



NECA
PHILADELPHIA
SEPT 29-OCT 2, 2023



NECA 2023 PHILADELPHIA SPONSORSHIP ADDENDUM

Philadelphia Convention Center • Philadelphia, PA
Sept 29–Oct 2, 2023

Don't miss your chance to get your company in front of NECA convention & trade show attendees with these exciting sponsorship opportunities!

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

NECA
NECAconvention.org

SCORE AN EXCLUSIVE WITH A GENERAL SESSION SPEAKER



Saturday General Session Speaker Jay Wright

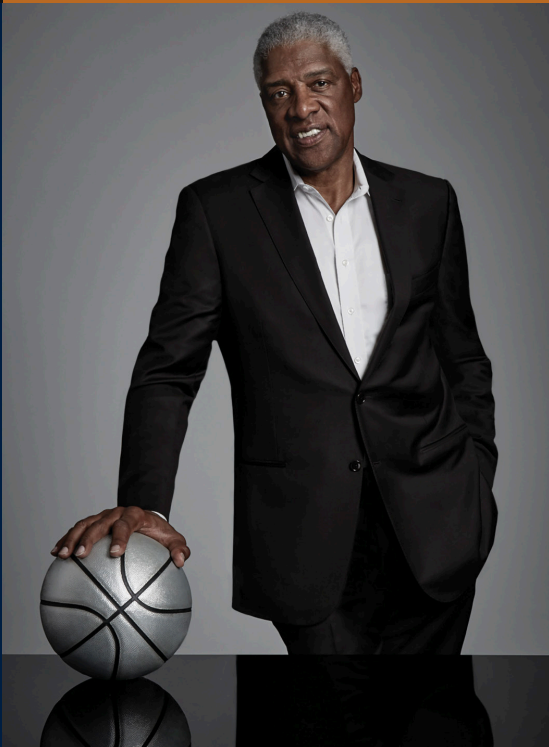
Exclusive Price: \$18,000

Jay Wright was the men's basketball head coach at Villanova University for 21 seasons before announcing his retirement in 2022. Jay is widely regarded as one of the best coaches in college basketball history. Following his general session speech, Jay Wright will host a 20 person meet and greet for your VIPs where he will take photos and sign basketballs.

Sunday General Session Speaker Julius "Dr. J" Erving

Exclusive Price: \$19,000

One of the most exciting and talented players in the history of professional basketball, Julius Erving literally changed how the game is played. He is one of only three players in history to score a career total of over 30,000 points in professional play. Following his general session speech, Dr. J will host a 50 person meet and greet and sign a limited number of basketballs for your company VIPs.



RAMP UP THE FUN AT THE CLOSING CELEBRATION



Closing Celebration

Exclusive Price:
\$15,000

SOLD

Be the exclusive sponsor of the closing celebration at the iconic Fillmore in Philadelphia, where we will be hosting legendary rock band REO Speedwagon!

Benefits include:

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



Closing After Party

Exclusive Price:
\$15,000

The party continues at the Fillmore with drinks, snacks, and a DJ performing in the Fillmore's VW Bus DJ Booth

Benefits include:

- Company branding and colors
- Open bars
- Logo napkins
- Dance floor
- Includes four tickets

DIGITAL MARKETING WITH EMAILS AND SOCIAL MEDIA



Convention Promo Email Highlight

Price: \$1,600 each

Be the sole exhibitor featured in one of five convention promotional emails being sent to all registrants. Includes your company name, logo, booth information, short description, and links to your company website.

Know Before You Go Highlight

Exclusive Price: \$2,000

The *Know Before You Go* email is a highly utilized reference document for our attendees. This is your chance to be the company featured in that email! Includes your company name, logo, booth information, short description, and links to your company website.



Social Media Reel

Price: \$1,500

Our social media staff will visit your booth during the show, interview you, and post the 30 second video to our social media channels: facebook, linkedin, and instagram.

Sponsored Fun Facts

Exclusive Price: \$1,600

Starting eight weeks before the show, in our emails to the NECA Audience, our team will include a fun fact about Philadelphia, sponsored by..you! This features your company logo linked to your website as the exclusive sponsor of this information.



BANNER ADS GET YOU NOTICED

Banner Ad on the Convention Website

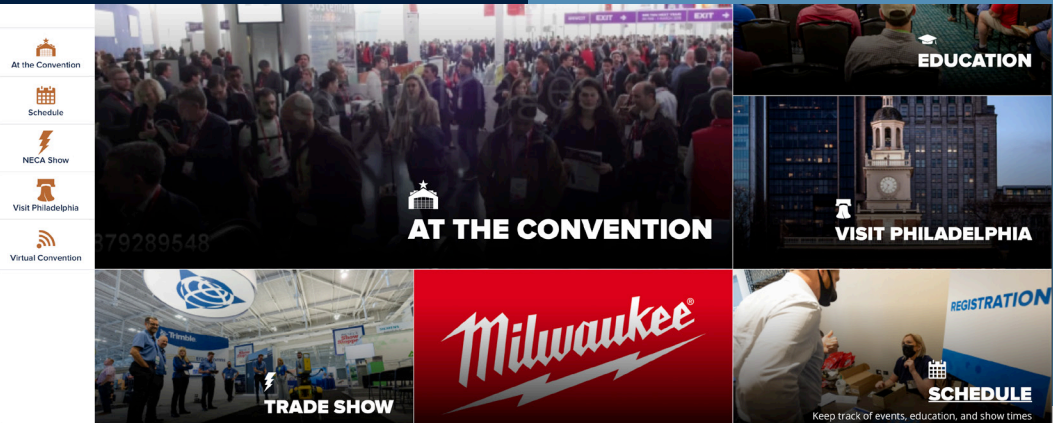
Price: Varies

One square advertisement linked to your company website on necaconvention.org running for one week. This website is where all attendees go to plan their schedules and learn about the event. These ads will run two weeks prior to the show through one week after the show.

Banner Ad on the NECA Network Website

Price: \$2,500

Starting three weeks before the NECA Show, we will feature banner ads on the NECA Network website and all NECA Network email notifications. Your ad will run for one week and will link directly to your company website. NECA Network is NECA's member-exclusive peer-to-peer website.



DRIVE YOUR MESSAGE WITH VIDEO



General Session Walk-out Video

Price: \$4,000

A 30 second video will play as attendees depart the general session on either Saturday or Sunday. Promote the latest offerings from your company, invite attendees to your booth on the show floor, or highlight a major achievement in innovation in the last year.