

NATIA ANNUAL TRAINING CONFERENCE & TECHNOLOGY EXHIBITION

SPONSORSHIP OPPORTUNITIES



NATIA 2025

**AUGUST 3RD - 7TH
MILWAUKEE, WI**

Emma McElherne
Sponsorship Manager
312.265.9638
emcelherne@corcexpo.com

Matt McLaughlin
Sponsorship Sales
312.265.9655
matt@corcexpo.com

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 \$10,000+	PLATINUM \$15,000+
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	✓	✓	✓
Sign placed in booth recognizing sponsorship level	✓	✓	✓
Priority points toward NATIA 2026 space selection	1	2	3



PROMOTIONAL SPONSORSHIPS

CONFERENCE BAG INSERT ▶ \$3,000

Include your promotional piece in the sought after NATIA 2025 conference tote bags given out to attendees at registration.

PASSPORT TO COFFEE ▶ \$3,000

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 2025 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)**

NATIA BINGO FINAL DROP-OFF ▶ \$2,500

Bring excitement to your booth and guarantee a visit from every NATIA Bingo participant by hosting the raffle drum and prize display case in your exhibit booth. Attendees will gather at your booth for the prize awarding on the last day of exhibits! Sponsorship includes bingo sponsor block (\$1,000 value).

CONFERENCE NOTEPADS ▶ \$6,000

Designed for use during NATIA 2025 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 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.

CONFERENCE WATER BOTTLES ▶ \$15,000

Help attendees stay hydrated at the conference while co-branding your logo with the NATIA logo. Water bottles will be distributed inside the conference tote bags at registration. Exclusive opportunity.

CONFERENCE TOTE BAGS ▶ \$10,000

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 2025 logo, and you will have the option of providing one complimentary tote bag insert. Exclusive opportunity.

CONFERENCE LANYARDS ▶ \$10,000

Lanyards provide frequent and visible recognition throughout NATIA 2025. Your company logo will appear on color-coded conference lanyards distributed at registration. Exclusive opportunity.



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.

SIGN POST REST AREA ▶ \$8,000

Add your own branded arrow sign to NATIA's sign post directionals that point attendees to registration, the exhibit hall, and sessions. Your branded sign will include your company name and booth number on multiple sign post rest areas with benches around the conference.



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 or your booth.

COIN TRADING POST WITH TECH CHARGING ▶ \$12,000 NEW!

NATIA'S Coin Trading Post doubles as a convenient kiosk that offers attendees a comfortable place to recharge their phone or computer. Sponsorship includes branding on one kiosk.



EVENTS & RECEPTIONS

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. Three opportunities available.

CLOSING RECEPTION ▶ \$10,000

Help NATIA conference attendees celebrate another fantastic show by presenting the official Closing Reception. Held on Thursday, August 7th 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.

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. Sponsorship fee also includes session listing on a tote bag insert. Limited opportunities available.



IN THE EXHIBIT HALL

MEETING SUITES ▶ \$10,000 NEW!

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, August 7th. 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, August 6th 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 2025 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.

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 2025 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 2025 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 2025 for new companies, or simply renew your listing from last year.

Percentage of registered attendees who have downloaded the mobile app at past NATIA conferences:

- 2024: 81%
- 2023: 80%
- 2022: 63%
- 2021: 65%

Contact us to secure your NATIA 2025 Sponsorship today:

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