

NACS

National Association of Consumer Shows

EXHIBITOR & SPONSORSHIP OPPORTUNITIES

WE WILL BUILD IT
Will You Come?



JOIN US AT THE NACS CONVENTION!

JUNE 20 - 22, 2023

COMMUNITY CHOICE CONVENTION CENTER — DES MOINES, IA

Exhibitor and Sponsorship Opportunities

Meet with Show Managers and other decision makers in the consumer show industry

The NACS convention is a fantastic business opportunity to introduce new facilities and renovations, live-demo products and explain services, meet and greet new clients, and support existing relationships. Network with the producers who represent hundreds of events – and millions of square feet – throughout North America. NACS is the only organization that is dedicated to the consumer show industry, so our convention attracts the Premier Show Managers producing public events of all sizes.

Exhibit with Us

What Does An Exhibit Include?

- One 6 foot skirted table, two chairs, wastebasket, ID sign
- One full individual convention registration (for access to all hosted education, social events, meals, and materials) Additional registrations can also be purchased at a discounted rate
- There will be no pipe and drape dividers for exhibit space. This is a tabletop show only with all exhibitor items confined solely to the table and immediately behind.
- **Exhibitor Cost: \$950 for members, \$1,150 for non-members**

Enhance Your Presence with a Sponsorship

NACS focuses solely on the issues of the public show industry through advocacy, education, and networking. NACS is a friendly, accessible community in which consumer show producers at every level can learn, build relationships and grow professionally.

Exhibit Hall Details

The Exhibit Hall will be open during the entire convention and will have dedicated Vendor Fair times throughout the 2-day conference. To maximize exhibitor exposure and traffic, most general education sessions, meals, and breaks will take place in the Exhibit Hall. Exhibit registration deadline: June 2, 2023.

We are also open to alternate or unique sponsorship opportunities that may better suit your marketing needs. Contact Geoff Horning, NACS Association Manager, at 800-728-6227 to discuss a sponsorship package.

The National Association of Consumer Shows (NACS) was founded in 1988 for the advancement of the consumer (public) show industry and to further the growth and professionalism of those involved in the production of consumer shows.

2023 Sponsorship Opportunities

	Platinum PRESENTING SPONSOR	Diamond RECEPTIONS & LUNCHESES	Gold BREAKFASTS, BREAKS OR KEYNOTES	Silver HOTEL KEY CARD, LANYARD LANYARD SOLD	Champion
Event Recognition	\$20,000	\$2,500	\$1,750	\$750	\$550
Listed on Save-the-Date & Invites	Yes	No	No	No	No
Article Submission in E Digest	Yes	Yes	Yes	No	No
Convention Brochure	Yes	Yes	Yes	Yes	No
Facebook Mentions	10-12	6-8	4-6	3-5	1-3
Keynote Speaker Signage	Yes	No	Yes + Introduction	No	No
Logo on Sponsor Screen	Yes	Yes	Yes	Yes	Yes
Welcome Attendees at NACS Night Out	Yes	No	No	No	No
*Exclusive Logo on Keycard or Lanyard	No	No	No	Yes	No
Logo on Signage	All Signage	Sponsoring Event Signage	Sponsoring Event Signage	"All Sponsor" Signage Only	"All Sponsor" Signage Only
Post-Event Recognition					
Thank You in Newsletter	Yes	Yes	Yes	Yes	Yes
Email Blast Thank You	Yes	Yes	Yes	Yes	Yes
Listed on NACS Web for One Year	Yes	Yes	Yes	Yes	Yes
Facebook Mentions	3	2	1	1	1

*Exclusive Sponsorships - only available to a single company

CONTINUED →

2023 Sponsorship Opportunities

	Platinum PRESENTING SPONSOR	Diamond RECEPTIONS & LUNCHESES	Gold BREAKFASTS, BREAKS OR KEYNOTES	Silver HOTEL KEY CARD, LANYARD LANYARD SOLD	Champion
Unique Sponsor Benefits	\$20,000	\$2,500	\$1,750	\$750	\$550
Full Member Mailing List	Yes	No	No	No	No
Ad or Video on NACS Website for One Year (Produced by Sponsor)	Yes	No	No	No	No
*Exclusive Sponsor of Wednesday NACS Night Out	Yes	No	No	No	No
Complimentary Exhibition Table	Yes	No	No	No	No
One Full Complimentary Event Registration	Yes	Yes	Yes	No	No

**Exclusive Sponsorships - only available to a single company*

DIAMOND SPONSORSHIP

Diamond level offers sponsorship opportunities for one of these events: Tuesday Welcome Reception, Wednesday lunch or Thursday lunch.

GOLD SPONSORSHIP

Gold level offers sponsorship opportunities for one of these events: signage for a breakfast, break, or keynote session on Wednesday or Thursday. Signage will be placed where the food will be served.

CHAMPION SPONSORSHIP

Champion level offers sponsorship opportunities on a first-come, first-served basis for the following options: Attendee Packets, Post-Convention Survey, Awards, Handouts, Registration Desk, Speaker Gifts, Roundtable Sessions, Beverage Stations or Banners.



National Association of Consumer Shows
2023 NACS Convention Exhibit Space & Sponsorship Agreement
 June 20-22, 2023 | Portland, Oregon

To register for an exhibit or sponsorship, please complete the following form and return by fax or mail only.

► **Individual Full Name** _____ **Position Title** _____

Pricing is based on the membership status of this individual.

Company Name (exactly as it should be listed; only ONE company per space) _____

Mailing Address _____ City _____ State _____ Zip _____

Business Phone _____ Website _____

Email _____

EXHIBIT SELECTION:

NACS Member*: \$950 Non-Member*: \$1,150

**Member pricing is based on the status of the individual listed above. Non-members may apply for membership with exhibit registration and receive discounted member pricing. If you are interested in more than one table top exhibit, contact the NACS office at 800.728.6227.*

Convention Registration Name (for Exhibitors) _____

Champion Sponsorships (Choose One) **\$550**

Attendee Packets	Post-Convention Survey
Awards	Registration Desk
Banners	Roundtable Sessions
Beverage Stations	Speaker Gifts
Handouts	

Silver Sponsorships (Choose One) **\$750**

Hotel Key Card

Lanyard Sold

Gold Sponsorships (Choose One) **\$1,750**

Wednesday Breakfast	Thursday Breakfast
Wednesday Breaks	Thursday Breaks
Wednesday Keynote	Thursday Keynote

Diamond Sponsorships (Choose One) **\$2,500**

Tuesday Welcome Reception

Wednesday Lunch

Thursday Lunch

Platinum Sponsorship **\$20,000** **(Exclusive Presenting Sponsor)**

Exhibit Limitations: Only one venue/supplier per exhibit space; all name badges will list the company name above. Space is limited. Early registration is encouraged.

Cancellation Policy: Exhibit and sponsor cancellations received on or before May 26, 2023 will receive a 50% refund. Cancellations received after May 26 or no-shows will not receive a refund. By completing this agreement, you acknowledge and accept the policies and terms of participating in this event.

Registrant agrees to grant NACS and Update Management the right to photograph or video Registrant during participation in the event. Registrant understands that any photographs or recordings may be used by NACS and Update Management for marketing and promotional purposes, at their sole judgment and discretion, without compensation or credit to Registrant.

PAYMENT OPTIONS: Fax completed form to 503.253.9172 or by mail to 9600 SW Oak Street, Suite 565, Tigard, OR 97223

Check-Payable to NACS (US funds only). A form must be submitted to NACS to confirm support; the check may follow.

Card: Visa MasterCard American Express Discover

Card # _____ Exp. Date _____ Amount Authorized \$ _____

Name on Card _____ Signature _____

Card Billing Address _____ City _____ State _____ Zip _____

Email card receipt to _____ CVV _____