

BUILDING OPERATING MANAGEMENT'S **NFMT**[®]2017

National Facilities Management & Technology March 7-9, 2017 • Baltimore

Make a Strong Impact and
Stand Out from Your Competition

SPONSORSHIP PROGRAM



NFMT2017 SPONSORSHIP PROGRAM

All NFMT Baltimore 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.
- Recognition in Building Operating Management and Facility Maintenance Decisions magazines.
- Additional bonus point(s) towards exhibit space selection for NFMT2017.
- Right of first refusal for NFMT2017.
- Detailed sponsor exposure report post-event.

Add a Brand Builder: Enhance your sponsorship participation by adding a Brand Builder. By selecting this option, you increase your brand awareness pre-event, during the event, and post-event with significant exposure.

Quick Facts:

In 2015, our event sponsors reached:

120,700

facility management professionals through three direct mail drops.

284,273

facility management professionals through the NFMT event website.

394,000

facility management professionals through the publications *Building Operating Management* and *Facility Maintenance Decisions*.

Platinum Level

Presenting Sponsor

As the Presenting Sponsor, your company name and logo will be integrated into the event branding. 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.

Investment: **\$25,000**

BRAND BUILDER

Rotating Image Ad: \$800

Full Page, 4C Directory Ad: \$2,345

Aisle banner*: \$1,500

Total Value: **\$29,645**

Your Investment: **\$25,145**

Tote Bags (2 available)

Your company logo will be featured on the bag, which is distributed to attendees as they check-in at registration for NFMT. The bag contains the lunch coupon and other registration materials.

Investment: **\$17,000**

BRAND BUILDER

Rotating Image Ad: \$800

Full Page, 4C Directory Ad: \$2,345

Aisle banner*: \$1,500

Total Value: **\$21,645**

Your Investment: **\$17,145**

Networking Party (2 available)

Align yourself with the big kickoff celebration and be seen by hundreds of attendees networking and enjoying food, drink and entertainment. This sponsorship includes:

- A stage for you to provide a welcome announcement. Your company logo will appear on a sign which will be hung from the 8’ back drape behind the Main Stage.
- Large, visible signs will be 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 to be distributed at registration, displaying your logo as a sponsor.
- Placard in your exhibit space acknowledging your company as a sponsor of the Networking Party.

Investment: **\$16,000**

BRAND BUILDER

Rotating Image Ad: \$800

Full Page, 4C Directory Ad: \$2,345

Aisle banner*: \$1,500

Total Value: **\$20,645**

Your Investment: **\$16,145**

**Aisle banner location to be determined by Event Management.*

Badge Holders

This is your opportunity to have hundreds of walking billboards on the Expo floor. Your company logo will be featured on the attendee badge holders.

Investment: **\$12,000***

BRAND BUILDER

Rotating Image Ad: \$800

Full Page, 4C Directory Ad: \$2,345

Aisle banner*: \$1,500

Total Value: **\$16,645**

Your Investment: **\$12,145***

**Does not include production cost.*

Shuttle Bus Sponsorship (Sole or Co-Sponsor)

Be the first and last company attendees will see on the shuttle buses transfer of attendees to and from the convention center for NFMT. Your company logo will be included on the shuttle bus schedule signage, on decals affixed to the bus, on the event website travel page, and included on email blasts sent to registered attendees promoting this feature. In addition, you also have the opportunity to provide a promotional video to be played on the bus and viewed by attendees during the transfer (based on availability).

Investment: **\$10,000/\$6,000**

BRAND BUILDER

Rotating Image Ad: \$800

Full Page, 4C Directory Ad: \$2,345

Aisle banner*: \$1,500

Total Value: **\$14,645 or \$9,145**

Your Investment: **\$10,145 or \$6,145****

**Aisle banner location to be determined by Event Management.*

***Co-Sponsor considered Gold Level, Aisle banner not included.*

Gold Level

Cash Prize Drawing

The ultimate visibility and exhibit space traffic builder. Add excitement and traffic to your exhibit space with this opportunity! Each attendee will receive an Enter-to-Win form which will be dropped off at your exhibit space where the ballot box will be located. Cash will be awarded to a qualified attendee on each day of the event. You will also have the opportunity to have a company representative at the Main Stage to welcome attendees to the drawing, pick the winner, and present the prize.

Investment: **\$7,000**

BRAND BUILDER

Rotating Image Ad: \$800

Full Page, 4C Directory Ad: \$2,345

Total Value: **\$10,145**

Your Investment: **\$8,145**

Pocket Size Conference-at-a-Glance Handout

This valuable handout, which contains the complete conference schedule, is used again and again by attendees all three days of the event. Your company logo will be featured prominently on the front and back covers of this handout. You also benefit from an ad on the back panel.

Investment: **\$6,000**

BRAND BUILDER

Rotating Image Ad: \$800

Full Page, 4C Directory Ad: \$2,345

Total Value: **\$9,145**

Your Investment: **\$7,145**

Audio Visual Services

Get your name up in lights! Sponsor the Audio Visual Services at NFMT. Your branding will be a prominent feature at every Conference Session (total of 100 sessions) – Tuesday, Wednesday and Thursday – of the event. Your message will be seen by thousands of eyes as they eagerly wait for their Conference Session to begin.

Investment: **\$5,000**

BRAND BUILDER

Rotating Image Ad: \$800

Full Page, 4C Directory Ad: \$2,345

Total Value: **\$8,145**

Your Investment: **\$6,145**

Silver Level

Registration Sponsor (4 available)

Your company logo will be featured on top of the attendee registration confirmation emails sent two times pre-event, once when they register, and once right before the event. Includes your company logo, a link to your website, a short tagline and exhibit space number. Additionally, your company logo will be featured in the registration area on-site at NFMT2017.

Investment: **\$3,000 each**

BRAND BUILDER

Rotating Image Ad: \$800

½ page, 4C Directory Ad: \$1,750

Total Value: **\$5,550**

Your Investment: **\$4,350**

Lunch Coupons (3 available)

The \$8 lunch coupon is included in all attendee tote bags, featuring your company logo identifying you as the sponsor. In addition, you will receive 50 coupons to hand out at your exhibit space. Plexiglass sign holders are placed on approximately 20 lunch tables featuring your logo, along with 22" x 28" signs displayed near the concession area, identifying you as the Lunch Coupon sponsor.

Investment: **\$3,000**

BRAND BUILDER

Rotating Image Ad: \$800

½ page, 4C Directory Ad: \$1,750

Total Value: **\$5,550**

Your Investment: **\$4,350**

Escalator Signage Sponsorship

Build company recognition by placing your logo on two escalator glass side panels leading down to the Expo Hall.

Investment: **\$TBD***

BRAND BUILDER

Rotating Image Ad: \$800

½ page, 4C Directory Ad: \$1,750

Total Value: **\$TBD***

Your Investment: **\$TBD***

*Contact your Exhibitor Account Executive for pricing.

NFMT Member's Lounge

Sponsor the exclusive, high profile lounge area on the Expo Hall floor for NFMT Members and get your brand in front of a highly desirable segment of the NFMT audience. The lounge will serve a dual purpose as an area to pick up exclusive Member perks and a relaxation area for Members during the event. Your sponsorship includes your logo featured on the NFMT Member's Lounge invitation placed at registration, on the floor plan in the Event Directory, on the sign welcoming Members to the lounge and the opportunity to include a piece of sales collateral in the Member Lounge.

Investment: **\$2,500**

BRAND BUILDER

Rotating Image Ad: \$800

1/2 page, 4C Directory Ad: \$1,750

Total Value: **\$5,050**

Your Investment: **\$3,850**

Military Lounge

Honor those who serve our country by providing military personnel a comfortable place to rest while at NFMT. Sponsor the Military Lounge area in the Expo Hall and receive distinguished company recognition. Your sponsorship includes your logo featured on the Military Lounge invitation placed at registration, on the floor plan in the Event Directory, and on the sign welcoming military personnel to the lounge. You also have the opportunity to include a piece of sales collateral in the Military Lounge. Plus, the option to purchase additional F&B for this lounge at cost.

Investment: **\$2,500**

BRAND BUILDER

Rotating Image Ad: \$800

½ page, 4C Directory Ad: \$1,750

Total Value: **\$5,050**

Your Investment: **\$3,850**

Coat & Baggage Check

Be a star to NFMT attendees by giving them a complimentary claim ticket to check their coats and luggage at the Baltimore Convention Center. In addition, you receive extra exposure with your company logo featured on the claim ticket.

Investment: \$2,500

BRAND BUILDER

Rotating Image Ad: \$800

½ page, 4C Directory Ad: \$1,750

Total Value: \$5,050

Your Investment: \$3,850

Program-at-a-Glance Signage

A high visibility opportunity to feature your company logo on two large Program-at-a-Glance sign boards that outline the complete NFMT schedule. Located at registration and near the Conference Session rooms, your company logo will be viewed continuously during the three day event.

Investment: \$2,000

BRAND BUILDER

Rotating Image Ad: \$800

½ page, 4C Directory Ad: \$1,750

Total Value: \$4,550

Your Investment: \$3,350

Exhibitor Locator Signage

Your company logo will be viewed by thousands of NFMT attendees searching the Exhibitor Locator sign boards located inside the NFMT Expo Hall entrance and the Building Services Expo Hall entrance. A high impact opportunity for you to build company recognition.

Investment: \$2,000

BRAND BUILDER

Rotating Image Ad: \$800

½ page, 4C Directory Ad: \$1,750

Total Value: \$4,550

Your Investment: \$3,350

Today at NFMT (3 available)

These sign boards highlight the events taking place each day and are a useful meeting and planning spot for attendees, as they map out their time. Your logo will be featured prominently on all three days in the position selected.

Investment: \$1,500 per sign

BRAND BUILDER

Rotating Image Ad: \$800

½ page, 4C Directory Ad: \$1,750

Total Value: \$4,050

Your Investment: \$2,850

Aisle Banners

Prominently displayed aisle banners create an exciting visual marker for attendees as they navigate the Expo Hall floor. Increase your visibility, have your logo and exhibit space number above the Expo Hall floor for all attendees to see.

Investment: \$1,500 or 3 for \$3,000

BRAND BUILDER

Rotating Image Ad: \$800

1/2 page, 4C Directory Ad: \$1,750

Total Value: \$4,050

Your Investment: \$2,850 or \$4,350

Charging Stations (3 available at \$1,250 each)

Place your branded artwork on this great option as attendees charge up for the day. This station provides a great area of extended brand coverage while attendees charge their mobile phones at the charging station kiosk in the Expo Hall. (Artwork to be provided print-ready by the sponsor)

Investment: \$1,250

BRAND BUILDER

Rotating Image Ad: \$800

1/2 Page, 4C Directory Ad: \$1,750

Total Value: \$3,800

Your Investment: \$2,600

A La Carte Sponsorship Opportunities

Platinum Level

Presenting Sponsor	\$25,000
Tote Bags	\$17,000
Networking Party	\$16,000
Badge Holders	\$12,000
Shuttle Bus (sole or co-sponsor)	\$10,000/\$6,000

Gold Level

Cash Prize Drawing	\$7,000
Pocket Size Conference-at-a-Glance Handout	\$6,000
Audio Visual Services	\$5,000

Silver Level

Registration (4 available)	\$3,000 each
Lunch Coupons	\$3,000
Escalator Signage	\$TBD
NFMT Member's Lounge	\$2,500
Military Lounge	\$2,500
Coat & Baggage Check	\$2,500
Program-at-a-Glance Signage	\$2,000
Exhibitor Locator Signage	\$2,000
Today at NFMT (3 available)	\$1,500 each
Aisle Banners	\$1,500 each or 3 for \$3,000
Charging Stations (3 available)	\$1,250 each



FOR SPONSORSHIP INFORMATION
www.nfmt.com/baltimore

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plus numeric companies
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Jodi Denton
Accounts C and E-K
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jodi.denton@tradepress.com

Debbie Hanamann
Accounts Q-Z
414-228-7701, Ext. 305
debbie.hanamann@tradepress.com

Sponsorship Contract

YES! My company would like to participate in the Sponsorship Program at NFMT2017. Please print or type clearly.

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

All NFMT2017 sponsors receive the following benefits:

Featured Logo Placement:

- NFMT event website
- NFMT Event Directory "Sponsors" section
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- 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.
- Recognition in Building Operation Management and Facility Maintenance Decisions magazines.
- Additional bonus point(s) towards exhibit space selection for NFMT2018.
- Right of first refusal for the following year's event.
- Detailed sponsor exposure report post-event.

Sponsor Agreement/Commitment: To secure your sponsorship a 50% deposit must be received by ROC Exhibitions, Inc. along with the completed sponsorship contract. Final payment must be received by December 9, 2016. Sponsorships purchased after December 9, 2016 require payment in full along with a completed contract. Due to the nature of sponsorships and the benefits received, sponsorship 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 9, 2016.

Initials and date: _____

To secure your sponsorship contact your Exhibitor Account Executive:

LAURIE VEGA
Accounts A and B,
Plus numeric companies
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