

BUILDING OPERATING MANAGEMENT'S
NFMT[®]2018
National Facilities Management & Technology March 20-22, 2018 • Baltimore

**ADVERTISING
&
MARKETING
OPPORTUNITIES**

**Market your Participation
and **Stand Out** from
Your Competition**

NO cost - LOW cost

Marketing Opportunities

Marketing Toolkit

Marketing your participation is key to helping you have a successful NFMT experience. Review the NO COST options below to help you promote your participation at NFMT.



**NO
COST!**

E-mail Invite using a Unique Registration Link

All exhibitors are assigned a unique registration link to use. Insert your link in any e-marketing tools sent to your database promoting your participation at the event to help build traffic to your booth. An NFMT branded HTML template is also available, which can be customized with your company logo and product. Simply insert your unique registration link prior to sending. Using your unique link gives you access to reports on who registers with your link.



**NO
COST!**

Banner Ads

Various sized banner ads are available. After downloading a web banner, use your unique registration link to access reports on who registers with your link!

VIP All-Access Pass

Invite your customers to the conference and expo with the All-Access Pass. *If you are interested in sending out hard copies to your database, we can mail you an inventory of them. Otherwise, you can send the VIP pass out as a pdf attachment in an email to your database.

The following pages contain



**LOW
COST!**

marketing opportunities.

Showcase Your Company, Products & Services

Are you looking for ways to drive traffic to your exhibit space?

Do you want to reach NFMT audience even when the Expo Hall is closed and conference sessions are in progress? Do you have a limited budget? Not to worry! The NFMT2018 Baltimore Product Showcase can fulfill those needs!

**LOW
COST!**

Cost: \$795 per panel

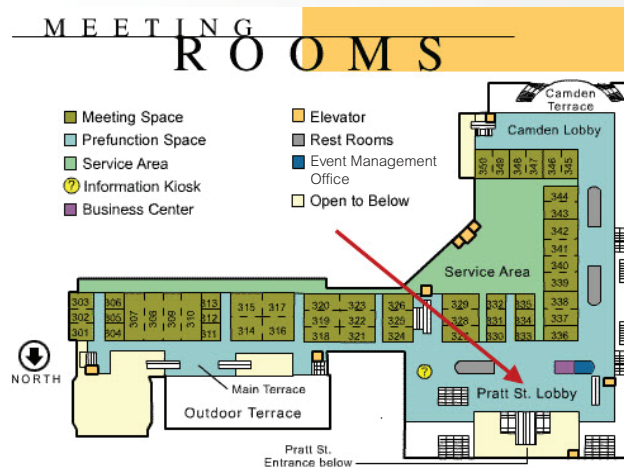
Do you have multiple products and/or services you would like to illustrate?

Consider purchasing an entire display for \$2,800 (\$380 savings!)

Reserve all four panels of a display unit and we'll feature your company logo on a the display header.



Location of Displays



FEATURES:

- Product Showcases are placed in high-traffic areas — near registration and near the conference session meeting rooms in the Pratt Street Lobby.
- Participating company's graphics will occupy one 968mm x 2210mm (1m x 2.44m) panel.
- Promotional content may include: company name, exhibit space number, company logo, product description, QR code and photo of product. It's your design, be creative!
- Product Showcase will be on display the entire duration of NFMT event.

BENEFITS:

- Keeps your company's products and services in the forefront of attendee's minds even when they are outside the Expo Hall.
- Generates interest in your products/services.
- Drives traffic to your exhibit space.
- Builds awareness for your brand.

Questions?

Laura Koski • 630-271-8226 • lkoski@rocexhibitions.com

Exhibitor Account Executives

Laurie Vega
Companies A - B plus numeric
 Phone: 414-228-7701 ext. 482
 Fax: 414-228-1134
laurie.vega@tradeexpress.com

Jodi Denton
Companies C and E - K
 Phone: 414-228-7701 ext. 449
 Fax: 414-228-1134
jodi.denton@tradeexpress.com

Lucy Kaufmann
Companies D and L - P
 Phone: 414-228-7701 ext. 447
 Fax: 414-228-1134
lucy.kaufmann@tradeexpress.com

Debbie Hanamann
Companies Q - Z
 Phone: 414-228-7701 ext. 305
 Fax: 920-330-9981
debbie.hanamann@tradeexpress.com

Please reserve _____ Product Showcase panel(s) for my company. Total Cost: _____

Product Showcase Agreement/Commitment

To secure your Product Showcase panel(s) the total amount must be received by ROC Exhibitions along with this completed contract. Due to the nature of the Product Showcase and the benefits received, cancellations are not accepted. No refunds will be provided and full payment is required.

- Product Showcase subject to availability.
- Specs and submission guidelines will be confirmed after contract and payment are received.
- Artwork deadline is February 16, 2018.

Company Name: _____ Exhibit Space #: _____

Address: _____ Address 2: _____

City: _____ State: _____ Zip Code: _____

Contact Name: _____

Tel: _____ Fax: _____

Email: _____ Web Site: _____

Authorized Signature: _____ Date: _____

(Please indicate your preferred method of payment.)

☐ Check (please make check payable to ROC Exhibitions). Mail to ROC Exhibitions, 1963 University Lane, Lisle, IL 60532

☐ Please charge my credit card \$: _____ ☐ VISA ☐ MasterCard ☐ American Express

Credit Card #: _____ CCV Code: _____ Expiration date: _____

Name of cardholder (please print): _____

Credit Card Authorization Signature: _____

Credit card billing address: ☐ Same as above

Address: _____

City: _____ State: _____ Zip Code: _____

Please send completed contract to Laura Koski — Ikoski@rocexhibitions.com or by fax 630-271-8234

**TAKE YOUR PLACE AT A TABLE
AND RESERVE YOUR TOPIC TODAY**
Wednesday, March 21 • 5:10 - 6:30 p.m.

YOUR TABLE AWAITS

Solutions Exchange puts you at the head of a roundtable discussion and creates an unparalleled opportunity to position your organization as an industry information resource.

As a Solutions Exchange host, you'll facilitate a non-commercial discussion among attendees on a topic of pertinent industry interest. After 20 minutes the roundtable concludes and another group of attendees will join your table. Your roundtable will repeat three times, providing you with dozens of interested facility professionals.

Host a table for \$1,195
Tables are limited and available only to NFMT2018 Exhibitors.



SOLUTIONS EXCHANGE

**LOW
COST!**

Past Table Topics Included:

- Acoustics & LEED in Green Buildings
- An Introduction to Integrated Workplace Management Systems (IWMS)
- Creating Defensible Capital Budgets in an Uncertain Economy
- Daylighting and Other Energy Saving Strategies
- EISA ACT and What You Need to Know
- Energy and the Building Envelope
- Energy Efficient Building Automation
- Energy Reduction at Your Facility
- Facade Restoration — Exterior Aluminum Restoration and Maintenance
- Green Cleaning and LEED
- Hand Dryer and the Hygienic, Green Facility
- Keys to Job Finding and Career Advancement
- Long Term Door Solutions
- Modernize Your Elevator: Achieve Energy Savings
- Optimizing Your CMMS
- Portable Air Conditioning
- Renewable Energy — Making an Impact on the Market
- Sustainable Options for Door Renovation and Maintenance
- Sustainable by Design — Doing More with Less
- Sustainable Roofing Solutions
- Tankless Water Heater Technology for Energy Efficiency
- UVC and Energy Savings

Table Host Benefits Include:

BEFORE THE EVENT:

- Table topic and description on Solutions Exchange page of nfmt.com/baltimore
- Your Logo and URL listed in the Solutions Exchange page of nfmt.com/baltimore

AT THE EVENT:

- Table topic, description and company logo included in the Solutions Exchange page in the NFMT2018 event directory
- Promotional sign placed in your exhibit space during Tuesday's Expo hours
- Opportunity to furnish up to 200 pieces of company materials for the literature table during Solutions Exchange

AFTER THE EVENT:

- Complete mailing information for all attendees during Solutions Exchange

Act quickly to host a SOLUTIONS EXCHANGE Table

HOST A SOLUTIONS EXCHANGE TABLE AT NFMT2018

Wednesday, March 21
5:10 - 6:30 p.m.
Baltimore Convention Center

Host a table for only \$1,195.

Solutions Exchange is a non-commercial discussion about topics, trends, technology or solutions for the facilities professional.

☐

YES! My company would like to host a 2018 Solutions Exchange table at the cost of \$1,195

☐ I hosted a table last year and would like to use the same topic and description.

SELECT A TOPIC

- ☐ ADA
- ☐ Building Automation
- ☐ Data Centers
- ☐ Design & Construction
- ☐ Doors & Hardware
- ☐ Elevators
- ☐ Emergency Preparedness
- ☐ Energy Efficiency
- ☐ Equipment Rental & Tools
- ☐ Fire Safety
- ☐ Flooring
- ☐ Green
- ☐ Grounds Management
- ☐ HVAC
- ☐ IAQ
- ☐ Interior: Ceilings, Furniture & Walls
- ☐ Lighting
- ☐ Maintenance & Operations
- ☐ Outsourcing
- ☐ Paints & Coatings
- ☐ Plumbing & Restrooms
- ☐ Power Generation
- ☐ Roofing
- ☐ Security
- ☐ Software
- ☐ Windows & Exterior Walls
- ☐ Other, please contact me to discuss

PLEASE PRINT OR TYPE ALL INFORMATION

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Province/Postal/Country (if applicable): _____

Contact Name: _____

Tel: _____ Fax: _____

Email: _____

Web Site: _____

Authorized Signature: _____

Date: _____

(Please indicate your preferred method of payment.)

☐ Check (please make check payable to ROC Exhibitions).

Mail to ROC Exhibitions, 1963 University Lane, Lisle, IL 60532

☐ Please charge my credit card \$: _____

☐ VISA ☐ MasterCard ☐ American Express

Credit Card #: _____ CCV Code: _____ Expiration date: _____

Name of cardholder (please print): _____

Credit Card Authorization Signature: _____

Credit card billing address: ☐ Same as above

Address: _____

City: _____ State: _____ Zip Code: _____

Additional details will be sent to you once the contract is received and payment processed.

To reserve your table please submit the completed form or contact:

Laurie Vega – Companies A - B plus numeric
Phone: 414-228-7701 ext. 482
Fax: 414-228-1134
laurie.vega@tradeexpress.com

Jodi Denton – Companies C and E - K
Phone: 414-228-7701 ext. 449
Fax: 414-228-1134
Jodi.denton@tradeexpress.com

Lucy Kaufmann – Companies D and L - P
Phone: 414-228-7701 ext. 447
Fax: 414-228-1134
lucy.kaufmann@tradeexpress.com

Debbie Hanamann – Companies Q - Z
Phone: 414-228-7701 ext. 305
Fax: 920-330-9981
debbie.hanamann@tradeexpress.com

Please direct topic content inquiries and questions to:

Laura Koski
Phone: 630-271-8226
Fax: 630-271-8234
lkoski@rocexhibitions.com

**LOW
COST!**

Red Package

Full Page 4C Event Directory ad,
and Directory listing logo

Reg Price: \$2,595
Package: \$1,595
Savings of: \$1,000

White Package

1/2 Page 4C Event Directory ad,
and Directory listing logo

Reg Price: \$2,000
Package: \$1,275
Savings of: \$725

Blue Package

1/4 Page 4C Event Directory ad,
and Directory listing logo

Reg Price: \$1,455
Package: \$930
Savings of: \$525

**Take Advantage of NFMT2018 Exhibitor Advertising Packages.
Contact your Exhibitor Account Executive:**

Laurie Vega
Companies A - B plus numeric
Phone: 414-228-7701 ext. 482
Fax: 414-228-1134
laurie.vega@tradeexpress.com

Jodi Denton
Companies C and E - K
Phone: 414-228 7701 ext. 449
Fax: 414-228-1134
Jodi.denton@tradeexpress.com

Lucy Kaufmann
Companies D and L - P
Phone: 414-228-7701 ext. 447
Fax: 414-228-1134
lucy.kaufmann@tradeexpress.com

Debbie Hanamann
Companies Q - Z
Phone: 414-228-7701 ext. 305
Fax: 920-330-9981
debbie.hanamann@tradeexpress.com

ADVERTISING **Insertion Order** **Mechanicals** **Terms & Conditions**

**LOW
COST!**

Please reserve directory advertising selected below:

RED Advertising Package

☐ \$1,595

WHITE Advertising Package

☐ \$1,275

BLUE Advertising Package

☐ \$930

☐ Insert my company logo with my listing in the NFMT2017 Event Directory: \$250

Upgrade your Advertising Package with a Special Placement Ad:

Inside front cover 4c:

- ☐ add \$225 red
☐ add \$820 white
☐ add \$1,365 blue

Inside back cover 4c:

- ☐ add \$225 red
☐ add \$820 white
☐ add \$1,365 blue

Back cover:

- ☐ add \$430 red
☐ add \$1,025 white
☐ add \$1,570 blue

Center spread, 4c:

- ☐ add \$2,250 red
☐ add \$2,845 white
☐ add \$3,390 blue

Space Deadline: January 30

Materials Due: February 6

Name: _____ Email: _____

Company: _____

Address: _____

City: _____ State: _____ Zip/PC: _____

Country: _____

Contact Name: _____

Tel: _____ Fax: _____

Authorized Signature: _____ Date: _____

(Please indicate your preferred method of payment.)

☐ Check (please make check payable to ROC Exhibitions). Mail to ROC Exhibitions, 1963 University Lane, Lisle, IL 60532

☐ Please charge my credit card \$: _____ ☐ VISA ☐ MasterCard ☐ American Express

Credit Card #: _____ CCV Code: _____ Expiration date: _____

Name of cardholder (please print): _____

Credit Card Authorization Signature: _____

Credit card billing address: ☐ Same as above

Address: _____

City: _____ State: _____ Zip Code: _____

Advertising Mechanicals:

Trim Size: 7.875" x 10.75"

Bleed Page: 8.125" x 11"

Spread Bleed: 16" x 11"

1 Page: 7" x 10"; 1/2 Page H: 7" x 4.875"; 1/2 Page V: 3.375" x 10";

1/4 Page: 3.375" x 4.875"

Preferred Materials: Electronic submission, contact production manager

(tel. 414-228-7701, ext. 453 for requirements or go to

www.nfmt.com/mediakit/adspecs

Payment Terms: 50% due at time of insertion. Final payment due December 22, 2017. Insertions received after December 22, 2017, full payment is due.

Eligible Advertisers: Exhibitors only.

Laurie Vega – Companies A - B plus numeric

Phone: 414-228-7701 ext. 482

Fax: 414-228-1134

laurie.vega@tradeexpress.com

Jodi Denton – Companies C and E - K

Phone: 414-228-7701 ext. 449

Fax: 414-228-1134

jodi.denton@tradeexpress.com

Lucy Kaufmann – Companies D and L – P

Phone: 414-228-7701 ext. 447

Fax: 414-228-1134

lucy.kaufmann@tradeexpress.com

Debbie Hanamann – Companies Q – Z

Phone: 414-228-7701 ext. 305

Fax: 920-330-9981

debbie.hanamann@tradeexpress.com

Return this form and send ad materials to:

Bobbie Reid

NFMT Event Directory

2100 West Florist Avenue

Milwaukee, WI 53209

Tel: 414-228-7701 (ext. 453)

Fax 414-228-1134

Upload files to:

www.tradeexpress.com/uploads

BUILDING OPERATING MANAGEMENT'S NFMT[®]2018

National Facilities Management & Technology March 20-22, 2018 • Baltimore

Email Blast Daily Highlight Video

COST: \$3,500

Email Blast

Company logo featured on promotional emails to registered attendees, Emails will include:

- Company logo/link to website
- Exhibit Space Number

Distribution: 30,000

- NFMT2018 Pre-Registrants
- Facility Professionals within a 125 mile radius of Baltimore

Available Email Blast Dates - Choose one

(Delivered at approximately 8:00 pm ET)

- ☐ Monday, March 19
- ☐ Tuesday, March 20
- ☐ Wednesday, March 21

Daily Highlight Video

Videos will include:

- Your company verbally recognized at the beginning of the Daily Highlight Video directing attendees to your Exhibit Space
- Company Logo displayed
- Exhibit Space number displayed

(Example messaging: "Our video today is presented by ABC company, see the newest in LED replacement lighting at exhibit space 12345.")

PLEASE COMPLETE ALL INFORMATION AND RETURN

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Province/Postal/Country (if applicable): _____

Contact Name: _____

Tel: _____ Fax: _____

Email: _____

Web Site: _____

Authorized Signature: _____

Date: _____

(Please indicate your preferred method of payment.)

☐ Check (please make check payable to ROC Exhibitions, Inc.).

Mail to ROC Exhibitions, Inc., 1963 University Lane • Lisle, IL 60532

☐ Charge my credit card \$: _____ ☐ VISA ☐ MasterCard ☐ American Express

Credit Card #: _____ CCV Code: _____ Expiration Date: _____

Name of cardholder (please print): _____

Credit Card Authorization Signature: _____

Credit card billing address: ☐ Same as above

Address: _____

City: _____ State: _____ Zip Code: _____

Additional details will be sent once contract has been received and payment processed.

Exhibitor Account Executives:

Laurie Vega – Companies A - B plus numeric

Phone: 414-228-7701 ext. 482

Fax: 414-228-1134

laurie.vega@tradeexpress.com

Jodi Denton – Companies C and E - K

Phone: 414-228-7701 ext. 449

Fax: 414-228-1134

jodi.denton@tradeexpress.com

Lucy Kaufmann – Companies D and L - P

Phone: 414-228-7701 ext. 447

Fax: 414-228-1134

lucy.kaufmann@tradeexpress.com

Debbie Hanamann – Companies Q - Z

Phone: 414-228-7701 ext. 305

Fax: 920-330-9981

debbie.hanamann@tradeexpress.com