



2018 National Meeting

Sponsorship Opportunities

MAY 19-22, 2018 - HYATT REGENCY - CHICAGO, ILL.



For more information, please contact NAED at (314) 991-9000 or nationalreg@naed.org.



MEMBERS ONLY

2018 National Meeting Sponsorship Opportunities

Drive more business at the upcoming NAED National Meeting! By sponsoring this premier industry event, your company will gain high-value visibility in front of the most prominent distributor leaders from across the nation and stand out from the competition!

Several sponsorships are available, from complete packages to single on-site sponsorships - find just the right sponsorship that meets your unique needs. Sponsorships are limited so don't delay in reserving your spot!

Marketing benefits of investing in high visibility sponsorship opportunities include exposure of your company's brand as a strong supporter of the distribution channel to over 700 National Meeting attendees. The audience typically includes:

- Nearly 400 distributors from 90 industry leading companies
- 92% of distributor organizations in attendance include their Senior Level executives
- 50% of distributors with a sales volume of \$100M or more and 17% of distributors with a sales volume of \$500M or more

Diamond



\$29,599

Choose from one of two available sponsorships:

Choose from one of three available sponsorships:

~~[1] General Session Keynote Speaker~~

~~[2] NAED Annual Awards Breakfast~~

[3] Closing Dinner & Celebration

***Only 1 Sponsorship Remains**

Platinum

\$18,999

~~8 sponsorships available~~

***5 Sponsorships Remain**

Gold

\$13,599

~~12 sponsorships available~~

***6 Sponsorships Remain**

Silver

\$7,999

~~12 sponsorships available~~

***11 Sponsorships Remain**

**Sponsors will have an additional advertising opportunity in the April issue of tED magazine for a 50% discount.*

To qualify for the 50% discount on additional page(s) the sponsor's 2018 annual ad campaign must be equal to or greater than their 2017 ad campaign.





2018 National Meeting Sponsor Recognition Benefits

	*DIAMOND \$29,599 Only 1 sponsorship available			*PLATINUM \$18,999 5 sponsorships available	*GOLD \$13,599 6 sponsorships available	*SILVER \$7,999 11 sponsorships available
	[1]	[2]	[3]			
Special recognition at the General Session - Your CEO will introduce the keynote speaker on Sunday, May 20	✓	✓				
Your company will "OWN THE STAGE" with your company logo displayed on stage during the General Session	✓	✓				
If the keynote speaker has a book, it will include a co-branded bookmark with both NAED and your company logos	✓	✓				
Recognition of your company in articles about the keynote speakers and award winners in NAED's e-newsletter, <i>Newsline</i>	✓	✓				
Special recognition at the NAED Annual Awards Breakfast on Monday, May 21		✓				
Your company will "OWN THE STAGE" with your company logo displayed on stage during the NAED Annual Awards Breakfast		✓				
Recognition of your company in NAED Annual Awards Program and promotional articles in NAED's monthly e-newsletter <i>Newsline</i>	✓	✓				
Your guests will have a photo opportunity with the feature keynote speaker or award winners (Maximum of 8 individuals)	✓	✓	✓			
Your company's name featured four times (February through May) in NAED's monthly e-newsletter, <i>Newsline</i>	✓	✓	✓			
One complimentary registration for a first-time attendee from your company	✓	✓	✓			
50-word profile with your logo and website on the sponsor section of the National Meeting website	✓	✓	✓			
25-word profile with your logo and website on the sponsor section of the National Meeting website				✓		
Your staff and guests will have reserved seating at the General Session, the NAED Awards Breakfast & the Closing Dinner	✓ 3 Rounds (18 seats)	✓ 3 Rounds (18 seats)	✓ 3 Rounds (18 seats)	✓ 2 Rounds (12 seats)	✓ 1 Round (6 seats)	
Sponsorship recognition on wall banner at the National	Logo	Logo	Logo	Logo	Logo	Name Only
Your sponsorship acknowledged in press release to NAED Members and trade press nationwide	✓	✓	✓	✓	✓	
Recognition in the General Session Power Point introduction	Logo	Logo	Logo	Logo	Logo	Name Only
Recognition on the National Meeting website for 3 months	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Name Only
Recognition on signage at the registration area and Strategic Planning Booth Sessions	Logo	Logo	Logo	Logo	Logo	Name Only
Sponsor-level recognition badge ribbons for all of your employees in attendance	✓	✓	✓	✓	✓	✓
Recognition in on-site conference pocket schedule	Logo	Logo	Logo	Logo	Logo	Name Only

**Renewing sponsors receive discounted 2017 pricing shown on last page.*



Single Sponsorship Opportunities



NAED EVENT APP: \$7,500 (1 sponsorship available)

Create brand awareness by having your logo displayed on the first page that an attendee sees when opening the NAED Event app and while the app is loading. Your logo will also be shown on the banner carousel at the bottom of the app -- a great way to have ongoing visibility during the app experience!

Sponsor receives:

- Logo on the opening splash page of the NAED Event App
- Logo on the banner course at the bottom of the NAED Event app

HOTEL ROOM KEYS

Your company will stand out with high-visibility exposure thousands of times during the course of the conference.

Sponsor receives:

- Your logo printed on the front of National attendee's hotel room keys, co-branded with NAED logo

REFRESHMENT BREAKS: \$4,500 (4 sponsorships available)

SUNDAY: [1] Morning Coffee Break & [2] Afternoon Refreshment Break

MONDAY: [3] Morning Coffee Break & [4] Afternoon Refreshment Break

Sponsor receives:

- Your company logo on napkins at the selected event and your company name displayed on signage near the selected event
- Your company name included on our National Meeting website
- Special mention during the General Session and/or during the Booth Sessions

WOMEN IN INDUSTRY LUNCHEON/SPEAKER: \$5,500 (1 sponsorship available)

This Sunday afternoon luncheon is attended by over 40 of the industry's top female leaders.

Sponsor receives:

- Your company name displayed on signage at the event
- Your company name included on our National Meeting website
- If the speaker has a book, bookmarks customized with company logo

GIVE GREEN TO GO GREEN

Demonstrate your company's green commitment to your trading partners by helping to offset the National's carbon footprint. This sponsorship will help to fund either an emissions reduction project such as a farm power project to capture the methane from landfills and use it by generating electricity, sending purified gas to industrial end-users, or supporting a wind farm.

Sponsor receives:

- Your company logo included on the National Meeting website
- Custom signage announcing this sponsorship and your support to saving energy
- Framed certificate of authenticity for your office

tED MAGAZINE: \$3,500 (1 sponsorship available)

NAED Chair Celebration & Annual Awards Dinner Program Sponsorship

This publication features the Arthur W. Hooper Lifetime Achievement Award and the NAED National award recipients. The sponsor will have their logo on the front cover and a full-page ad on the back cover.



SPONSORSHIP FORM

MY COMPANY WOULD LIKE TO PARTICIPATE AS A:

SPONSOR LEVEL	NUMBER AVAILABLE	2018 STANDARD PRICE	2017 RENEWING SPONSOR PRICE
Diamond	Only one available	[1] \$29,599 - General Session Keynote [2] \$29,599 - Annual Awards Breakfast <input type="checkbox"/> [3] \$29,599 - Closing Dinner & Celebration	[1] \$29,000 - General Session Keynote [2] \$29,000 - Annual Awards Breakfast <input type="checkbox"/> [3] \$29,000 - Closing Dinner & Celebration
Platinum	5 available	<input type="checkbox"/> \$18,999	<input type="checkbox"/> \$18,500
Gold	6 available	<input type="checkbox"/> \$13,599	<input type="checkbox"/> \$13,000
Silver	11 available	<input type="checkbox"/> \$7,999	<input type="checkbox"/> \$7,500

ADDITIONAL SINGLE SPONSORSHIPS [CHECK ONE OR MORE OF THE FOLLOWING]

~~Hotel Room Keys: \$12,000 (1 available)~~

Refreshment Breaks:

\$4,500 (4 available - select one)

- ☐ [1] Sunday morning coffee break
☐ [2] Sunday afternoon refreshment break
☐ [3] Monday morning Coffee Break
☐ [4] Monday afternoon refreshment break
☐ NAED Event App: \$7,500 (1 available)

☐ Women in Industry Luncheon & Speaker: \$5,500

~~Give Green To Go Green: Offset the National's Carbon Footprint: \$5,500 (1 available)~~

tED Magazine:

- ☐ \$3,500 Annual Awards Breakfast Program (1 available)
~~\$1,000 Full page ad - inside front cover (1 available)~~
~~\$1,000 Full page ad - inside back cover (1 available)~~

PAYMENT INFORMATION

SPONSOR FEE DUE: _____

☐ Check made payable to NAED

MAIL TO: NAED, PO Box 843703, Kansas City, MO 64184-3703

☐ Charge to:
☐ VISA ☐ MasterCard ☐ AMEX ☐ Discover

Card #: _____

Exp Date: _____ CCV: _____ (required)

Cardholder's Name and Signature: _____

COMPANY INFORMATION [PLEASE TYPE OR PRINT YOUR INFORMATION CLEARLY]

Company Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone: _____ Fax: _____

HOW TO SUBMIT YOUR COMPANY LOGO & URL: Email your URL and a full color, high-resolution (300 dpi or greater) logo to nationalreg@naed.org in one of these formats: TIF, JPEG or EPS.

NOTE: NAED reserves the right to approve all artwork.