

Sponsorship and Advertising Agreement Form

2016 NFDA International Convention & Expo

October 23-26, 2016 – Pennsylvania Convention Center, Philadelphia, PA

Sponsoring Company (for printed materials, online listings, etc.) Must be provided with full payment by 8/1/16 for inclusion in printed materials.

Company _____ ☐ **First-time exhibitor**

Address _____

City _____ State _____ Postal Code _____ Country _____

Phone _____ Fax _____

Email _____ Website _____

Contact (to be published) _____ Position/Title _____

Internal Contact (not published by NFDA) Receives all show information, including booth assignment and upcoming deadlines.

Contact _____ Email _____

Add'l Contact (if applicable) _____ Email _____

Sponsorship Levels

Select your sponsorship level and NFDA will apply your sponsorship to the area where it will provide the best value.

- | | | | |
|---|----------|---|----------|
| <input type="checkbox"/> Platinum Level Sponsor | \$40,000 | <input type="checkbox"/> Silver Level Sponsor | \$10,000 |
| <input type="checkbox"/> Gold Level Sponsor | \$20,000 | <input type="checkbox"/> Bronze Level Sponsor | \$5,000 |

Or

Choose the items you would like to sponsor from the list below to equal your desired level of sponsorship.

Platinum

- ☐ Welcome Reception* \$40,000
- ☐ Closing Celebration* \$40,000

Sponsor Item Key

- Events
- Around the Pennsylvania Convention Center
- In the Registration Bag

* Exclusive Sponsorship amount; equitable co-sponsorship opportunities also available for these items

Gold

- ☐ General Session Keynote Speaker (Mon)* \$20,000
- ☐ International Reception* \$20,000
- ☐ General Session Keynote Speaker (Wed)* \$20,000
- ☐ Mobile App* \$15,000
- ☐ Convention Program & Planner* \$20,000
- ☐ Expo Aisle Banners* \$20,000
- ☐ Education Workshops * \$20,000
- ☐ Workshop Recordings/Live Webcasts* \$20,000
- ☐ Registration Bags* \$30,000

Silver

- ☐ Funeral Directors Under 40 Party* \$10,000
- ☐ Service of Remembrance* \$10,000
- ☐ Service of Remembrance Video* \$10,000
- ☐ Convention Flowers* \$10,000
- ☐ Convention Pen* \$10,000
- ☐ New! Super-sized Estimation Contest \$10,000
- ☐ Mobile Phone Charging Station* \$10,000
- ☐ Shoe Shine Station \$10,000
- ☐ New! Hotel Key Cards \$12,000
- ☐ Badge Lanyards \$15,000
- ☐ Aluminum Key Chain Flashlight \$10,000
- ☐ Clear PVC Bag With White Zipper \$10,000
- ☐ Microfiber Cleaning Cloth With Pouch \$10,000
- ☐ Travel Sewing Kit \$10,000
- ☐ Washable Lint Roller \$10,000

Bronze

- ☐ All-Star Recognition Ceremony* \$5,000
- ☐ Education Session (One Room) \$5,000
- ☐ Massage Station \$5,000
- ☐ New! In-booth Wine Tasting \$5,000
- ☐ New! Mirror Clings \$5,000
- ☐ New! Rise and Shine Coffee Cart \$6,500
- ☐ All-Natural Lip Balm \$5,000
- ☐ Click-It Highlighter \$5,000
- ☐ Pocket Sticky Note Caddy \$5,000
- ☐ Shoe Shine Polisher \$5,000
- ☐ Antibacterial Hand Sanitizer Spray \$6,000
- ☐ Mint Tin With Sugar-free Mints \$6,000
- ☐ Travel First Aid Kit \$7,500

Have something else in mind?

We are dedicated to helping you make the most of your 2016 NFDA International Convention & Expo experience! Please contact us with your ideas and questions or to secure your placements.

Ask us about the benefits of multi-year Convention sponsorships!

For Office Use Only	EXPOCAD	Logo	BX Listing	CRM ID	
	Booth #	\$	Director	Invoice Date	Paid Date
	Director	Assigned by:			

Convention Advertising

- ☐ Convention Registration Brochure
 - ☐ Inside Cover – \$2,500 ☐ Body Full Page – \$2,000
- ☐ Convention Program & Planner
 - ☐ Inside Cover – \$2,000 ☐ Tab – \$1,500 ☐ Body Full Page – \$1,000
- ☐ Pennsylvania Convention Center Graphics (call for information)
- ☐ Featured Exhibitor Listing – \$800

Total Due

Sponsorship \$ _____ + Convention Advertising \$ _____ = **Total:** _____

Method of Payment

- ☐ Check (U.S. dollars drawn on U.S. bank) payable to NFDA
- ☐ Credit Card
 - ☐ American Express ☐ MasterCard ☐ VISA ☐ Discover

Card Number _____ Expiration Date _____

Cardholder's Name (print) _____ Signature _____

Our organization acknowledges that NFDA retains the sole right to select the presenter(s) and direct all aspects of any event.

Signature _____

Agreement Submission

Mail this signed agreement with payment to:
NFDA Business Development Department – 2016 Sponsorship
13625 Bishop's Dr., Brookfield, WI 53005

Fax this signed agreement to +1.262.789.6977
Email this signed agreement to bizex@nfda.org

Thank you for supporting NFDA!