

# BUILDING OPERATING MANAGEMENT'S NFMTVEGAS

National Facilities Management & Technology October 7-8, 2014 • Mandalay Bay Convention Center

**October 7-8, 2014**  
Mandalay Bay Convention Center  
Las Vegas, NV

**BUILD YOUR COMPANY'S EXPOSURE IN**

# 2014

You've decided to build your market share in the facilities management market by exhibiting at NFMT Vegas. That's step one. Maximizing your company's exposure to attendees is step two. NFMT Vegas offers a wide variety of sponsorships and events that boost the return on your investment and keep your products and services top-of-mind for the thousands of facilities buyers who will be attending the 2014 show.

## Did you know...?

That an investment in a show marketing opportunity can increase traffic to your booth as much as 100%\*

\*CEIR (Center for Exhibition Industry Research)

## Raise Your Company's Profile Pre-Event and on Show-Site with Valuable Sponsorship Opportunities

All Sponsorships Include:

- › One piece of collateral material inserted in each attendee tote bag distributed at the event. Sponsoring company to supply insert and ship to event venue (provided tote bags are sponsored). Item must be approved by Show Management.
- › One piece of collateral material to be posted in the Virtual Tote Bag on [nfmt.com/vegas](http://nfmt.com/vegas)
- › Enhanced company listing on the NFMT Vegas exhibitor list
- › Company description with FREE logo in your NFMT Show Directory exhibitor listing
- › Logo placement on sponsorship acknowledgement signage
- › Logo and link as a sponsor on the official NFMT Vegas website
- › Additional bonus points towards booth selection for following year's event
- › Right of first refusal for following year's event
- › Detailed sponsor exposure report post-show

## Sponsorship Menu

Opening Night Reception . . . . . \$10,000



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

1. 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.
2. Opening Night Networking Reception invitations can be found in every attendee bag. The invitations prominently display your logo as a sponsor.
3. Placard in your booth listing your company as sponsor of the reception.

Totebags . . . . . \$9,000

Distributed to attendees as they arrive at NFMT Vegas, 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. Your name, logo and welcome message will be featured on the outside of the bag.



Grand Prize Giveaway . . . . . \$7,000 full sponsorship



The ultimate visibility and booth traffic-builder. Choose from an array of Grand Prize options to be given to a qualified attendee. Sponsor this prize and receive maximum event exposure. Attendees must register at your booth to qualify.

# Sponsorship Menu

**Badge Holders/Wallets . . . . . \$5,000**  
**(Materials, labor and production not included)**

This is your opportunity to have thousands of walking billboards on the show floor. Badge holders will be distributed at registration counters to attendees. Your company's name and logo will be seen by everyone, everyday. You gain visibility after the show as many attendees keep their badge holder to re-use at other events.



**Lunch Coupons (2 Available) . . . . . \$3,000 each**

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 (\$1,435 value; creative is supplied by NFMT Vegas). 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.

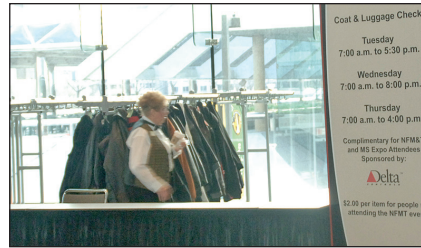


**Cyber Center with Screen Saver . . . . . \$3,000**

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. Your brand will go far, prominently featured on signage in Cyber area and screen savers.



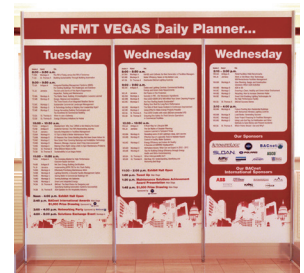
**Coat and Baggage Check . . . . . \$3,000 (for two days)**



Be a hero to NFMT Vegas attendees. Give them a place to check their coats and luggage on a complimentary basis at the Mirage Hotel Event Center.

**Program at a Glance Signage . . . . . \$2,500**

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



**Exhibitor Locator Signage . . . . . \$3,000**

Imagine your company logo being viewed constantly by thousands of NFMT Vegas attendees searching the Exhibitor Locator sign board located outside the exhibit hall. This large sign board allows attendees to search for exhibitors alphabetically. A high impact opportunity for you to build company recognition.



**Aisle Banners . . . . . \$1,500**

What better way to increase your visibility than to have your name 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.



## Other Marketing Opportunities

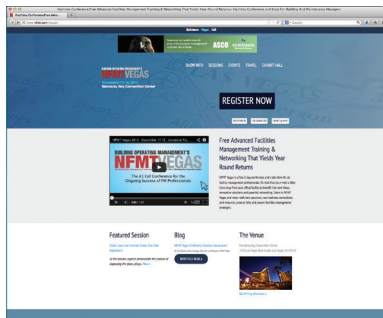
### Countdown to NFMT Vegas . . . . . \$2,000

Get added online exposure by sponsoring a calendar that counts down to the show on NFMT Vegas Website home page. Your company logo and a clock will be placed on the NFMT.com/vegas home page. This can begin as early as sponsor approves the contract and be in effect until up to 15 days post-NFMT Vegas 2014. Includes a hot link back to your Website if attendees click on this section of the NFMT.com/vegas Website. As sponsor, you will be acknowledged in all pre-show marketing.

### NFMT.com/vegas Rotating Image Ads

#### (Limited availability) . . . . . \$600-\$800 each

Get maximum visibility and direct link from NFMT.com/vegas to your Web site by sponsoring one of 10 rotating image ads on NFMT Vegas high traffic home page, and selected pages throughout the site.



### Solutions Exchange . . . . . \$845

Tuesday, October 7, 4:00 p.m. - 5:00 p.m.

#### Mandalay Bay Convention Center

As a sponsor of Solutions Exchange, you'll facilitate discussion among NFMT Vegas attendees on one of a variety of pertinent industry topics. After 20 minutes, the roundtable concludes and another group of attendees is seated at your table. Your roundtable will repeat three times, providing you access to more than 20 highly interested facility professionals. Select your topic from an array of issues, including Breakthroughs in HVAC, Carpet Care, Green Cleaning, Optimizing CMMS, Cool Roofing, Energy Services and many more. As an extra incentive to attendees, free refreshments are provided. Limited to one sponsor per topic. Reserve your topic today. Space is limited in this first-come, first-served opportunity.

#### Sponsorship of a table includes:

- Your own company table and discussion topic
- Direct access to three (3) groups of up to seven facility decision-makers
- Opportunity to distribute 200 brochures via special literature table

#### Web Image Ads, Attendee Update Emails, Directory Ads, Exhibitor Packages and Solutions Exchange *do not* receive:

- Logo on on-site sponsorship acknowledgement signage
- Listed on sponsor page in show directory and on the Web site
- One piece of collateral material can be placed in attendee totes

### Attendee Update Emails

August . . . . .	\$500
September . . . . .	\$1,000
October . . . . .	\$1,500
Post Show . . . . .	\$2,000

Be a sponsor of promotional emails to registered attendees. These emails are distributed in August, September and October to all facility professionals and are a great way to communicate important show information to every attendee. Keep your company top-of-mind while attendees are planning for the upcoming event

### 2014 Event Directory Advertising

The Event Directory is the #1 reference for attendees. It includes vital information on sessions, continuing education credit maintenance, show events and celebrations, maps, exhibitor listings and everything else attendees need to know to get the most out of NFMT Vegas. This special advertising opportunity will help drive booth traffic while branding your company in a highly visible resource.



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### Exhibitor Packages



- Red (10 x 10 booth, full page 4 color Directory Ad\* and Directory listing logo) . . . . . \$4,110  
**SAVINGS OF \$990**
- White (10 x 10 booth, 1/2 page 4 color Directory Ad\* and Directory listing logo) . . . . . \$3,940  
**SAVINGS OF \$745**
- Blue (10 x 10 booth, 1/4 page 4 color Directory Ad\* and Directory listing logo) . . . . . \$3,869  
**SAVINGS OF \$579**

\*Premium ad positions not included

- Packages available for all booth sizes. Contact your Account Executive for pricing.

### 2014 Event Directory

Space Deadline: August 15, 2014

Material Due: August 22, 2014

#### Send ad materials to:

Bobbie Reid  
NFMT Vegas Expo Directory  
2100 West Florist Ave  
Milwaukee, WI 53209  
Ph: 414-228-7701, ext. 453

Upload files to: [www.tradepress.com/uploads](http://www.tradepress.com/uploads)

# Sponsorship Contract

## BUILDING OPERATING MANAGEMENT'S NFMT VEGAS

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**YES!**

My company would like to participate in the following sponsorship(s) at NFMT Vegas 2014.

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Web site \_\_\_\_\_

We would like to sponsor: \_\_\_\_\_

One table at Solutions Exchange @ \$845. Topic requested: \_\_\_\_\_

Advertisement in Event Directory. Size and color (4-color or black & white): \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_

.....

### Questions? Suggestions?

**Boost your brand-building abilities today. Contact:**

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plus numeric cos.  
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