

## High-Profile Sponsorships That Speak Volumes For Your Company

Sponsorships include: Logo on the on-site sponsor acknowledgement signage, listing on sponsor acknowledgement page in the Event Directory and on the Web site, one piece of collateral material placed in attendee totebags (does not apply to Solutions Exchange, Event Directory advertising or monthly email blasts), and complimentary logo in the Event Directory.

### Keynote Speaker \$25,000

Enjoy the prestige and recognition that comes from the connection to a renowned keynote speaker. Your company will have the opportunity to welcome the attendees and introduce your company, as well as the privilege of introducing the Keynote Speaker.



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- Company description with FREE logo in the NFMT Show Directory exhibitor list.
- Logo posted on signage in the registration area and on show entrance units acknowledging the company as an event sponsor.
- Logo and link as a sponsor on the official NFMT Website.
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- Logo inclusion in "Thank You" ad in *Building Operating Management* magazine post-event.
- Company logo included on the Post-show "Mark Your Calendar" email blast.
- Receive the complete mailing list of all registrants to event, both Pre- and Post-show, including email addresses.

### "Walking the Green Talk™" Exhibit \$25,000

This self-guided educational exhibit will contain information on how to make existing buildings more earth-friendly and sustainable.



Created by the editors of *Building Operating Management* magazine, this exhibit will be prominently positioned in the Pratt Street lobby near the registration area. As sole sponsor of this exhibit, your firm will be featured in the display as well as all promotional materials.

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### Totebags \$17,000

Distributed to attendees as they arrive at NFMT, the bags contain the official conference directory, lunch coupons, opening night reception invitation and other registration materials. Attendees pick up their bag as they check in at registration, or at the badge pick-up counters. Your name, logo and welcome message will be featured on the outside of the bag.



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### Grand Prize Giveaway \$12,000

The ultimate visibility and booth-traffic builder. Choose from an array of Grand Prize options to be given to a qualified attendee on the last day of the show. Examples of past prizes include trips to Spain, Ireland, Italy, Paris & the French Riviera and a Caribbean cruise. Sponsor this prize for maximum event exposure.



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### Test Your Sustainability IQ \$12,000

Challenge NFMT attendees on their knowledge of sustainability with a specially designed fun and interactive quiz. Four stations are prominently placed in the main lobby, outside the exhibit hall entrance and near the conference rooms in the Baltimore Convention Center. Your company logo will be featured in the quiz software and accompanying signage.



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### Badge Holders/Wallets \$10,000

This is your opportunity to have thousands of walking billboards on the show floor. Badge holders will be distributed to attendees at registration counters. Your company's name and logo will be seen by everyone, everyday. You gain visibility after the show ends as many attendees keep their badge holder to re-use at other events. You also have the option to distribute badge holders at your booth. (Materials, labor and production not included.)

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### Education Session CD \$8,000

Take advantage of the industry's most talked-about and valuable educational meetings – your customers already are. The Educational Session CDs are a hot item with NFMT conference attendees.



Thousands of your prospects will refer to the NFMT 2011 presentation all year long. Many will share CDs with co-workers following the show. With an average of 100 sessions and 100 attendees per each session, your sponsorship will generate more than 10,000 impressions. Plus, your

logo will be featured on the cover and you can include an electric ad on the CD. Now is your chance to support career advancement and reach a target audience with prime visibility.

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### Cyber Station with Screen Saver \$7,000

Position your company as tech savvy and help attendees touch base with home and office via email. The Cyber Center is the interactive technology hub of the show. You benefit from two locations both in the exhibit hall with minimum of three terminals at each location. Your brand will go far, prominently featured on signage in the Cyber Centers area and on screen savers.

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### Opening Night Reception Full Sponsorship \$16,000

### Opening Night Reception Co-sponsorship \$10,000 (2 available)

Align yourself with the big kickoff celebration and be seen by the hundreds of attendees while they network and enjoy food, drink and entertainment. Your sponsorship also includes:

1. A riser for the sponsors to provide a welcome announcement including a sign with sponsor's logo(s) to hang from the 8' back drape behind the stage.
2. Large, visible signs will be positioned at your booth, the food court area, conference walkways and in the exhibit hall on Tuesday inviting attendees to the reception.
3. Opening Night Networking Reception invitations can be found in every attendee bag. The invitations prominently display your logo as a sponsor.
4. Placard in your booth listing your company as a sponsor of the reception.



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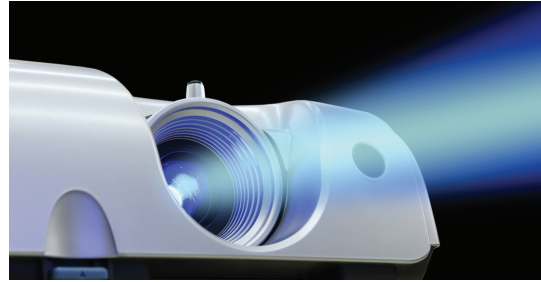
### Pocket Size Conference at a Glance Handout \$6,000

This valuable handout, which contains the complete conference schedule, is used again and again by attendees all three days of the show. Your company logo will be featured prominently on the front and back covers of this handout. You also benefit from an ad on the back panel.



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### Audio/Visual Services \$5,000

Get your name up in lights! Sponsor the Audio Visual Services at NFMT. Your branding will be a prominent feature at every educational session (total of 100 sessions) – Tuesday, Wednesday and Thursday – of the event. Your message will be seen by thousands of eyes as they eagerly wait for their sessions to start.

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### Luggage Tag Sponsor \$4,000

Present your company and logo on a custom luggage tag provided to all attendees. This is a useful take-away that will be used and enjoyed by your prospects, giving you even more post-show exposure. (Materials, labor and production not included.)

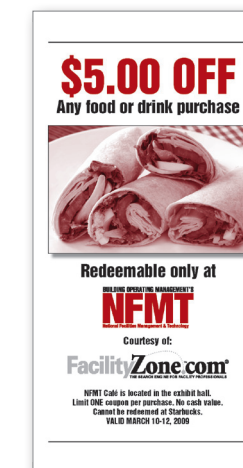
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### Lunch Coupons \$3,000 (3 sponsorships available)

What's more popular than a free lunch? Not much. Attendees find their \$5-off lunch coupons in their totebags. Each coupon features your



logo as a sponsor. Additionally, Plexiglas holders are placed on approximately 20 lunch tables displaying your logo. You'll receive 50 coupons to hand out at your booth and a special display ad in the event directory (\$1,600 value; creative is supplied by NFMT). To make sure attendees stop and take a lunch break, 22" x 28" signs are on display near the concession area and also include your logo.

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### Program at a Glance Signage \$4,000

A high visibility opportunity to feature your company logo on two large Program at a Glance sign boards that outline the complete NFMT schedule. Located at registration and near the conference rooms, your company logo will be viewed continuously during the three day event.



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### Exhibitor Locator Signage \$3,500

Imagine your company logo being viewed constantly by thousands of NFMT attendees searching the Exhibitor Locator sign boards located just inside the NFMT exhibit hall entrance and at the Maintenance Solutions Expo exhibit hall entrance. These large sign boards allow attendees to search for exhibitors alphabetically. A high impact opportunity for you to build company recognition.

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### Coat and Baggage Check \$3,500

Be a hero to NFMT attendees. Give them a place to check their coats and luggage on a complimentary basis at the Baltimore Convention Center. Plus, you get extra exposure with your company logo featured on the claim ticket.

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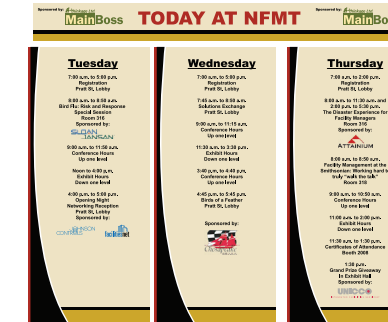
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### Today at NFMT (3 Signs Available) \$3,500

Be seen on these helpful sign boards that highlight daily events. The sign boards are a useful meeting and planning spot for attendees as they map out their time at the show. Your logo will be featured prominently on all three days in the position selected.

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- Receive the complete mailing list of all registrants to event, both Pre- and Post-show.

**FOR SPONSORSHIP INFORMATION:** www.nfmt.com

Mitch Pezanoski – Accounts A-K • 414-228-7701, Ext. 449 • mitch.pezanoski@tradeexpress.com  
 Debbie Hanamann – Accounts L-Z plus Building Automation, HVAC and Power  
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## High-Profile Sponsorships That Speak Volumes For Your Company

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### Exhibitor Lounge \$3,000

Be a champion for fellow NFMT exhibitors by sponsoring the Exhibitor Lounge. This exhibit hall refuge provides exhibitors with an area to take a break and grab a bottle of water or a cup of coffee. Your company logo will be featured on the Exhibitor Lounge signage.

#### Exclusive Sponsorship Benefits

- One piece of marketing material or product inserted in all tote bags provided to all attendees at the event. Sponsoring company to supply insert and ship to event venue.
- A 1/5 page write up in NFMT Show Directory "Meet Our Sponsors" section with a logo and write up about your company.
- Company description with FREE logo in the NFMT Show Directory exhibitor list.
- Logo posted on signage in the registration area and on show entrance units acknowledging the company as an event sponsor.
- Logo and link as a sponsor on the official NFMT Website.
- Logo included in direct mail campaign (300,000 pieces), and e-mail campaign (800,000 emails over 28 distinct efforts), December through February.
- Logo included in monthly full-page, 4/C ads promoting NFMT in *Building Operating Management* and *Maintenance Solutions* magazines from December 2010 through February 2011 issues.
- NFMT program of events includes logo and is inserted into 73,000 copies of February 2011 issue of *Building Operating Management*.
- Logo inclusion in "Thank You" ad in *Building Operating Management* magazine post-event.
- Company logo included on the Post-show "Mark Your Calendar" email blast.
- Receive the complete mailing list of all registrants to event, both Pre- and Post-show.

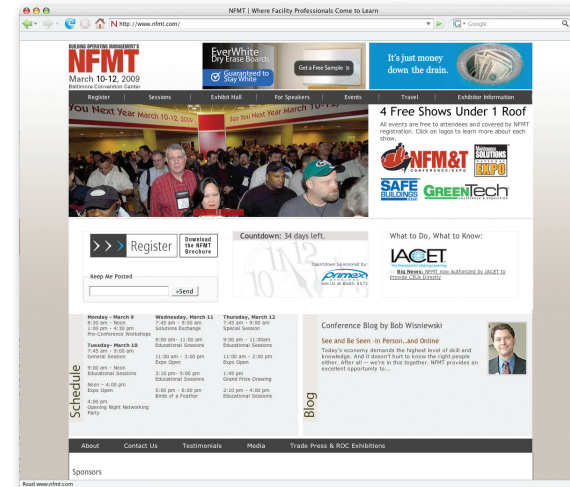
### Aisle Banners \$2,750

What better way to increase your visibility than to have your logo and booth number high above the expo floor for all attendees to see. Prominently displayed aisle banners create an exciting visual marker for attendees as they navigate the show.



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### NFMT.com Rotating Banner Ads (10 available) \$1,000 each

Get maximum visibility and a direct link from NFMT.com to your Web site by sponsoring one of 10 rotating banner ads on NFMT's high-traffic home page, and selected pages throughout the site.



### Attendee Update Emails

- \$1,000** Mid January
- \$1,500** Early February
- \$1,500** Mid February
- \$2,000** Late February
- \$2,500** Early March
- \$2,500** Post-show attendee email

Be a sponsor of promotional emails to registered attendees. These emails are distributed in January and February to all facility professionals registered for the show and include your company logo, a link to your Website, a short tagline and booth number.

#### Exclusive Sponsorship Benefits

- Company description with FREE logo in the NFMT Show Directory exhibitor list.
- Logo and link as a sponsor on the official NFMT Website.

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