



NECA
PHILADELPHIA
SEPT 29-OCT 2, 2023



NECA 2023 PHILADELPHIA SPONSORSHIP OPPORTUNITIES

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



Why should you sponsor at

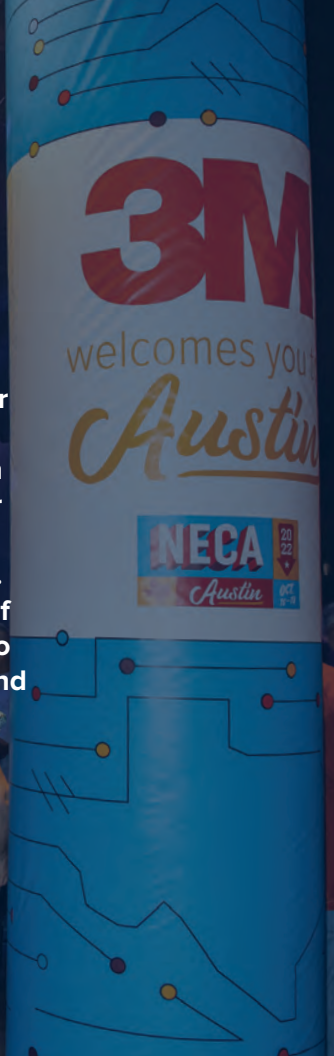
NECA 2023 PHILADELPHIA?

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

Meet thousands of industry professionals during our annual Opening Reception on Friday, September 29, 2023. We're headed to Lincoln Financial Field for a one-of-a-kind arena experience. Take advantage of this opportunity to meet, talk with, and entertain leaders of the electrical construction industry.



The NECA Opening Reception

Friday Night Lights!

Home Team Locker Room

Exclusive Price: **Sold**

Experience a world-champion locker room! Attendees have the opportunity to mix and mingle in a room with the Super Bowl LII Trophy, player lockers, appearances from cheerleaders, and the mascot. Includes a small company-branded plastic football takeaway, and 4 opening reception tickets.

Note: No food & beverage in this experience.

Field Experience Games

Exclusive Price: **Sold**

Located on the sidelines of Lincoln Financial Field, attendees will work on their punts, passes, and kicks with instructors in a unique setting.

Benefits include:

- Open bars
- Food stations
- Company branding
- 4 opening reception tickets



Fanduel Lounge

Exclusive Price: Sold

This modern lounge with a built-in mezzanine will feature live music, LED monitors with company branding, food stations, open bars with limited quantity (300) of a bourbon tasting, 4 opening reception tickets.

Lifebrand Lounge

Exclusive Price: Sold

This club with open air windows offers views of the home team tunnel. This club sponsorship will include: live, hands-on entertainment activity, LED monitors with company branding, food stations, open bar with a limited quantity (300) of a signature cocktail, 4 opening reception tickets.

Club LII

Exclusive Price: Sold

This iconic club space with modern lighting will feature music from a DJ, LED monitors with company branding, food stations, open bar with limited quantity (300) of a signature cocktail, 4 opening reception tickets



Branded Koozies

Exclusive Price: **Sold**

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
- 2 Opening Reception tickets

Artist-Drawn Caricatures

Exclusive Price: **\$7,000**

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.

Sponsorship includes:

- Company logo on artists' paper
- 2 Opening Reception tickets

Lighted Glasses

Exclusive Price: **Sold**

A great add-on to your Opening Reception Sponsorship. 500 LED lighted glasses.

All promotional messaging from sponsoring companies regarding the Opening Reception and After Party must be approved by NECA Show Management.



AFTER PARTY

Exclusive Price: **Sold**

Just when you think it's over, the party continues on the sidelines with the Milwaukee Tool Shed Band. This incredible group of musicians will get everyone dancing, guaranteed!

Benefits include:

- Open bars
- Select food offerings
- Company branding
- Uplighting in company colors
- Four (4) Opening Reception tickets

Get in front of attendees on the NECA Show Floor

Sports Zone Exclusive Price: **Sold**

The Sports Zone is THE popular gathering place on the show floor. This great traffic builder sends attendees to your booth to receive a complimentary drink ticket. Consider staffing the Zone to welcome attendees or schedule a meet & greet with your VIPs.

Sponsorship includes:

- College Sports Saturday
- Pro Sports Sunday
- Bloody Mary Monday
- Cash bars and complimentary popcorn with attendants (Saturday & Sunday)
- Multiple large flat-screen TVs with cable channel feeds
- Highly visible hanging sign recognizing the sponsor
- 100 VIP drink coupons to hand out to your customers per day (300 total)



Relaxation Station

Exclusive Price: \$12,500

NECA 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.

Sponsorship includes:

- Your company branded pillows and tabletop branding
- Sponsor can place staff in the relaxation station to network with attendees



Digital Media Package

Price: \$19,500

Based on the success of the previous two years, NECA has put together a digital advertising package for Philadelphia. 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.

In addition to monitors throughout the center, three single, three double (back to back), and three triangle LED screens will be placed in high traffic areas. Full specs & deadlines will be provided with sponsorship confirmation.

Four Available



Pause for Paws

Exclusive Price: **Sold**

As part of our NECA Gives Back program, we are working with a Philadelphia-based animal rescue organization. For three hours each day, adorable rescue dogs will be available in a Petting Park booth on the show floor to put a smile on your face and reduce stress levels.

Benefits include:

- Company logo and booth number on wall panels
- Onsite signage thanking sponsor
- Plush dog with Paws Park info displayed in your booth
- \$2,500 donation to a local rescue organization

Claws for a Cause

Exclusive Price: **Sold**

Introducing Claws for a Cause! Cuddle up with sweet cats to reduce stress levels and bring a smile to your face. As part of the NECA Gives Back program, a Philadelphia-based animal rescue organization will bring cats and kittens to a petting zone for three hours each day.

Benefits include:

- Company logo and booth number on wall panels
- Onsite signage thanking sponsor
- Plush cat with zone info displayed in your booth
- \$2,500 donation to Philadelphia-based rescue organization



The Songbird Café

Exclusive Price: **Sold**

This inviting lounge is where singer-songwriters from the Philadelphia area and beyond will perform their own songs as well as songs that have been recorded by chart-topping artists from all genres. Seating and a cash bar encourage attendees to relax, converse, and listen to some cool tunes.

Benefits include:

- 100 drink tickets per day for sponsor to pass out to their VIP customers
- Cafe will be designed using sponsor company colors
- Highly visible hanging sign recognizing sponsor
- Sponsor company can place staff in the cafe to chat with attendees



Play to Win Main Sponsor

Exclusive Price: Sold

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 with you about what's new to receive the stamp. Two prizes are awarded to attendees 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 visit your booth for a stamp. They must drop their completed scorecard into the ticket tumbler at your booth each day.
- Prizes are awarded in the Sports Zone on Saturday and Sunday, and on stage following the Monday Closing General Session. Main Sponsor participates in congratulating winners.
- Sponsor may keep tickets as leads.

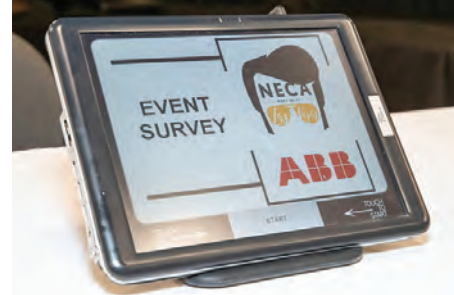
Play to Win Supporter

Sold

BEST booth traffic builder ever! 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 about what's new to receive the stamp. 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 must visit your booth to receive qualifying stamp
- Recognition in onsite signage, official mobile app and printed show guide
- 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 the survey 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.

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 Kiosk Ads

Sold

This very popular opportunity is back and the limited number of panels sell out quickly! Drive traffic to your booth by placing an ad on these highly visible, lighted kiosks. Eight kiosks will be strategically placed throughout the Convention Center, Show Floor, and registration area. A total of 24 panels are available. Limit 6 panels per company.

Official Convention Tote Bag

Exclusive Price: Sold

Put your brand in the hands of every attendee.

Benefits include:

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

Official Lanyards

Exclusive Price: Sold

Attendees will wear your brand as they walk around the NECA Convention & Trade Show Floor.

Sponsorship includes:

- One-color logo printing
- Handed out at registration

Convention Bag Insert

Sold

Include a promotional flier or brochure in the bags handed out to attendees at registration.

Custom Hotel Key Cards

Sold

Put your brand at the forefront of attendee's minds every time they walk in to their hotels.

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 of 3

Help NECA attendees find your booth as they walk down the aisles of the NECA Show. Purchase a set of three 36"x36" floor stickers. NECA will place them in high traffic areas on and off the show floor.

Hotel Room Drop

Price Varies

Get your marketing material into attendees hands by having it delivered to their rooms!

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 6 executive chairs
- Can be set theater style for presentations
- Includes one electrical connection

MORE WAYS TO SPONSOR



Silent Auction

Exclusive Price:

Sold

NECA is always working to help communities in need. This year we will again raise money for the Adopt-A-School program, a cooperative effort between NECA, IBEW and manufacturers that teaches students about career opportunities in the electrical trades and builds relationships with schools, counselors, teachers, principals, and parents.

Sponsorship includes: High visibility sponsor branding onsite at the Silent Auction location, on the Silent Auction web platform, on the mobile app access to the Auction, on auction push notifications, and a \$2,500 donation to the local designated school. In addition, sponsor may donate up to two items for bid with 100% of the proceeds benefitting the school.



NECA 2023 Philadelphia

Mobile App

Exclusive Price:

Sold

The mobile app offers quick-search capabilities for exhibitors and sessions. 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 six (6) push notifications sent out through the app.



MORNING CUP OF JOE

Sold

Provide a welcome morning pick-me-up to NECA Convention Education attendees! Your company can offer a great cup of coffee before and during education sessions Saturday - Monday from 7:30–9:30 am. This area will be located immediately in front of the education room. **Sponsorship includes:** Prominent signage with company logo and booth number, napkins and coffee sleeves branded with company logo, option to have your company reps in the break area networking with attendees, and option to place two pop-up banners in the break area.

Let us help your company accomplish your marketing goals and objectives this fall during NECA 2023 Philadelphia. In addition to the benefits listed, all sponsors are recognized through signage, the official mobile app, and on the website.

If you have an idea for a sponsorship other than what is listed in this brochure, please reach out to us to discuss options.

Contact Katie Carey at 202-991-6289 or
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