

**2018 NCMA Midyear Meeting
July 31 – August 3
InterContinental Chicago Magnificent Mile Hotel
Chicago, Illinois
Sponsorship & Marketing Opportunities**

Hospitality and Refreshment Breaks (3 Days)

**Tuesday, July 31
Wednesday, August 1
Thursday, August 2**

**Multiple Opportunities \$ 750/ per day
3-Day Package (Save!) \$ 2,000**

NCMA's Registration and Networking hub provides Midyear attendees with a place to stop by to network, catch up, meet or just relax. Take advantage of this terrific location with a sponsorship highlighting your company each morning and afternoon at refreshments breaks over the three-day period. Multiple opportunities or purchase a three-day package. Sponsorship includes:

- Company logo displayed on daily signage
- Recognition with a sponsorship ribbon placed on company registrant badges
- With early commitment, sponsor highlighted on the website, E-news & pre-conference promotion

Registration Giveaways

Multiple Opportunities \$250/ per item

Deliver your company's message to NCMA conference attendees with this simple, yet effective opportunity. Have your company's sales and marketing collateral distributed at registration. Items* can include (but not limited to): pens, pencils, calculators, key chains, etc. NCMA must approve all items before acceptance of the sponsorship. This is a cost-effective way to bring information in front of Midyear attendees. Sponsorship includes:

- Company logo displayed on daily signage
- Recognition with a sponsorship ribbon placed on company registrant badges
- With early commitment, sponsor highlighted on the website, E-news & pre-conference promotion

*Once approved, sponsoring company is responsible for all costs incurred to produce and ship these items to the meeting/hotel.

NCMA Town Hall Meeting & 100-Year Preview

Tuesday, July 31

Multiple Opportunities \$1,000

Be a part of NCMA's 100-Year Anniversary celebration kickoff at the Town Hall Meeting. The final 100-year video (1993 – 2018) will debut at this "not to miss" meeting for all attendees. Sponsorship includes:

- Company logo displayed on daily signage
- Recognition with a sponsorship ribbon placed on company registrant badges

*With early commitment, sponsor highlighted on the website, E-news & pre-conference promotion

NCMA Member Networking Reception – Celebrating 100 Years!

Tuesday, July 31	Premium Sponsor (<i>Exclusive</i>)	\$6,000
	Supporting Sponsors (<i>Multiple</i>)	\$1,500

Network and connect at NCMA’s Member Networking Reception. One of NCMA’s most popular events, the Networking Reception will begin our 100-year anniversary celebration! Co-host the evening and give your company exposure for what will be the beginning of a memorable week! Sponsorship includes:

- Premium Sponsor may display company banner during the event
- Company logo displayed on daily signage
- Recognition with a sponsorship ribbon placed on company registrant badges
- With early commitment, sponsor highlighted on the website, E-news & pre-conference promotion

NCMA Business Lunch
Thursday, August 2

Premium Sponsor (<i>Exclusive</i>)	\$6,000
Supporting Sponsors (<i>Multiple</i>)	\$3,500

The Business Lunch is always highly attended and provides a prime opportunity for company exposure. Timely industry topics of interest will be discussed, awards will be presented to well-deserved industry icons and Chairman Kent Waide will offer an update on the state of the association. Sponsorship includes:

- Company logo displayed on daily signage
- Recognition with a sponsorship ribbon placed on company registrant badges
- With early commitment, sponsor highlighted on the website, E-news & pre-conference promotion
- Visual recognitions on screen at the luncheon as well as verbal acknowledgement

NCMA Pocket Guide

Exclusive Opportunity	\$2,000
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Have your company logo at everyone’s fingertips with the ever-popular Pocket Guide. This handy printed agenda is a must-have for Midyear Meeting attendees. Your company logo will be displayed on the front cover of this agenda and hotel layout. The pocket guide will be distributed at NCMA’s registration and networking location. Sponsorship includes:

- Company logo displayed on daily signage
- Recognition with a sponsorship ribbon placed on company registrant badges
- With early commitment, sponsor highlighted on the website, E-news & pre-conference promotion

Guest Room Amenity

Multiple Opportunities \$750/ per item delivered to Midyear attendees

Deliver your message directly to conference attendees by having your company's sales and marketing collateral placed in each attendee's guest room. Items* that can be delivered include (but are not limited to): chocolates, snacks, towels, tissues, bottled water with your company logo, etc. NCMA must approve all items before acceptance of this marketing opportunity. This sponsorship/marketing opportunity also includes:

- Company logo displayed on daily signage
- Recognition with a sponsorship ribbon placed on company registrant badges
- With early commitment, sponsor highlighted on the website, E-news & pre-conference promotion

* Once approved each company is responsible for making delivery arrangements with the hotel and is responsible for all costs incurred to produce and ship these items as well as any costs that the hotel may charge for delivering the item to the hotel rooms.

Key Card

Exclusive Opportunity \$2,000

Each time attendees reach for their key to open their hotel room they will be reminded of the sponsoring company's logo printed on their key card. Additional cost incurred in processing artwork. Sponsorship includes:

- Company logo displayed on daily signage
- Recognition with a sponsorship ribbon placed on company registrant badges
- With early commitment, sponsor highlighted on the website, E-news & pre-conference promotion

Dark Channel

Exclusive Opportunity \$1,500

Reach meeting attendees in the comfort of their hotel rooms by advertising on the hotel's exclusive channel. You will receive exclusive coverage for the duration of the event. Prior approval by NCMA is required. You must submit your video to the hotel who will facilitate the setup. All costs for production and installation of the videos at the sponsors' expense. Sponsorship includes:

- Company logo displayed on daily signage
- Recognition with a sponsorship ribbon placed on company registrant badges
- With early commitment, sponsor highlighted on the website, E-news & pre-conference promotion

NCMA Hotel Branding Sponsorship/Marketing Opportunities

As you may know, NCMA's Registration/Hospitality Area is a networking hub where all Midyear attendees will be present. It is located off the main hotel lobby in the Avenue meeting area. This being a high-traffic area, all branding opportunity below reside among our event meeting space.

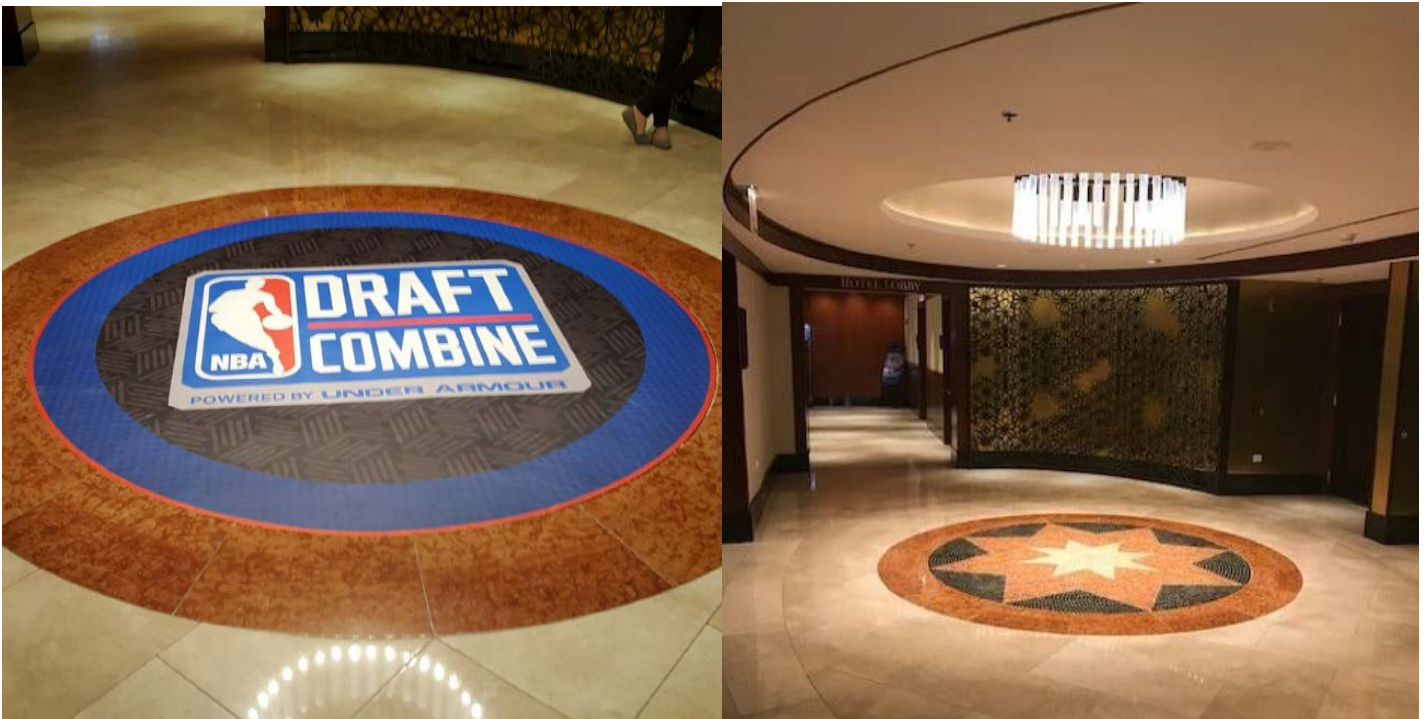
Take advantage of these opportunities offered for your company to gain high impact during the NCMA Midyear event while celebrating the 100-Year Anniversary. All options offer your organization great exposure and are available July 31 – August 3.

Each sponsor logo/link will be prominently featured on the NCMA website, eNews and pre-conference promotion as well as receive recognition with a sponsorship ribbon placed on company registrant badges. Each sponsor will be responsible for all costs for production and installation of artwork through FedEx on property at the InterContinental.

Floor Graphic

Exclusive Opportunity \$1,500

Customize this MOST popular floor graphic! This is a high traffic area by Midyear attendees as well as local/outside people, will give you opportunity to display creative messages or company logo. This is located on the right side of the main lobby, between hotel gift shop & FedEx Business Center and in front of the Avenue Entrance. Print + Installation: +/- \$1,600.



Avenue Interior Entrance Panels

Multiple Opportunities (2 Available) \$1,000

These panels are located in the main event area inside the Avenue entrance hallway. There is one on the left side and one on the right side, available, facing each other. These are visible by all attendees walking into this main area.
Print + Installation: +/- \$600.



Avenue Foyer Interior Panel

Exclusive Opportunity \$1,000

This panel is located in the main event area inside the Avenue Foyer. The foyer is a high traffic area where all attendees will be walking around the meeting room space. Print + Installation: +/- \$450.

Avenue Stairs Bulkhead

Exclusive Opportunity \$1,500

This is a large, horizontal space design located inside Avenue between the ballroom, and the Avenue foyer. Great visibility by event traffic from sessions back to the networking hub. Print + Installation: +/- \$1,100.



2018 NCMA Midyear Meeting Sponsorship and Marketing Opportunities Form

<p>Hospitality and Refreshment Breaks (3 days) (Multiple Opportunities)</p>	<p>___ days @ \$750 per day = _____ 3-Day Sponsorship = \$2,000 _____</p>	
<p>Registration Giveaways (Multiple Opportunities)</p>	<p>\$250 per item _____ # of items = _____</p>	
<p>NCMA Town Hall Meeting & 100-Year Preview (Multiple Opportunities)</p>	<p>\$1,000 _____</p>	
<p>NCMA Member Networking Reception</p>	<p>Premium Sponsor (Exclusive) \$6,000 _____ Supporting Sponsor (Multiple) \$1,500 _____</p>	
<p>NCMA Business Lunch</p>	<p>Premium Sponsor (Exclusive) \$6,000 _____ Supporting Sponsors (Multiple) \$3,500 _____</p>	
<p>NCMA Pocket Guide (Exclusive)</p>	<p>\$2,000 _____</p>	
<p>Guest Room Amenity (Multiple)</p>	<p>\$750 per item _____ # of items = _____</p>	
<p>Key Card (Exclusive)</p>	<p>\$2,000 SOLD</p>	
<p>Dark Channel (Exclusive)</p>	<p>\$1,500 SOLD</p>	
<p>Floor Graphic (Exclusive)</p>	<p>\$1,500 SOLD</p>	
<p>Avenue Interior Entrance Panels (2 Available)</p>	<p>\$1,000 _____ \$1,000 _____</p>	
<p>Avenue Foyer Interior Panel (Exclusive)</p>	<p>\$1,000 _____</p>	
<p>Avenue Stairs Bulkhead (Exclusive)</p>	<p>\$1,500 _____</p>	
<p>Sponsorship Grand Total</p>	<p>\$ _____</p>	

Please select sponsorships above and Fax to NCMA at 703-713-1910 or email to dsheehan@ncma.org
CHECKS MADE PAYABLE TO NCMA

Payment Options: Check _____ Credit Card _____ (MC/Amex/Visa/Discover) Invoice _____

Company _____ Contact Person _____

Email _____ Phone _____ Fax _____ Date _____

Credit Card # _____ Expiration Date _____

Credit Card Security # _____ Signature _____

Deadline is July 31, 2017
Cancellation Policy: All Sales are Final
Contact: Denise Sheehan (dsheehan@ncma.org) 703.713-1900