

March 25-27 **NFMT**®2025 in Baltimore



Marketing & Advertising OPTIONS

Once you secure a booth at NFMT, plenty of options exist to ensure facilities professionals in attendance are aware of your presence and what you're offering. We are the largest trade show in the industry that targets FMs. You'll meet high-level facilities execs from all markets.

PASSPORT TO PRIZES (\$2,000)

Each attendee gets a passport with their badge and stops by each passport sponsor to get stamped. Great traffic driver & lead gen opportunity to connect with the audience.

ATTENDEE EMAIL UPDATES (PRICES VARY)

Feature your company logo, description and booth number on the top of emails on Late February, Early March, Mid-March and Post-Show, sent to registered attendees of NFMT. We deploy the email on your behalf with your approved language and logo.

PRODUCT SHOWCASE (\$950 PER PANEL (Limit 12))

Large signage with your logo, artwork & messaging placed in prominent location by registration and conference sessions. Be one of the first brands attendees see upon entry and throughout the event. 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.

A La Carte Sponsorship Opportunities

(descriptions following):

- Tote Bags
- Tote Bag Insert
- Lanyards
- Cash Prize Drawing
- Conference Technology
- Registration
- Attendee Lunch Coupons
- Charging Stations
- Floor Decal/Stickers
- Mobile App
- Headshot Lounge
- Networking Party
- Aisle Banners/Signage
- Women in FM Panel
- Restroom Signage/Product Placement
- Water Bottles
- Shuttle Bus
- Hand Sanitizers
- Onsite Guide Ad
- NFMT After Party

A La Carte Sponsorship OPPORTUNITIES

TOTE BAGS

Request pricing

Build brand awareness when your Company logo is on the bag distributed to all attendees at registration. Tote bag shared with CBC (NFMT one side and CBC logo on other).

TOTE BAG INSERT

\$1,500 (Limit: 3)

Get your name and materials in each attendee tote bag. One insert/brochure. Must be approved by NFMT.

LANYARDS

\$10,500

Your opportunity to have all attendees wearing your logo around their necks.

CASH PRIZE DRAWING

\$7,500

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. Sponsor can ask up to 3 questions on the entry form to further qualify leads. 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.

CONFERENCE TECHNOLOGY

\$5,000

Your branding is prominently featured at every Conference Session (more than 50) of the event.

REGISTRATION

\$4,500 (exclusive)

Your logo featured on each attendee registration confirmation. Touch the entire audience at first sign up and confirmation just before the show.

ATTENDEE LUNCH COUPONS

\$2,500 (3 available)

The popular \$10 lunch coupon is included in attendee tote bags, featuring your company logo identifying you as sponsor.

CHARGING STATIONS

\$1,200 (3 available)

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.

FLOOR DECAL/STICKERS

Request pricing

Let our audience know you're exhibiting! Each step will bring attendees closer to your booth!

MOBILE APP

\$5,000

Be the exclusive sponsor on our Mobile App for the attendees. Logo listed on pre-show email as Mobile App sponsor

- Logo listed on mobile app signage onsite
- Sponsor Listing on Mobile App
- Banner Ad on Mobile App (600 px by 110 px)
- 1 Push Notification a day – provide us 15-20 words per day



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HEADSHOT LOUNGE

Request pricing

In this digital age having a professional headshot is important. Sponsor the Headshot Lounge where attendees will have the opportunity to receive a professional headshot to use on LinkedIn or company websites.

NETWORKING PARTY

\$16,500 (Limit 2)

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

- Scanned leads of all participating attendees
- 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 sponsor
- Placard in your exhibit space acknowledging your company as a sponsor of the networking party

AISLE BANNERS / SIGNAGE

Qty 1: \$1500 / Qty 3: \$3000

Get noticed every step of the way as attendees navigate their expo floor experience!

WOMEN IN FM PANEL

\$8,500 (2 available)

Powerful and honest session at NFMT, Women in Facilities Management, brings together a panel of women with widely varied career paths to talk about their experience coming up in the industry, their strategies for success, and the ways they bring their whole selves to bear on the profession. note: Sponsors receive scanned leads of all participants.

RESTROOM SIGNAGE/ PRODUCT PLACEMENT

Request pricing

Position your product or solution as well as signage in the restrooms in the expo hall and conference area.

WATER BOTTLES

\$3,500 / Max 1 (exclusive)

- Sponsor to provide bottles onsite before registration is set

- Each PRO and ELITE attendee to receive reusable water bottle in tote bag upon badge pick up.

SHUTTLE BUS

\$7,500 / Max 1 (exclusive)

Be the first & last thought FMs have on their days at NFMT

- Sponsor logo included on the bus (clings) as well as in all parking / travel information prior to show
- Recognition in the "Know Before you Go" email to all pre-registered attendees

HAND SANITIZERS

\$3,500 / Max 1 (exclusive)

- Sponsor to provide individual hand sanitizer bottles or wipes before registration is set
- Each PRO and ELITE attendee to receive sanitizer in tote bag upon badge pick up

ONSITE GUIDE AD

\$950- \$1950

Great way to deliver branding, messaging, products/service offerings and drive traffic in the official guide given to all attendees. Pricing based on size & location.

NFMT AFTER PARTY!

\$9,800

Sponsor an unforgettable closing session after party! A blend of happy hour and interactive session, this 60-minute closing reception brings attendees together at NFMT's conclusion to toast a successful conference and reflect on key takeaways. You gain the scanned leads of those that attend, shout out on Thursday podium announcements, branding on website, signage and option to bring your own collateral.

