NECA Show Floor
Exclusive Price: \$28,000

After a successful 2021 debut, the Songbird Café is making a return! This inviting lounge is where the “heroes behind the hits” perform their own songs as well as songs that have been recorded by chart-topping artists in all genres. Seating and a cash bar encourage attendees to relax, converse, and listen to some cool tunes.

Benefits include:

- This is a great booth traffic generator—sponsor receives 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
- Sponsor company can place staff in the Café to chat with attendees





Play to Win Main Sponsor

Exclusive Price: \$6,950

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.

Main Sponsorship includes:

- Onsite signage at Sponsors' booth
- Promotion in the Official Show Directory and mobile app
- Signage around convention center encouraging attendees to "Play to Win"
- Your company logo on the Entry Card that is placed inside the official tote bag given at registration
- 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.
- 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.

Play to Win Supporter

\$1,500 each

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.

Sponsorship Includes:

- Sponsor flag at your booth
- Logo on Entry Card
- Attendees visit your booth to receive qualifying stamp
- Recognition in onsite signage, official mobile app and printed show guide
- Ten (10) opportunities available



Event Survey

Exclusive Price \$4,500

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 4 questions about your products, service, etc. This is a great way to test the market, get feedback, etc.

Sponsorship includes:

- Branding on the iPad survey home screens
- Ability to ask up to four company/product related questions
- Raffle prize incentive for attendees to participate
- First to receive all survey results
- Confidential company results

Rotating Kiosks

\$2,000 each

This very popular opportunity is back, and panels sell out quickly! Drive traffic to your booth by placing an ad on these highly visible lighted rotating kiosks. Eight kiosks will be strategically located throughout the Austin Convention Center, NECA Show floor, and NECA Registration area. A total of 24 panels are available. Limit six panels per company.



Official Convention Tote Bag

Exclusive Price: \$24,000

Put your brand in the hands of every attendee.

Benefits include:

- One color logo printing
- Handed out at registration and at sponsor booth
- Branding awareness continues as attendees keep and reuse



Official Lanyards

Exclusive Price: \$15,000

Sponsorship includes:

- One-color logo printing
- Handed out at registration



Convention Bag Insert

\$3,750 per piece

Custom Hotel Key Cards

Price Varies

Benefits include:

- High visibility
- Keys handed out at hotel registration
- Customized branding on one side
- Attendees keep as souvenir



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 36" X 36" floor stickers. NECA will place them in high traffic areas both on and off the show floor.



Hotel Room Drop

Price Varies



Conference Room on the NECA Show Floor
Price: \$1,500 per day or \$4,000 for all three days

Sponsorship includes:

- Hard wall 20'x20' rooms on the trade show floor
- Carpet, conference table, and six (6) executive chairs
- Can also be set theater style for presentations
- Includes one electrical connection



MORE WAYS TO SPONSOR



DIGITAL SIGNAGE & ADVERTISING

Based on the last year's success, NECA has put together two digital advertising packages for Austin. We are using available convention center signage as well as bringing in the latest in LED technology so you can tell your story and generate booth traffic through ads. Screens will be placed throughout the entire convention center. Full specs and deadlines will be provided with sponsorship confirmation.



Package A: \$19,500

Includes:

- Five double sided ceiling mounted screens throughout the main level.
- Three Triangle LED screens (each panel is approx. 8' tall by 3' wide)
- Three Double Skyscraper back-to-back LED screens (panels are same size as above)
- Three Single Skyscraper LED Screens
- 17 digital flat screens built-in throughout the convention center

Package B: \$7,900

Includes:

- Three Single Skyscraper LED Screens (each panel is approx. 8' tall by 3' wide)
- 17 digital flat screens built-in throughout the convention center

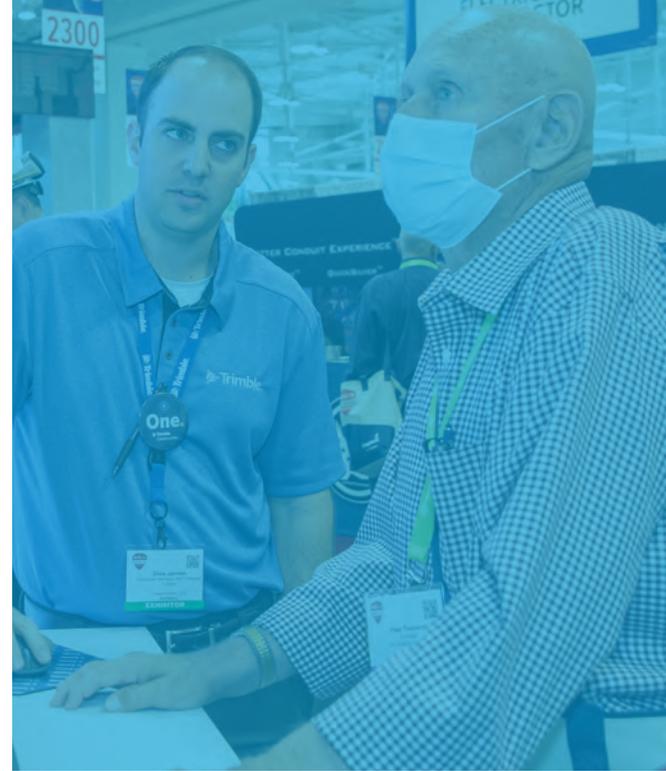
Email Marketing Price: \$1,600 each

NECA offers an email service that allows confirmed 2022 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 the completed contract and payment. Email dates are offered during September and October. Exhibitors may purchase 1 timeslot per week, with a maximum of 4 total timeslots. It's a great way to develop a campaign building up to the NECA Show and then thanking attendees for visiting post-show. Check with Wanessa Alves *wanessa.alves@necanet.org* for open dates.

NECA 2022 Austin Mobile App Exclusive Price: \$15,000

The mobile app offers quick-search capabilities for exhibitors and sessions, whether attending in Austin or the virtual edition. Attendees can 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.

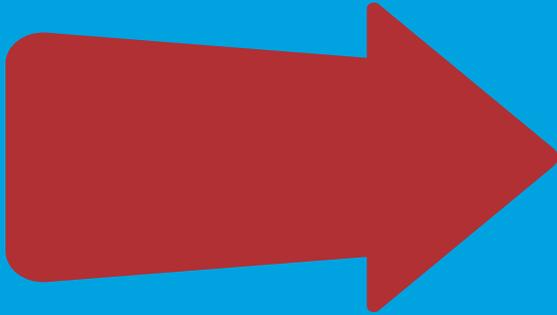
Your company brand will be on every attendee's mobile device including computers, phones, and tablets. In addition to the custom splash page and the sponsor bar at the top of each page, the sponsor will have an icon on the app's home page linking to your information. Plus, the sponsor gets a total of 6 push notifications sent out through the app.



MORNING CUP OF JOE

Price: \$12,500

Provide a welcome morning pick-me-up to NECA Convention education attendees! Your company can offer a great cup of coffee before and during convention education sessions, Sunday–Tuesday from 7:30am–9:30am. This area will be located immediately in front of the convention education rooms. Includes prominent signage with company logo and booth number.



Let us help your company accomplish your marketing goals and objectives this fall during NECA 2022 Austin. In addition to the benefits listed, all sponsors are recognized through signage, the official mobile app, and on the website.

Contact Katie Carey at 202-991-6289 or
exhibitsales@necanet.org

www.necashow.org



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