



NECA 2025 CHICAGO SPONSORSHIP OPPORTUNITIES

McCormick Place West Convention Center • Chicago, IL
September 12–15, 2025




NECA
NECAconvention.org



Why should you sponsor **NECA 2025 CHICAGO?**

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.





OPENING GENERAL SESSION

Scottie Pippen

Exclusive Price: \$30,000

Basketball icon Scottie Pippen is one of the most talented and versatile players in NBA history. After walking onto an NAIA team following Division 1 rejections, he was drafted fifth overall in 1987 and became a key force behind the Chicago Bulls' rise to a six-time championship dynasty, helping reignite global passion for the NBA in the '90s. A two-time Hall of Famer and one of the NBA's "50 Greatest Players," Pippen's legacy extends beyond his individual accolades to his role in shaping one of basketball's most dominant teams. In addition to recognition as sponsor of the session, your company will get a VIP photo-op and meet and greet for 75.



CLOSING GENERAL SESSION

Henry Winkler

Exclusive Price: \$20,000

Henry Winkler is celebrating over 50 years in Hollywood as a beloved actor, producer, director, and best-selling author. Best known for his iconic role as "The Fonz" in *Happy Days*, he won two Golden Globes and earned a star on the Hollywood Walk of Fame. His Emmy-winning performance as Gene Cousineau in *Barry* further cemented his legacy. Beyond acting, he has produced and directed numerous projects, including *MacGyver*, and is a sought-after voice actor. As an author, his children's books, inspired by his struggles with dyslexia, have sold over 7 million copies. Passionate about philanthropy, he supports various children's causes and has received numerous humanitarian awards. In addition to recognition as sponsor of the session, you will receive 250 signed copies of *Being Henry: The Fonz and Beyond* to hand out in your booth. And a VIP meet and greet photo-op for 30 after his closing General Session.



OPENING RECEPTION: A NIGHT AT THE MUSEUM

Friday, September 12
Museum of Science & Industry

7:30–9:30 pm • After Party 9:30–10:30 pm

Step back in time to an era of innovation and opulence at the iconic Griffin Museum of Science and Industry. Inspired by the grandeur of the 1893 World's Fair and the extravagant parties of the Roaring '20s, this year's event promises to be a spectacular celebration!

After Party at the Main Stage

\$33,000

On September 4, 1882, eleven years before the world's fair - Edison flipped the switch at Pearl Street Station, the first central power station in the world, lighting up the New York Times building in Park Row. This evening, we will do it all over again! As we transition to the After Party, the room will go dark and slowly, individual bulbs will flicker on one by one until all at once the room will illuminate like the streets of New York did in 1882. At 9:30pm, the Milwaukee Tool Shed Band will hit their down beat and the After Party will electrify the crowd! Once that happens, guests will continue to dance the night away. This branded area will include Food & Beverage stations featuring a mini signature cocktail and four (4) opening reception tickets.



Devil in the White City Lounge

\$27,500

Today H.H. Holmes is known by many names: Dr.Death, the Arch Fiend, and Devil in the White City. Before his crimes, Dr. Holmes was just another neighborhood pharmacist, dispensing prescriptions and plotting the sinister schemes that would earn him the title of America's first serial killer. Paying homage to H.H. Holmes, we will create an ornate vintage lounge featuring sponsor branding, a signature dessert and cocktail, live entertainment, and four (4) opening reception tickets.

Dawn of Transportation Lounge

\$27,500

In the upper level of the MSI, guests will be transported through the ages - literally! This sponsor branded lounge includes flight simulators and a VR Experience along with interactive actors serving signature food and beverage items. Sponsorship includes four (4) opening reception tickets.

World's Fair Lounge

\$27,500

Transport back in time to the 1893 World's Fair in the MSI Entry Hall. Our team will create a sponsor branded lounge experience with signage and lighting. Guests will enjoy live musical entertainment, food and beverage offerings - including a signature cocktail. Sponsorship includes four (4) opening reception tickets.

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

Yesterday's Main Streets: A Day at the Fair

\$22,500

Guests will be transported back to an old-timey county fair in this sponsor branded lounge featuring interactive entertainment, and a signature menu of fair-inspired snacks served by character actors. Sponsorship includes four (4) opening reception tickets.



One Minute Poet

\$8,500

A poet will write a custom poem on the spot for attendees on a vintage typewriter. Haiku, limerick, sonnet, rhyming couplet, free verse? The possibilities are limitless! Network with attendees while they wait their turn. These poems will be on 100% cotton paper cards custom stamped with the sponsor's logo. Sponsorship includes two (2) opening reception tickets.

U505 Exhibit

\$22,500

This exhibit features docent led tours of the U505 submarine. Includes a limited bar, signage, and a custom branded gobo projection on the submarine. Sponsorship includes four (4) opening reception tickets.



Artist Drawn Caricatures

\$8,500

People 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. These caricatures will include the sponsor's logo on the artists' paper or digital rendering. Sponsorship includes two (2) opening reception tickets.



Lighted Glasses

Exclusive Price: \$5,500

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

Branded Koozies

Exclusive Price: \$6,500

Bartenders will place beer and soft drinks in your company branded koozies that attendees can keep as a souvenir. Can be purchased as an add-on for your lounge, or as stand-alone sponsorship with koozies placed on select bars. Includes one-color company logo printing.



CLOSING CELEBRATION: NECA AT NAVY PIER

Monday, September 15

Motown Showdown in the Aon Grand Ballroom

Exclusive Price: \$35,000

Doors open at 7pm • Music starts at 8:15pm

Cap off the trade show with an unforgettable night at Chicago's iconic Navy Pier, where attendees will unwind, network, and celebrate in style. With The Temptations and the Four Tops, bringing timeless hits to life, this high-energy event will have the crowd dancing, singing, and making lasting connections. As the exclusive sponsor, your brand will take center stage, leaving a lasting impression on industry leaders in an atmosphere of music, fun, and Windy City charm. Don't miss this opportunity to power up the night! Benefits include company branding and colors throughout the space, signed guitar for sponsor raffle, open bars, logo napkins and cups, four tickets.



INCREASE YOUR IMPACT ON THE SHOW FLOOR

Pause for Paws

Exclusive Price: \$8,500

As part of our NECA Gives Back program, we are working with a Chicago 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. Your company logo and booth number will be printed on wall panels in addition to on-site signage thanking you as our sponsor. A plush dog will be provided by NECA and displayed in your booth and your company will be listed on a \$2,500 donation to the rescue.

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. Daily themes include: College Saturday, Pro Sunday, and Joe & Dough Monday. This zone has multiple large TVs with cable feeds, cash bars and complimentary popcorn and a highly visible hanging sign recognizing our sponsor. The sponsor also gets 100 drink tickets per day to pass out to their VIP customers.

The Current Cafe

Exclusive Price: \$25,000

Attendees will love taking a break and grabbing a coffee at this lounge on the show floor. Sponsorship features a barista-staffed cash coffee bar providing cappuccino and latte service all three days of the show. Prominent signage with your company logo and booth number along with napkins and coffee sleeves branded with your logo. Sponsor has the option to place two pop-up banners, and have their company reps networking in the lounge. Sponsor will also receive 100 drink tickets per day to pass out to VIP customers.



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. This sponsorship includes: on-site signage at sponsor's booth, promotion in the official show guide and on website, signage around the convention center, your company logo on the entry card placed inside the official convention tote bag, attendees visit your booth for a stamp and drop their completed scorecard back into the ticket tumbler at your booth every day, prizes are awarded in the sports zone on Saturday and Sunday, and onstage following the closing general session on Monday. Main sponsor participates in congratulating winners. Sponsor may keep tickets as leads.



Play to Win Supporter
\$2,000 (14 available)

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. Play to Win is designed to move traffic across the NECA Show floor and build excitement each day. All NECA Show attendees can play. This sponsorship includes, sponsor flag at your booth, your logo on the entry card, attendees must visit your booth to receive qualifying stamp, you will be recognized in on-site signage, official show guide, and the website.

ONE NECA Park
Exclusive Price: \$18,500

At the entrance of the trade show, attendees will find a fun space to take a break and network. They will have fun enjoying oversized playground games and learning about the history of NECA over the past 124 years! Sponsorship includes prominent signage and recognition.



Rotating Kiosk Ads
\$2,250

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

Floor Stickers
\$2,000

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.

Room Drop
Varies

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

Convention Bag Insert
\$4,000 (3 available)

Include a promotional flyer or brochure in the bags handed out at registration.

Meeting Room Rental
\$1,500 per day/\$4,000 for show

Hard wall 20x20 room on the show floor includes: carpet; conference table set for 6 or theater style; one electrical connection.



DIGITAL SPONSORSHIPS

Convention Promo Email Highlight

\$2,000 (5 available)

Be the sole exhibitor featured in one of five convention promotional emails being sent to NECA members. The highlight will comprise of a promotional banner that can include your company name, logo, booth information, sale/promotional deal and link to your company website.

Social Media Reels

\$2,000 (6 available)

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

Know Before You Go

Exclusive Price: \$2,750

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! The promotional graphic can include your company name, logo, booth information, sale/promotional deal and link to your company website.

Thank You Email

Exclusive Price: \$2,250

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



Walk-Out Video**\$4,000 for 2 videos**

A 30 second video will play as attendees depart the general session. 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: \$3,000**

One rectangular advertisement linked to your company website on the NECAconvention.org homepage 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.

NECA 2025 Chicago 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. Your logo will appear near the top of every webpage on NECAconvention.org.

NECA 2025 Floor Plan Banner Image**\$2,000 each (3 available)**

The NECA Show online floorplan is used by all attendees to plan their visit. Promote your company in a banner ad on that links to your external website or landing page.

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





MORE WAYS TO SPONSOR!

Official Convention Tote Bag

Exclusive Price: \$30,000

Put your brand in the hands of every attendee with your single-color logo on the official event tote. Bags will be handed out at registration. Attendees will be reminded of your brand as they keep and reuse their totes.

Key Cards

Exclusive Price: \$13,000

Put your brand in the forefront of attendees minds every time they visit their rooms. This high visibility sponsorships includes customized branding on one side of the key cards handed out at check-in at our main attendee hotels.

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 Saturday - Monday 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, branded napkins and coffee sleeves, option to have your company reps in the break area, option to place two pop-up banners in the break area.

Official Lanyards

Exclusive Price: \$18,000

Attendees will wear your brand as they walk around the NECA Convention & Trade Show. Includes one color logo printing on lanyards handed out at registration.

Silent Auction

Exclusive Price: \$13,000

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, principles, and parents. Sponsorship includes: high visibility sponsor branding at silent auction location on-site and on the web platform, on the NECA Convention & Trade Show website, and on auction push notifications. Sponsor may donate up to two items for bid with 100% of proceeds benefiting the school. This year, all proceeds from the auction will go to the Chicago Hope Academy.

Next-Shuttle Tracker Branding
Exclusive Price: \$2,000

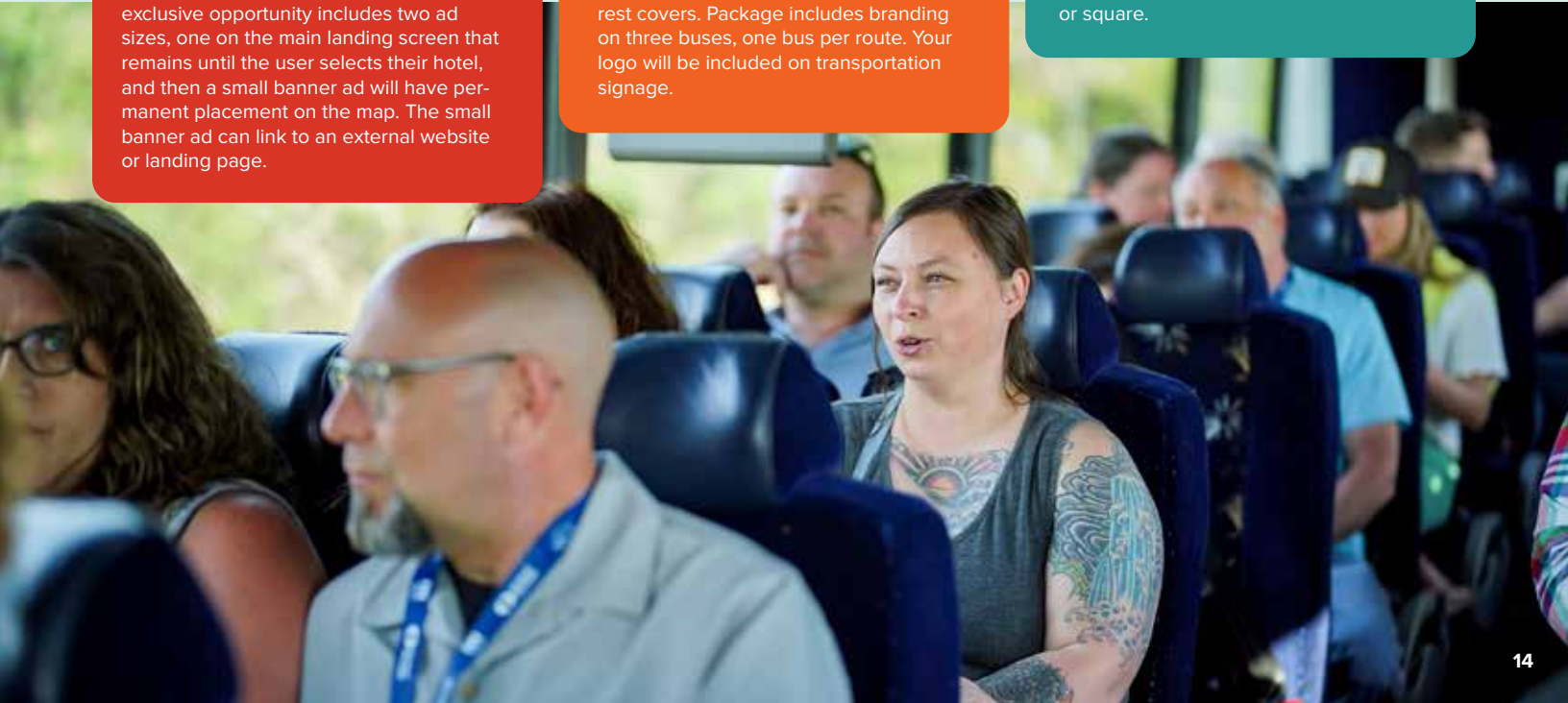
The ETS-NEXT-SHUTTLE Transportation app allows meeting attendees to see in real-time when the next shuttle arrives at their hotel. Your brand will be present each time an attendee visits the app. This exclusive opportunity includes two ad sizes, one on the main landing screen that remains until the user selects their hotel, and then a small banner ad will have permanent placement on the map. The small banner ad can link to an external website or landing page.

Shuttle Branding Bundle
Price: \$15,000–\$24,000 (3 available)

Make your brand the first and last thing attendees see each day as they make their way to and from McCormick Place. Includes a full or partial ribbon exterior decal, interior window decals, and head rest covers. Package includes branding on three buses, one bus per route. Your logo will be included on transportation signage.

Sidewalk Decals
Exclusive Price: \$2,000

These decals will be placed on the sidewalk of each bus route loading area, putting your brand at the forefront of attendees' minds as they board the shuttles. Decals are 3 feet x 3 feet circular or square.



Let us help your company accomplish your marketing goals and objectives this fall during NECA 2025 Chicago. 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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