

NECA 2024 San Diego Sponsorship Opportunities San Diego Convention Center San Diego, CA



Why should you sponsor at **NECA 2024 SAN DIEGO?**

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.

Rorke Denver, Opening General Session Exclusive Price: \$18,000

Commander Rorke T. Denver has run every phase of training for the U.S. Navy SEALs and led special-forces missions in the Middle East, Africa, Latin America, and other international hot spots. Rorke tackles the questions that have emerged about America's past decade at war–from what makes a hero to why we fight and what it does to us. In addition to recognition as sponsor of the session, Rorke will visit your booth after his General Session and sign 200 copies of *Damn Few: Making the Modern Seal Warrior* for your customers.

Katie Ledecky, Monday General Session Exclusive Price: \$30,000

Fresh off the Paris Olympics, Katie Ledecky is the most-decorated female U.S. Olympian of all time in individual events, with six individual Olympic gold medals, who made her debut as the breakout star and youngest American Olympian at the 2012 games at age 15. In addition to recognition as sponsor of the session, 30 of your company's VIPs will experience a VIP Meet & Greet reception and receive an autograph and photo op with Katie.



Rocco Mediate, Closing General Session Exclusive Price: \$15,000

Rocco Mediate began his golf career at Florida Southern College, where he and his close friend, PGA Tour professional Lee Janzen, helped lead Florida Southern to the 1985 Division II national team championship. In 1985, Rocco turned professional. With his golfing career marred by back trouble, he compensated early on by using a long putter. He has been featured in the top 20 of the Official World Golf Rankings and considered to be one of the best putters in golf. In addition to recognition as sponsor of the session you will receive 35 signed copies of his book *Are You Kidding Me*? along with a VIP Meet & Greet after the General Session.



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Opening Reception

Dancing in the Streets!

San Diego's Gaslamp Quarter • Saturday, September 28 • 7:00 PM – 9:00 PM After party: 9:00 PM – 10:00 PM

Catch up with old friends and make new ones as a sponsor of our block party in the historic Gaslamp Quarter. Sponsors and attendees will dance the night away in the streets and in a number of unique restaurants.

Bucket Truck Entrance Unit

Exclusive Price: \$15,000

Place two bucket trucks at the entrance of the block party. Be the first thing guests see upon arrival with company and welcome branding. Benefits include: Maximum brand exposure, Four (4) Opening Reception Tickets, Possible live entertainment in buckets.

After Party

Exclusive Price: \$30,000

Just when you think it's over, the party continues on the Electric Avenue Stage with the Milwaukee Tool Shed Band. This incredible group of musicians will get everyone dancing, guaranteed! Benefits Include: Open Bars, Food, Company Branding and Uplighting, Four (4) Opening Reception Tickets.

Lighted Glasses

Exclusive Price: \$5,000

A great add-on to your Opening Reception sponsorship. Includes 500 lighted glasses that bartenders will place drinks in and attendees can take as a souvenir.

Branded Koozies

Exclusive Price: \$6,300

A great add-on to your Opening Reception sponsorship. Bartenders will place beer and soft drinks in your company-branded koozies, attendees can keep as a souvenir. Sponsorship Includes: One-color company logo on koozie (multiple colors available at additional cost).



All lounges include: Food & beverage offerings from restaurant, limited quantity of a mini signature cocktail, company branding within the space, entertainment, four (4) Opening Reception tickets.

Rockin' Baja Exclusive Price: \$25,000

In the historic manner of the famous fishing village of Puerto Nuevo, Rockin' Baja Costal Cuisine offers treats from the ocean and land. Guests will enjoy sipping their drinks and watching college football under a thatched bar surrounded by palapas.

Happy Does Exclusive Price: \$25,000

An indoor-outdoor retro watering hole offering power-packed drinks, addicting food and excellent soundtracks, Happy Does is a get along hang for all with backyard games and casual American favorites.

Sevilla Exclusive Price: \$25,000

A Gaslamp landmark, Sevilla has been in the heart of the Gaslamp Quarter for more than 20 years. As the original location that started it all, Sevilla is proud to offer an authentic Spanish ambiance in the tapas bar and restaurant.

Maryjanes Diner Exclusive Price: \$25,000

Featuring a classic American diner style with a contemporary twist, Maryjane's showcases iconic furniture and textiles alongside the latest in high-tech elements. Maryjane's features a fun style and fresh attitude.

Old Spaghetti Factory Exclusive Price: \$25,000

The warm, exposed brick walls of the Old Spaghetti Factory combined with modern furnishings create a unique urban ambiance. sits centered in the middle of the Gaslamp district.

Huntress Exclusive Price: \$25,000

Huntress flaunts a modern and chic dining room in the heart of Gaslamp Quarter. This classy space contains strong architectural components such as a bold wall composed of butcher knives and a spectactular green-veined marble bar.

Il Sogno Italiano Exclusive Price: \$25,000

A rare jewel serving delectable Italian favorites, transports you to a Nostalgic yet modern Americana meets old world ambiance.

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

Digital Sponsorships

Convention Promo Email Highlight

\$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 link to your company website.

Know Before You Go

Exclusive Price: \$2,500

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

Social Media Reels

\$2,000 Each

Our social media staff will visit your booth during the show, interview you, and post the 30 second video to all our social media channels. Limited opportunities available.

Sponsored Fun Facts

Exclusive Price: \$1,600

Starting eight weeks before the show, on all our social media channels our team will post a fun fact about San Diego, sponsored by... you! This features your company logo, booth number, and link to your website as the exclusive sponsor of this information.

Thank You Email

Exclusive Price: \$2,000

Be the exclusive exhibitor featured in our post-show thank you email to attendees. Includes your company name, logo, booth information, short description, and link to your company website.

Walk out Video

\$4,000 Each

A 30 second video will play as attendees depart the general session on either Sunday or Monday. 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.

Show Week Convention Banner Image

Exclusive Price: \$2,500

One square advertisement linked to your company website on necaconvention.org running for the busiest traffic week of the NECA Convention & Trade Show... show week! This website is where all attendees go to plan their schedules and learn about the event.

Digital Signage Package

Exclusive Price: \$19,500

This successful sponsorship opportunity continues. NECA has put together a digital advertising package for San Diego using availale convention center signage so you can tell your story and generate booth traffic through ads.

All sponsors are responsible for creating & producing their digital ads in various formats & sizes.

5

Closing Sponsor Exclusive Price: \$35,000

Be the exclusive sponsor of the closing celebration on the USS Midway, the longest serving aircraft carrier of the 21st century! Dance the night away at the party on the flight deck! Tuesday, October 1st

Doors: 7:00 AM, Music: 8:15 PM

Benefits include:

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

Closing Reception Add-Ons

Docent Tours Exclusive Price: \$1,000

Exploring the USS Midway Museum with docent tours is an exciting and educational immersive experience showing what it was like to serve on an aircraft carrier. Pick one of five available tour themes on the Hangar Deck: Power at Sea, Life at Sea, Officers Country, Life Up Forward, or Air Command. Sponsorship includes branded signage at tour start, one closing reception ticket.

Benefits include:

- Branded signage at our start
- 1 closing reception ticket

Air Combat 360 Exclusive Price: \$2,500 for 3 pods

Enter a state-of-the-art virtualreality full motion simulator for a WWI dog-fighting adventure. Two riders control all the action in a "pod" for a two-minute pulsepounding aerial combat ride! Full barrel rolls and complete aerial loops are possible as you evade the enemy fighters!

Benefits include:

- Branded signage
 outside pods
- 2 closing reception tickets

Virtual Reality Screaming Eagles Flight Experience Exclusive Price: \$1,500

Guests will find out if they have what it takes to be an F/18 pilot by joining the men and women in the Training Exercise "Screaming Eagles"! They will launch an F/18 off the aircraft carrier, hit every target, and complete the air-toair mission to land safely.

Benefits include:

- Branded signage flight
 experience
- 2 closing reception tickets

Increase Your Impact on the Show Floor

Pause for Paws Exclusive Price: \$8,000

As part of our NECA Gives Back program, we are working with a San Diego area 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 displayed in your booth
- \$2,500 donation to a local rescue organization

Songbird Café Exclusive Price: \$28,000

Launched in Nashville at NECA 2021, this inviting lounge is where singersongwriters from San Diego and beyond will perform their own songs and songs 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:

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

Sports Zone Exclusive Price: \$28,000

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

Benefits include:

- Pro-Sports Sunday
- Bloody Mary Monday
- Coffee & Pastry Tuesday
- Cash bars and complimentary popcorn with attendants
- Multiple large TVs with cable-feeds
- Highly visible hanging sign recognizing sponsor
- 100 drink tickets per day to pass out to your VIP customers

NEW! Sails Cafe Exclusive Price: \$20,000

Enjoy beverages & relax in the Sails Café located in one of the most unique spaces in the convention center, the Sails Pavilion.

Benefits include:

- Prominent signage with company logo and booth number
- Napkins and coffee sleeves branded with company logo
- Option to place two pop-up banners in lounge
- Option to have your company reps in the lounge networking with attendees
- 100 drink tickets per day to pass out to your VIP customers

Play to Win Supporter \$1,700 each

This is the BEST booth traffic builder ever! Attendees want to win these daily prizes, and they will visit your booth 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.

Benefits Includes:

- Sponsor flag at your booth
- Logo on entry card
- Attendees must visit your booth to receive qualifying stamp
- Recognition in onsite signage, Official Show Guide and website
- 14 opportunities available



Play to Win Main Sponsor Exclusive Price: \$7,000

This is the BEST booth traffic builder ever! Attendees want to win these daily 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.

Benefits includes:

- Onsite signage at Sponsors' booth
- Promotion in the Official Show Guide and website
- Signage around convention center encouraging attendees to "Play to Win"
- Your company logo on the entry card placed inside the official convention 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 Sunday and Monday, and onstage following the Closing General Session on Tuesday. Main Sponsor participates in congratulating winners
- Sponsor may keep tickets as leads



More Ways to Sponsor!

Rotating Kiosk Ads \$2,000 each

Drive traffic to your booth by placing an ad on these highly visible, lighted kiosks strategicallly placed throughout the convention center, show floor, and registration area. A total of 24 panels are available, limit 8 panels per company.

Official Convention Tote Bag Exclusive Price: \$25,000

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: \$15,000

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

Benefits includes:

- One-color logo printing
- Handed out at registration

Convention Bag Insert Exclusive Price: \$4,000

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

Floor Stickers \$1,800 each

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 and NECA will place them in high traffic areas on and off the show floor.

Key Cards Exclusive Price: \$12,500

Put your brand in the forefront of attendees 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

Meeting Room Rental Price: \$1,500/day or \$4,000 for all 3 days

Hard wall 20'x20' room in the Sails Pavilion includees: carpet, conference table, and 6 executive chairs; can be set theater style for presentations; includes one electrical connection.

Concession Stand Varies

Bring food to the show floor for attendees by sponsoring one of our grab and go cafe carts. For three hours each day, these carts come stocked with pre-packaged food and drinks for purchase that will sustain attendees as they walk the show floor. Includes company branding at the cart.

Emerging Innovation Hub: Product Demonstration Zone \$2,000 - \$4,000

This brand new area located in the iconic Sails Pavilion is designed for companies with new and innovative offerings in Low Voltage, EV Charging, and Emerging Technologies. Show off your product in a designated display area and take advantage of our limited 20-minute presentations and podcast placements available as add-ons to your demo.

Room Drop Varies

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

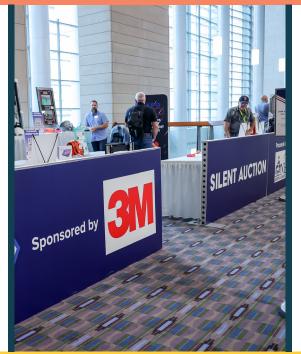


Silent Auction Exclusive Price: \$12,500

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 at silent auction location onsite, on the silent auction web platform, on the website, and on auction push notifications, \$2,500 donation to the local school.

Sponsor may donate up to two items for bid with 100% of the proceeds benefitting the school.



NECA 2024 San Diego Website Exclusive Price: \$15,000

The website offers quick-search capabilities for exhibitors and sessions. Attendees can view the event maps and schedule 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 pop-up and sponsor logo at the top of each page, the sponsor will have a logo on the site's home page linking to your website.





MORNING CUP OF JOE Exclusive Price: \$13,500

Provide a welcome morning pick-me-up to NECA Convention Education attendees! Your company can offer a great cup of coffee before and during education sessions Sunday - Tuesday from 7:30am - 9:30am. This area will be located immediately in front of the education rooms. Benefits Include: 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, option to place two pop-up banners in break area.

Let us help your company accomplish your marketing goals and objectives this fall during NECA 2024 San Diego. In addition to the benefits listed, all sponsors are recognized through signage and on the official NECA Convention & Trade Show 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 exhibitsales@necanet.org





NECA

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www.necaconvention.org