

# Marketing & Advertising Options

Once you secure a booth at NFMT 2020, plenty of options exist to ensure facilities professionals in attendance are aware of your presence and what you're offering. More than 4,000 FMs flock to NFMT. With 400+ exhibiting companies, be bold and take action to draw them to your booth with our lineup of Marketing and Advertising Options.



## SOLUTIONS EXCHANGE

As a Solutions Exchange host, you'll facilitate a discussion with attendees on topics of pertinent industry interest. After 20 minutes the roundtable concludes and another group of attendees joins your table. Your roundtable repeats three times, providing you with 20+ of interested facility professionals. . . . . \$1195



## PASSPORT TO PRIZES

Every attendee needs to stop at your booth to complete their passports. A passport is included in every tote bag. . . . . \$2500



## DIRECTORY ADVERTISING PACKAGES

Full page and half page options available within the pages of the onsite directory. The directory is relied upon by nearly every attendee at the show. . PRICES VARY



## DAILY HIGHLIGHT VIDEO

Your company verbally recognized at the beginning of the Daily Highlight Video directing attendees to your booth. (Distribution: 30,000). . . . . \$3500



## LEARNING LABS

Give a 20 minute presentation on current trends and solutions on the NFMT floor to an audience of interested FMs, followed by Q & A that can be product specific. You get scans of all who enter. . . . . \$1295



## ATTENDEE EMAIL UPDATES

Feature your company logo, description and booth number on the top of emails sent to registered attendees of NFMT Baltimore.. . . . PRICES VARY



## PRODUCT SHOWCASE

Placed near registration counter and conference rooms, your brand is on display the entire duration of NFMT. Product Showcases are one of the first things attendees see when entering the convention center. . . . . \$795 PER PANEL

# A La Carte Sponsorship Opportunities

Presenting Sponsor <sup>1</sup>	\$27,000
Tote Bags <sup>2</sup>	\$18,200
Networking Party <sup>3</sup> (non-exclusive)	\$17,600
Hosted Education Lab <sup>4</sup>	\$15,000
Badge Holders <sup>5</sup>	\$13,200
Shuttle Bus <sup>6</sup>	\$11,000
Cash Prize Drawing <sup>7</sup> (1 remaining)	\$7,200
Audio Visual Services <sup>8</sup>	\$5,500
Conference Track Sponsorship <sup>9</sup>	\$4,950
Inner Harbor Cocktail Cruise <sup>10</sup>	\$4,000
Registration <sup>11</sup> (4 available)	\$3,200
Lunch Coupons <sup>12</sup> (3 available)	\$3,300
Coat & Baggage Check <sup>13</sup>	\$2,750
Exhibitor Locator Signage <sup>14</sup>	\$2,200
Charging Stations <sup>15</sup> (3 available)	\$1,375
Aisle Banners <sup>16</sup>	\$1,650 each (or 3 for \$3,300)

**1 Presenting Sponsor** – Company name and logo fully integrated into event branding, receiving top billing in all event advertising and promotion and throughout the show onsite. Premier recognition in sponsor listing: your name/company logo will be showcased above/before sponsors at lower levels, including premier mention in invitations, press releases, event directory, website and event signage. Presenting Sponsor will receive “top billing” in all event advertising and promotion, and on all event signage and materials.

**2 Tote Bags** – Build brand awareness when our Company logo is featured on the bag distributed to all attendees at registration.

**3 Networking Party** – You’re seen by hundreds of attendees at the popular opening night networking party. Sponsorship includes opportunity to make a welcome announcement kicking off the party as well as receiving all the scans of attendees. Large, visible signs are positioned at your exhibit space, the food court area, conference walkways and in the Expo Hall on Tuesday inviting attendees to the party.

- Networking Party invitations distributed at registration, displaying your logo as a sponsor.
- Placard in your exhibit space acknowledging your company as a sponsor of the Networking Party.

**4 Hosted Education Lab** – 600 sq. ft. Education Lab on exhibit hall floor in prominent location with seating for 40 attendees. One full-day of education offered by daily sponsor. Sessions held during expo hall hours, one sponsor per day, maximum three sponsors.

Prominent signage outside of Education Lab outlining content of sponsors choice. Sponsor can offer three one hour sessions with CEU's or higher volume sessions of shorter length without CEU's – content must meet IACET standards. Rotating image ad on NFMT.com website. Full page 4 color show directory ad.

**5 Holders** – Your opportunity to have all attendees wearing your logo around their necks.

**6 Shuttle Bus** – Shuttles transferring attendees to and from the convention center are greeted with your company name and branding. You’ve got a captive audience. You can provide a promotional video played on the shuttle.

**7 Cash Prize Drawing** – Best way to drive traffic to your booth. Each attendee receives an Enter-To-Win form, dropped off in a ballot box in your booth. Opportunity to have a rep on the Main Stage welcoming attendees to the daily cash giveaway, pick the winner and present the prize! Cash is awarded to a qualified attendee each day of the event. Receive copy of all who enter.

**8 Audio Visual Services** – Your branding is prominently featured at every Conference Session (total of 100) all three days of the show.

**9 Conference Track Sponsorship** – Reach a unique segment of the market by sponsoring a targeted conference track. Includes one conference session and signage outside all sessions within your track.

**10 Inner Harbor Cocktail Cruise** – Sponsor the fun, relaxed networking cocktail cruise around Baltimore’s enchanting Inner Harbor.

**11 Registration** – Your logo is featured on top of the attendee registration confirmation emails sent twice in advance of the show.

**12 Lunch Coupons** – The popular \$10 lunch coupon is included in all attendee tote bags, featuring your company logo identifying you as sponsor.

**13 Coat & Baggage Check** – March is still coat weather in Baltimore. Put your logo on all Coat & Baggage Claim tickets, providing attendees a complimentary method to check their belongings.

**14 Exhibitor Locator Signs** – Put your company logo on the Exhibitor Locator signs located inside the expo hall and near registration. Attendees frequent these signs several times throughout the show when looking for what booths to visit.

**15 Charging Stations** – Place your brand on this great option as attendees charge up their phones. Your brand stays top of mind as attendees spend several minutes or more here as their phones charge up.

**16 Aisle Banners** – Increase your visibility, have your logo and exhibit space number above the expo hall floor for all attendees to see.



## Sponsorship Contract

Please reserve the following sponsorship opportunity: \_\_\_\_\_  
 (Description of Sponsorship) (Price)

### All NFMT2020 sponsors receive the following benefits:

#### Featured Logo Placement:

- NFMT event website
- NFMT Event Directory "Sponsors" section
- NFMT Event Directory with your company description
- E-mail broadcasts and direct mail campaigns
- Sponsorship acknowledgement signage at the event

#### Additionally:

- One piece of collateral material in attendee tote bag (provided tote bags are sponsored). Item must be approved by Event Management.
- One piece of collateral material to be posted in the virtual tote bag on [www.nfmt.com/baltimore](http://www.nfmt.com/baltimore).
- Additional bonus point(s) towards exhibit space selection for NFMT2021.
- Right of first refusal for the following year's event.
- Detailed sponsor exposure report post-event.

**Marketing/Advertising Commitment:** To secure your option a 50% deposit must be received by ROC Exhibitions, Inc. along with the completed contract. Final payment must be received by December 20, 2019. Marketing/Advertising options purchased after December 20, 2019 require payment in full along with a completed contract. Contracts received after February 5, 2020 will be acknowledged in the event addendum, after which sponsor benefits may be impacted. Due to the nature of Marketing/Advertising options and the benefits received, cancellations are not accepted. No refunds will be provided and full payment is required.

Company Name: \_\_\_\_\_ Exhibit Space #: \_\_\_\_\_

Address: \_\_\_\_\_ Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

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

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ 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 number \_\_\_\_\_ 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: \_\_\_\_\_

☐ Sponsor authorizes ROC Exhibitions, Inc. to charge this credit card for the balance due, on December 22, 2017.

Initials and date: \_\_\_\_\_

### To secure your sponsorship contact your Exhibitor Account Executive:

✉ **Laurie Vega**  
 ACCOUNTS: A-B + numeric  
 ☎ 414-228-7701 Ext 482  
 Fax: 414-228-1134

✉ **Torry Rowell**  
 ACCOUNTS: C-D & L-O  
 ☎ 414-228-7701 Ext 477  
 Fax: 414-228-1134

✉ **Nick Fetek**  
 ACCOUNTS: E-K  
 ☎ 414-228-7701 Ext 449  
 Fax: 414-228-1134

✉ **Debbie Hanamann**  
 ACCOUNTS: P-Z  
 ☎ 414-228-7701 Ext 305  
 Fax: 414-228-1134

## MARKETING & ADVERTISING OPTIONS CONTRACT

☐ **YES!** My company would like to participate in the Sponsorship Program at NFMT2020. (Please print or type clearly)

Please reserve the following sponsorship opportunity: \_\_\_\_\_  
(Description of Sponsorship) (Price)

### NFMT2020 Marketing & Advertising Options:

☐ Solutions Exchange (\$1195)

☐ Directory Advertising Packages (Prices Vary)

☐ Learning Labs (\$1295)

☐ Attendee Email Updates (Prices Vary)

☐ Passport to Prizes (\$2500)

☐ Daily Highlight Video (\$3500)

☐ Product Showcase (\$795 Per Panel)

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Address: \_\_\_\_\_ Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

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

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ 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

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✉ **Debbie Hanamann**  
ACCOUNTS: **P-Z**  
☎ 414-228-7701 Ext 305  
Fax: 414-228-1134