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 FMFs 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 FMFs, 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

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

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

12. **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.

13. **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.

14. **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.

<table>
<thead>
<tr>
<th>Sponsorship Event</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting Sponsor</td>
<td>$27,000</td>
</tr>
<tr>
<td>Tote Bags</td>
<td>$18,200</td>
</tr>
<tr>
<td>Networking Party (non-exclusive)</td>
<td>$17,600</td>
</tr>
<tr>
<td>Hosted Education Lab</td>
<td>$15,000</td>
</tr>
<tr>
<td>Badge Holders</td>
<td>$13,200</td>
</tr>
<tr>
<td>Shuttle Bus</td>
<td>$11,000</td>
</tr>
<tr>
<td>Cash Prize Drawing (1 remaining)</td>
<td>$7,200</td>
</tr>
<tr>
<td>Audio Visual Services</td>
<td>$5,500</td>
</tr>
<tr>
<td>Conference Track Sponsorship</td>
<td>$4,950</td>
</tr>
<tr>
<td>Inner Harbor Cocktail Cruise</td>
<td>$4,000</td>
</tr>
<tr>
<td>Registration (4 available)</td>
<td>$3,200</td>
</tr>
<tr>
<td>Lunch Coupons (3 available)</td>
<td>$3,300</td>
</tr>
<tr>
<td>Coat &amp; Baggage Check</td>
<td>$2,750</td>
</tr>
<tr>
<td>Exhibitor Locator Signs</td>
<td>$2,200</td>
</tr>
<tr>
<td>Charging Stations (3 available)</td>
<td>$1,375</td>
</tr>
<tr>
<td>Aisle Banners</td>
<td>$1,650 each (or 3 for $3,300)</td>
</tr>
</tbody>
</table>

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Baltimore Convention Center
Baltimore, MD

March 17 - 19, 2020
Summary

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: __________________________________

To secure your sponsorship contract your Exhibitor Account Executive:

iner 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 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.

To secure your sponsorship contact your Exhibitor Account Executive:
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)

<table>
<thead>
<tr>
<th>NFMT2020 Marketing &amp; Advertising Options:</th>
<th></th>
</tr>
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<tbody>
<tr>
<td>☐ Solutions Exchange ($1195)</td>
<td>☐ Learning Labs ($1295)</td>
</tr>
<tr>
<td>☐ Passport to Prizes ($2500)</td>
<td>☐ Attendee Email Updates (Prices Vary)</td>
</tr>
<tr>
<td>☐ Directory Advertising Packages (Prices Vary)</td>
<td>☐ Product Showcase ($795 Per Panel)</td>
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<td>☐ Daily Highlight Video ($3500)</td>
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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

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☑ Debbie Hanamann
ACCOUNTS: P–Z
414-228-7701 Ext 305
Fax: 414-228-1134