

NATIA 2026: ANNUAL TRAINING, CERTIFICATION, & TECHNOLOGY EXHIBITION

SPONSORSHIP OPPORTUNITIES



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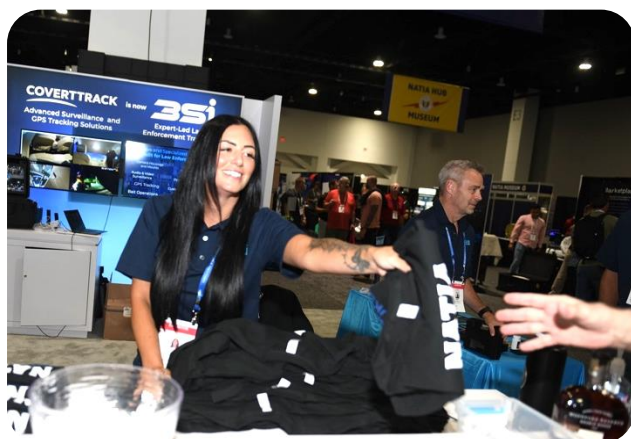
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BENEFITS THAT EXCEED YOUR SPONSORSHIP

Make the most of your exhibiting experience at NATIA with awareness building conference sponsorships that deliver your message directly to NATIA Members. Sponsorship levels accompany your total sponsorship spend, maximizing your investment with Platinum, Gold, or Silver benefits and recognition.

Benefits	SILVER \$5,000+	GOLD \$8,000+	PLATINUM \$11,000+
Complimentary tote bag insert			✓
Complimentary floor decal in front of booth		✓	✓
Sponsorship recognition on NATIA member website	✓	✓	✓
Complimentary registrations	1	2	3
Sponsorship recognition at main entrance	✓	✓	✓
Sponsorship recognition in NATIA member emails	✓	✓	✓
Sponsorship recognition in conference mobile app	✓	✓	✓
Sponsorship acknowledgement at Opening Session	✓	✓	✓
Priority points toward NATIA 2027 space selection	1	2	3



PROMOTIONAL SPONSORSHIPS

CONFERENCE BAG INSERT ► \$3,000

Include your promotional piece in the sought after NATIA conference tote bags given out to attendees at registration.

PASSPORT TO COFFEE ► \$2,500

Sometimes the smallest gestures can make the biggest impact! Distribute \$5 Starbucks gift cards to your booth visitors and be remembered for enhancing their NATIA experience. Sponsorship includes 100, \$5.00 Starbucks gift cards in a custom-branded gift cardholder.



NATIA EXHIBITION BINGO

Increase attendee engagement at your booth with this fun, traffic-building game! Attendees will receive the NATIA Bingo card featuring your company's logo and booth number with their registration materials. After visiting all participating exhibitors and receiving stamps on their cards, attendees will be eligible to win a variety of prizes.

Multiple opportunities are available:

- **MAIN SPONSOR \$1,500** (1 available)
- **SUB SPONSOR \$1,250** (2 available)
- **SPONSOR BLOCK \$1,000** (9 available)

CONFERENCE NOTEPADS ► \$6,000

Designed for use during NATIA 2026 training sessions, each 8.5" x 5.5" notepad will be watermarked with your company logo. Notepads will be distributed inside the conference tote bags at registration and available to attendees in session rooms. Exclusive opportunity.

CONFERENCE TOTE BAGS ► \$11,000

Presented to each attendee at registration, conference tote bags will be used during and long after the conference—providing maximum marketing impact! As the sponsor, your company logo will be imprinted on all tote bags, along with NATIA 2026 logo, and you will have the option of providing one complimentary tote bag insert. Exclusive opportunity.

CONFERENCE LANYARDS ► \$11,000

Lanyards provide frequent and visible recognition throughout NATIA 2026. Your company logo will appear on color-coded conference lanyards distributed at registration. Exclusive opportunity.



NEW!

FIRST TIME EXHIBITOR PROMO PACKAGE ► \$2,000

New to NATIA? Use your "first time exhibitor" status to your advantage and let attendees know you're one to watch. To help you elevate your visibility and make the most of this opportunity, NATIA has specially designed the First Time Exhibitor Package that includes:

- One (1) 2' X 2' "First Time Exhibitor" **Floor Decal** at your booth
- One (1) **Company Listing** on the NATIA Member Website
- **First Time Exhibitor Badge** on exhibitor listings, including in the mobile app and on the floor plan

BRANDING OPPORTUNITIES

AISLE SIGN ▶ \$1,500

Increase awareness of your company throughout the exhibit hall! Aisle signs help attendees navigate the busy exhibit floor. Your company logo will be added to the 4' X 3', double-sided, dangling banner under the NATIA aisle sign in the aisle of your choosing. Subject to availability.

STANDING SIGN ▶ \$2,500

Design a standing sign that will be placed in a high traffic area that will help direct attendees to your booth. Your custom advertisement will be prominently displayed on an 8' x 3' double-sided free standing meter board that will be placed in a high-traffic area of the conference.

FLOOR DECALS ▶ \$2,500

Guide attendees to your booth with custom floor decals placed strategically around your aisle and cross aisle. Includes 4 floor decals.

TECH CHARGING KIOSK ▶ \$10,000

Attendees will congregate around your company branding at this convenient kiosk that offers attendees a comfortable place to recharge their phone or computer. Sponsorship includes branding on one kiosk.

NEW!

ALL CONFERENCE MARKETING BUNDLE ▶ \$6,000

Catch the eye of attendees with a diverse marketing package at a great value. The bundle includes the most sought after sponsorship opportunities by NATIA exhibitors, and consists of:

- One (1) **Company Listing** on the NATIA Member Website
- One (1) **Banner Ad** on the NATIA Mobile App
- One (1) **Aisle Sign Dangler** with your company logo on your exhibit booth's aisle sign
- One (1) **Double-sided Meterboard** with your company's custom artwork located at NATIA Registration
- Sponsorship recognition as a **Silver Level Sponsor** of NATIA 2026 and the associated benefits located on page 2 of this prospectus

The total combined value of these sponsorships is \$7,500, earning you a savings of \$1,500. Aisle signs subject to availability depending on booth placement. Please contact Emma McElherne at emcelherne@corcexpo.com before reserving to ensure availability.

EVENTS & RECEPTIONS

CLOSING RECEPTION ► \$10,000

Help NATIA conference attendees celebrate another fantastic show by presenting the official Closing Reception. Held on Thursday, July 30th from 6:00 – 9:00 pm, attendees and exhibitors will enjoy dinner and drinks at a fun, off-site location. Exclusive benefits include signage at all catering stations, branded napkins at the bars and table tents scattered throughout. Exclusive opportunity.

MORNING COFFEE AT NATIA TRAINING SESSIONS ► \$5,000

Help attendees gear up for the day by hosting the coffee stations outside of the NATIA Training sessions. Benefits include signage recognizing your company at the coffee stations and branded napkins with your company's logo.

PRODUCT SPECIFIC TRAINING ► \$4,000

Showcase your company's latest product or service in industry technology with an exclusive 30-minute classroom session. Use this unique opportunity to represent cutting-edge opportunities for agency improvement and present the most innovative thinking in the field. A commercial pitch of your product in the classroom setting among NATIA's session training rooms is the most direct and engaging way to reach attendees. Benefits include session listing in agenda, on on-site signage, and on the mobile app. Limited opportunities available.



IN THE EXHIBIT HALL

MEETING SUITES ► \$10,000

Impress new prospects and current customers with a 20' X 20' meeting room near your exhibit booth. Created for the need for a space to have private conversations, these furnished meeting rooms are conveniently located directly on the exhibit hall floor. 4 opportunities available. AV, electric, and catering costs are the responsibility of the sponsor.

20' X 20' package includes:

- 8' high black, hardwall panels
- Private entrance with lock and key
- Carpet for entire meeting room
- Exhibitor logo on wall cling at entrance
- Conference table
- Eight steno chairs on wheels
- 30" round, hi-top table
- Four padded stools
- Two plants for added ambiance
- One 6' skirted table



BREAKFAST IN THE EXHIBIT HALL ► \$8,000

Treat attendees to a hearty breakfast on the last day of exhibits! Attendees will enjoy breakfast beginning at 10:00 am on Thursday, July 30th. Benefits include signage recognizing your company at the breakfast stations and branded napkins with your company's logo. Exclusive opportunity.

EXHIBITS RECEPTION ► \$15,000

Join NATIA's signature event! Attendees will enjoy open bars and heavy hors d'oeuvres in the Exhibit Hall on Wednesday, July 29th from 4-6 pm, wrapping up day 2 of exhibits. Benefits include signage at all catering stations, branded napkins, and table tents.



DIGITAL MARKETING

CUSTOM EMAIL MARKETING ▶ \$5,000

Send a personalized company email to all NATIA 2026 pre-show attendees. Direct email to this targeted list of attendees is the most powerful and cost-effective advertising medium you can use to promote your business and enhance your company's exhibit experience. Limited quantity available.

REGISTRATION EMAIL CONFIRMATION ▶ \$5,000

Start your conference promotion early by reaching attendees at registration. Your company's hyperlinked banner ad will be included in the registration confirmation email that each attendee receives directly after registering for the conference.

CONFERENCE WI-FI ▶ \$8,000

Make sure attendees stay connected by providing WiFi at NATIA. This secure, private network is owned and operated by the association. Sponsorship includes your choice of the WiFi password and your logo on the splash page each time attendee connects to WiFi. Exclusive opportunity.

KNOW BEFORE YOU GO EMAIL ▶ \$5,000

Sponsor the most highly anticipated attendee email of the conference. The Know Before You Go email is sent to NATIA attendees one week before the conference and includes key information the attendees will refer back to as they navigate the event. Include your hyperlinked banner ad at the top of this email.



MOBILE APP PUSH NOTIFICATION ► \$2,000

Push notifications deliver instant results on the tradeshow floor and are a proven, proactive way to drive traffic to your booth. Send your custom message with optional hyperlinks to the entire NATIA mobile app attendee base during exhibit hall hours. Use the push notification to alert attendees to your company promotions and booth giveaways. Limited quantity available.

MOBILE APP BANNER AD ► \$2,500

Welcome attendees with an ad on the NATIA 2026 mobile app! Your company logo will be displayed in rotation on the top or bottom banner and will include a button that clicks directly to your site. Limited number of ads are available.

MOBILE APP ► \$6,000

Sponsoring the official NATIA 2026 mobile app is a great way to expand your opportunities to drive brand awareness at the conference. As the exclusive sponsor of the mobile app, your hyperlinked company logo will appear in multiple places as attendees browse different pages on the app. Exclusive opportunity.

COMPANY LISTING ON NATIA MEMBER WEBSITE ► \$1,000

Only available to exhibiting companies, this listing includes your company logo, contact details, description, and opportunity to upload collateral such as video or white papers. Your listing will be posted on the NATIA member website and on the conference mobile app to ensure maximum exposure to attendees. This activation will launch in July 2026 for new companies or simply renew your listing from last year.

Registered attendees who have downloaded the mobile app at past NATIA conferences:

- 2025: 89%
- 2024: 81%
- 2023: 80%
- 2022: 63%

Contact us to secure your NATIA 2026 Sponsorship today:

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