



# TORONTO 2018

NHLA Annual Convention & Exhibit Showcase

## SPONSORSHIP OPPORTUNITIES

At every level, sponsors receive the following:

- ❖ Sponsorship ribbons
- ❖ Sponsor's name on convention website, on-site meter boards and at appropriate venues
- ❖ Recognition on convention related material
- ❖ Promotional rights to the 2018 NHLA Annual Convention logo and meeting name

### WALNUT LEVEL SPONSORS

*(3 Complimentary Convention Registrations)*

#### **WELCOME RECEPTION - 35,000**

Help kick-off the Convention and fun at the opening Tuesday evening Welcome Reception. Your company logo will be featured on signage and/or promotional items.

#### **OPENING SESSION - \$25,000**

Take the stage and opportunity to introduce the Annual Convention Keynote Speaker. Your company name and logo will be prominently displayed during the Opening Session. Your company literature distributed at the Session, sponsor must provide. Meet & Greet photo-op with speaker, if available.

#### **NEW THIS YEAR!**

#### **HOCKEY HALL OF FAME AFTER HOURS RECEPTION - \$20,000**

The Hockey Hall of Fame will be open after hours for full facility access to all of the displays and features that the HHOF has to offer. Your company will be recognized throughout the facility as the event sponsor. Company logo and video prominently displayed during the event. Cocktails and hors d'oeuvres will be served.



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### CHERRY LEVEL

*(2 Complimentary Convention Registrations)*

#### GENERAL SESSION KEYNOTE - \$12,500

Take the stage and introduce the General Session Speaker. Your company name and logo will be prominently displayed during the Opening Session. Your company literature distributed at the Session, sponsor must provide.

#### ON-SITE EVENT GUIDE - \$12,500

Exclusive sponsorship of the on-site event guide gives your company visibility throughout the show. Full color ad on the back cover, company name/logo on the front cover and throughout the inside of the guide.

#### ITS ALUMNI RECEPTION - \$9,000

Your generous hosting of this event allows graduates of the NHLA Inspector Training School the opportunity to network, socialize and build relationships with other graduates. Your company name/logo will appear on invitations and during the reception.

#### NAME BADGE LANYARDS - \$9,000

Maximize your brand at the show by displaying your company logo or tag line on the sponsored lanyard worn by every attendee.

#### WELCOME TO TORONTO GIFT - \$9,000

Welcome Convention attendees to our host city of Toronto by giving them a commemorative gift, compliments of your company, placed in all welcome bags.

#### NHLA CONVENTION WEBSITE - \$9,000

Grab the attention of attendees even before they travel to Toronto by sponsoring the convention website which features online registration and the latest convention news.

#### HOTEL KEYCARDS - \$8,000

Introduce your company to attendees right when they check into their hotel rooms by sponsoring the official room key. Company name/logo will appear on one side.



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### **FLOOR STICKERS - \$7,000**

Maximize your exposure at the NHLA Annual Convention and receive huge visibility with floor stickers directing attendees to your booth inside the Exhibit Showcase. Floor stickers will begin at the bottom of the escalator on the lower concourse level. Maximum number of stickers is 7.

### **MAPLE LEVEL**

*(1 Complimentary Convention Registration)*

### **IN-ROOM AMENITY - \$6,000**

Say goodnight to all attendees with a branded amenity item placed in all attendee rooms on the first night of the Convention.

### **GRAND FINALE DINNER\* - \$5,000**

Assist in being host to a great dinner and entertainment! Enjoy special recognition at the Finale Dinner while attendees dance the night away. And claim one reserved table of eight for your company.

### **NEW THIS YEAR!**

### **ESCALATOR BRANDING BANNER\* - \$5,000**

Grab the attention of attendees as they travel up and down the escalator to the show floor with an escalator branding banner. Your company message will be placed on a glass panel along the escalators. Multiple opportunities available.

### **DAILY BREAKFAST & COFFEE HOST\* - \$5,000**

Be host to coffee and breakfast each day during the Convention. Your company logo will be creatively displayed near breakfast outside the main ballroom.

### **EXHIBIT SHOWCASE LUNCH\* - \$5,000**

We keep attendees full, happy and on the exhibit floor by providing lunch each day of the convention. Your company name/logo prominently displayed.

### **TORONTO MAP - \$5,000**

Direct attendees toward your company when you purchase the area map of downtown Toronto. Your company name/logo displayed on the map.



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## RED OAK LEVEL

### NEW THIS YEAR!

#### **CONCOURSE LEVEL BRANDING BANNER\* - \$3,000**

Have your company name/logo and branding message seen by attendees as they pickup registration materials. The glass pony walls offer a double-sided look so that attendees taking the escalators can also see your company branding.

#### **EDUCATIONAL SEMINARS - \$3,000 (4 AVAILABLE)**

Show your commitment to the hardwood industry by sponsoring an education seminar. Industry hot topics are presented by expert speakers and panel discussions.

### FOR EXHIBITORS ONLY – NEW THIS YEAR!

#### **EXHIBITOR THEATER PRESENTATIONS - \$3,000 (9 AVAILABLE)**

Exhibitors . . . book time for a formal session inside the Exhibit Showcase where you can deliver presentations that relate to your products and services. The exhibitor presentation area seats a maximum of 75 attendees and includes Internet access, LCD panel and screen, podium, microphone, and signage.

### FOR EXHIBITORS ONLY!

#### **EXHIBIT HALL PASSPORT\* - \$3,000**

Attract attendees to your booth and build brand awareness when you sponsor the passport to prizes. Your 100-word company description, booth number and logo are included. Each attendee will receive a passport with their registration materials. Attendees must stop by each participating exhibiting company's booth to receive a passport stamp.

#### **REGISTRATION BAG INSERTS\* - \$1,500**

Take this opportunity to place your company literature or logo item in all Welcome bags. Items must be shipped and received by deadline to be included.

#### **GENERAL SPONSORSHIP\* - \$1,000**

**Advertising opportunities available with every sponsorship. Please contact John Hester, at [j.hester@nhla.com](mailto:j.hester@nhla.com) or call 901-399-7558.**

*Sponsorships are awarded on a first come basis. First right of refusal by March 30, 2018.*

\* Indicates multiple opportunities available.