



Sponsorship Opportunities



THE PROOF IS HERE
October 4-6, 2023

Welcome

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THE GLOBAL GATHERING OF THE HARDWOOD COMMUNITY

The NHLA Annual Convention & Exhibit Showcase is the largest gathering of the hardwood industry in North America. Now in its 126th year, the Annual Convention brings together virtually every aspect of the hardwood lumber industry and is the “must attend” event of the year. The industry’s top decision-makers and opinion leaders attend every year, and the Convention provides unrivaled networking opportunities, a perfect showcase for buyers, suppliers and manufacturers looking to develop new markets.

IF YOU ARE INTERESTED IN A SPONSORSHIP PLEASE CONTACT

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“Our membership in NHLA has been vital to establishing and demonstrating our commitment to this industry. The annual convention provides a great way to connect with our customers and show our support for them, as well as broaden our network and meet new friends. We enjoy the conventions and always send a large contingent.”

— Chris Fehr, UC Coatings

“My favorite thing about being a member of NHLA is the level of organization the Association has. I never worry about how NHLA events will go because the people there are very competent and smart. NHLA brings everyone together and starts important conversations. Especially at the Conventions. The services they provide are among the best I’ve seen. It’s easy to be a member because NHLA takes care of so much of the work. I’m just happy to be part of it.”

— Peter Lovett, King City



ALL WALNUT LEVEL SPONSORS RECEIVE:

- Three complimentary convention registrations*
- Full-page, full-color ad in the July Convention Preview Special Edition of *Hardwood Matters*.
- Reserved seating at the Opening Session and General Session.
- Sponsor Ribbon

**Complimentary convention registrations exclude add-on events.*

WELCOME RECEPTION - \$25,000

The Welcome Reception officially kicks-off the NHLA Annual Convention! With 1,000+ registrants in attendance, this is the perfect way to start your company's convention experience off with a bang while garnering lots of goodwill and exposure for your company.

As the sponsor of the Welcome Reception, your company will be recognized in pre-convention marketing materials, including the July edition of *Hardwood Matters*, pre-convention e-newsletters and in the printed on-site Pocket Program. Your company name/logo will be prominently displayed during the event, including table tents, napkins, banners, ballroom screens and more.

OPENING SESSION KEYNOTE - \$25,000

By sponsoring the Opening Session Keynote Speaker – the largest session of the convention, you're putting your brand in front of hundreds of attendees gathering to kick-off the day and discuss some of the most timely issues, challenges, and solutions facing our industry.

As the sponsor, a representative of your company will have the opportunity to take the stage and introduce the 2023 Keynote Speaker while putting your brand in front of hundreds of attendees. The Sponsor receives recognition in the July edition of *Hardwood Matters*, pre-convention e-newsletters and in the printed on-site Pocket Program. Your company name/logo will be featured on signage, thanking and recognizing our sponsors. Materials of the sponsor's choice are distributed to all attendees at the Opening Session – the perfect way to drive more traffic to your booth and/or raise awareness and interest of your company.



BOURBON & BLUE GRASS RECEPTION - \$25,000

Be the exclusive sponsor of the Thursday Evening Reception, where attendees will mingle in a fun and relaxed atmosphere as they learn about and sample Kentucky bourbon while listening to the sounds of a live bluegrass band.

Your company will be recognized in pre-convention materials including the July edition of *Hardwood Matters*, pre-convention e-newsletters, and in the printed on-site pocket program. During the event, your company name/logo will be prominently displayed including table tents, napkins, banners, and more.

GRAND FINALE AT THE KENTUCKY DERBY MUSEUM - \$20,000

The Kentucky Derby Museum will serve as the backdrop for this year's Grand Finale. Hundreds of convention attendees will have access to the museum exhibits, where guests will learn about the great history of the race dating back to the inaugural running in 1875 to the most recent Kentucky Derby champion and experience all the traditions that have transformed the race into what it is today. The evening will include an hour of cocktails, hors d'oeuvres, and open access to the museum, followed by a seated dinner, dessert, live music, and more time for museum exploration.

A reserved table for eight and eight grand finale tickets are included with this sponsorship.



ALL CHERRY LEVEL SPONSORS RECEIVE:

- Two complimentary convention registrations*
- Half page, full color ad in the July, Convention Preview Special Edition of *Hardwood Matters*.
- Sponsor Ribbon

**Complimentary convention registrations exclude add-on events.*

GENERAL SESSION - \$12,500

As the sponsor, a representative of your company will have the opportunity to take the stage and introduce the General Session Keynote Speaker while putting your brand in front of hundreds of attendees. The Sponsor also receives recognition in the July edition of *Hardwood Matters*, pre-convention e-newsletters and in the printed on-site Pocket Program. Your company name/logo will be featured on signage, thanking and recognizing our sponsors. Materials of the sponsor's choice can be distributed to all attendees at the general session – the perfect way to drive more traffic to your booth and raise awareness and interest in your company.

ON-SITE EVENT GUIDE - \$12,500

The Guide is a quick reference to the daily activities taking place at the 2023 NHLA Convention and given to all convention attendees as part of their registration materials. 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.

OMNI LOUISVILLE HOTEL WIFI - \$10,000

Help all attendees get connected at the Annual Convention as the Official WiFi sponsor. WiFi access areas will include all of the Annual Convention public areas, exhibit hall and meeting rooms at the Huntington Convention Center. Benefits include a custom wireless network, company logo on splash page, logo on signage located around the convention center.

HOTEL KEYCARD AT OMNI LOUISVILLE HOTEL & HYATT REGENCY LOUISVILLE - \$10,000

Introduce your company to attendees right when they check into their hotel by sponsoring the official room key. Company name/logo will appear on one side and is given to all attendees at the Omni and the Hyatt. Different artwork on each key is available.

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.

INSPECTOR TRAINING SCHOOL 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. As the sponsor, your company name/logo will be displayed prominently during the event and will also receive recognition in the July edition of *Hardwood Matters*, pre-convention e-newsletters and in the printed on-site Pocket Program.

NHLA CONVENTION WEBSITE - \$9,000

Grab the attention of attendees even before they travel to Louisville, Kentucky, by being the exclusive sponsor of the NHLA Convention website, which features conference registration and the latest convention news. The sponsor will receive a skyscraper banner ad on the convention website with a link to the URL of your choice.

CONVENTION REGISTRATION BAG- \$9,000

Imagine every conference attendee carrying your logo – from the moment they check-in at registration and months after the show! Upon registration, each NHLA Convention attendee will receive a registration bag to carry important materials throughout the conference and exhibition. Your logo will appear along with the NHLA show logo. You can also include the materials of your choice to be placed in the bag – great on-site and post-show exposure!

BREAKFAST AT THE OMNI LOUISVILLE HOTEL 1 DAY - \$9,000

(2 Available)

Mom was right . . . breakfast IS the most important meal of the day! Help attendees get their eyes open and their bodies going by providing coffee, pastries, and other delicious food and beverages. Sponsored breakfast offers terrific visibility and generates plenty of recognition and appreciation from attendees. This amazing sponsorship will include branded signage, table tents and recognition in the on-site event guide. Available on Thursday and Friday.

BLOODY MARY BAR IN THE EXHIBIT HALL - 1 DAY \$9,000 OR 2 DAYS \$15,000

This sponsorship includes the ability to name the bloody mary and includes branded stir sticks and cocktail napkins with each drink served. Signage will be provided. Available on Thursday and Friday.



ALL MAPLE LEVEL SPONSORS RECEIVE:

- One complimentary convention registration*
- Quarter page, full color ad in the July, Convention Preview Special Edition of *Hardwood Matters*.
- Sponsor Ribbon

**Complimentary convention registrations exclude add-on events.*

COFFEE STATION - 1 DAY \$6,000 OR 2 DAYS \$10,000

Served in the exhibit hall or outside the main meeting room – the coffee station sponsorship is highly valued by attendees. Sponsor signage will be placed at the location and placed on appropriate branded items such as coffee sleeves or napkins. Available on Thursday and Friday.

IN-ROOM AMENITY - \$6,000

Say goodnight to attendees with a branded amenity item placed in the hotel room on the first or second night of the Convention. Choose from bottled water or a premium snack.

OMNI COLUMN WRAP - \$6,000

(Large size 34.75 x 40 and Small size 22.5 x 40) 9 Available

Prime location in the Omni Convention Event space. Whether you wish to promote your brand, announce a new product or simply call attention to your booth location, column wraps are a powerful visual. Company to submit artwork.

DOWNTOWN MAP - \$6,000

Direct attendees toward your company when you sponsor the area map of downtown Louisville. The customized map with your company name/logo will be included in all convention attendee registration bags.

BEER AT THE BOOTH - \$5,500

(Thursday or Friday, 2 opportunities available)

This sponsorship includes branded cups and cocktail napkins with each drink served. On-site signage and promotion in the pocket program are included. Available on Thursday and Friday.

“Being a member of NHLA gives us access to the niche market that is the hardwood industry. Every time I visit a customer or a potential prospect, I see NHLA’s magazine laying out on the table, so I know my advertising money is reaching the right people. We also enjoy the annual Convention because it brings all of our customers to the same spot. We may meet 20 or 30 companies at the Convention. For us to attempt to meet that many customers, it would take a huge budget to let us fly-out to each company. It would cost a lot of time. The Convention makes it easy.”

— Henry German, DMSi/eLimbs/TallyExpress

LUNCH IN THE EXHIBIT HALL - \$5,000

(Multiple Opportunities Available)

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

FLOOR STICKERS AT THE OMNI LOUISVILLE HOTEL - \$5,000

(24" STICKERS)

Maximize your exposure at the NHLA Annual Convention and receive huge visibility with floor stickers. This is a terrific way to make an impression. Maximum number of stickers is 10.





“We feel it is important to encourage industry events like the NHLA Annual Convention. We appreciate the opportunity the Convention provides us to meet with fellow members and customers.”

— Sylvain Dionne, BID Group

ELEVATOR BAY FLOOR STICKERS - \$4,000
(24” STICKERS)

Stand out when attendees step out of the elevator on the 2nd floor of the Omni NHLA Convention space. Floor stickers with your company logo/message will be placed in front of each elevator. Five elevators, five floor stickers.

MIRROR CLINGS - \$4,000
(54.75 x 100) 2 available

Located on the 2nd Floor of the Omni Convention event space, these large mirrored columns are located in the pre-function area with high foot traffic, perfect for displaying your message. Branding is visible as attendees walk between the opening session and the exhibit area.

EDUCATIONAL SEMINARS - \$4,000
(4 Available)

Ed sessions during the NHLA Convention focus on the most impactful topics to the hardwood industry. These sessions last 60 minutes with time for Q&A. As a sponsor, your company will be listed as part of the daily schedule, receive recognition in the July edition of *Hardwood Matters*, in the printed on-site Pocket Program and whenever the particular ed session is referenced in pre-convention marketing. Your company name/logo will appear on educational session signage.

POPCORN BREAK AT THE BOOTH - \$3,500
(Thursday or Friday, 2 opportunities available)

Let the aroma of fresh popcorn draw attendees to your booth. An attendant will pop and serve fresh popcorn on Thursday or Friday afternoon in the Exhibit Showcase - at/near your booth. Your logo will be on the paper bag or paper cup. You're choice. On-site signage and promotion in the pocket program are included.

SUPPLIED PRODUCT OR LITERATURE FOR REGISTRATION BAG - \$1,500

(Multiple Opportunities Available)

What a great way to advertise your booth location or supply attendees with your product brochure. NHLA must approve inserts prior to August 20, 2021, and inserts must be shipped to and received by NHLA no later than September 1, 2021.

GENERAL SPONSORSHIP - \$1,000

(Multiple Opportunities Available)

General Sponsors support the overall NHLA Convention and receive recognition in the July edition of Hardwood Matters, in the printed on-site Pocket Program and will be recognized on signage, thanking and recognizing our sponsors.



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