



# Sponsorship Opportunities

Join the National Hardwood Lumber Association and the greater hardwood community for the 127th NHLA Annual Convention.

**October 2-4, 2024**

Explore, Discover, and Connect.

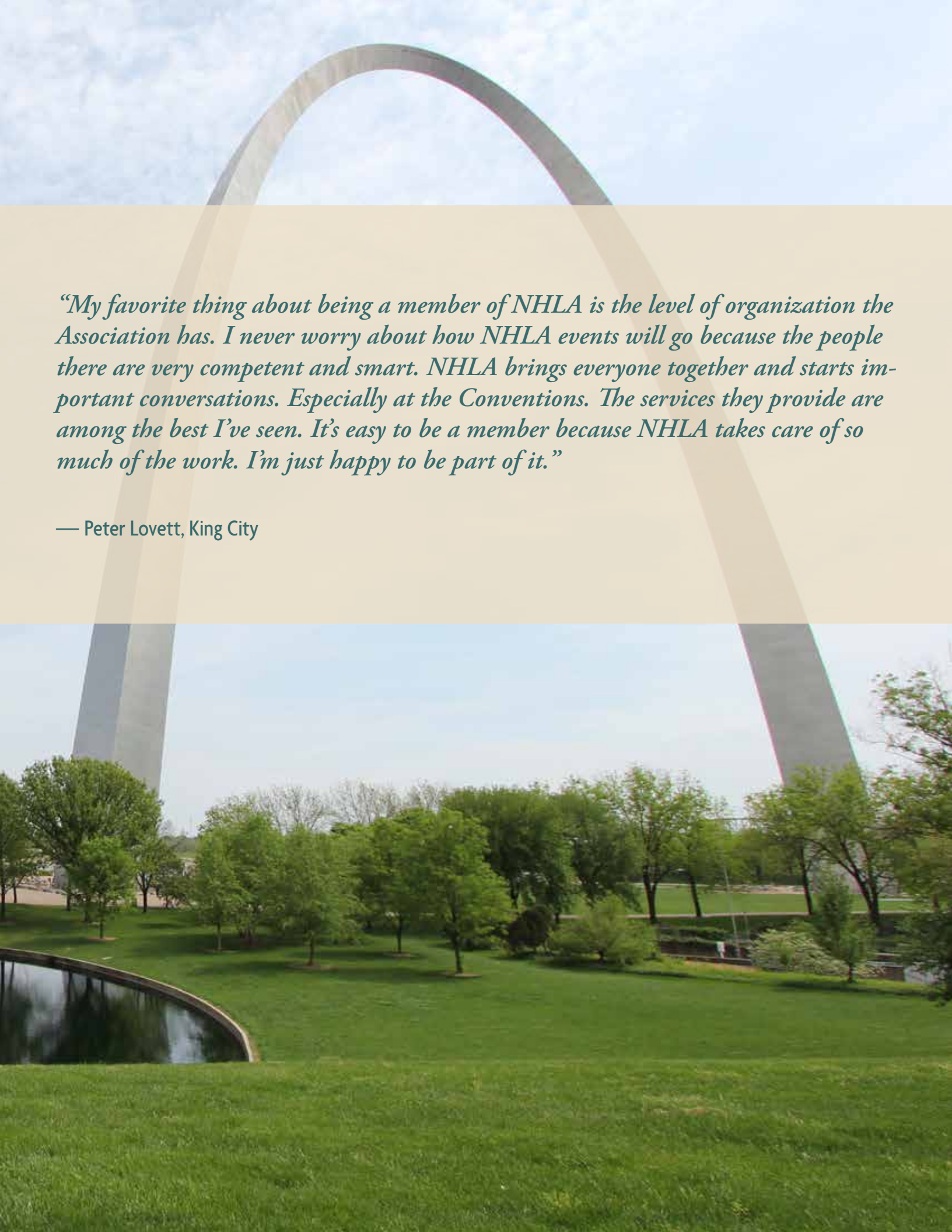
*St. Louis*  
**2024 NHLA**  
Annual Convention & Exhibit Showcase

# Welcome

## 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 127th 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  
John Hester at 901-399-7558 | [j.hester@nhla.com](mailto:j.hester@nhla.com)



*“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

# Pinnacle Level

## THE PINNACLE LEVEL SPONSOR RECEIVES:

- 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.*

### OKTOBERFEST! A BIERGARTEN BUYOUT AT ANHEUSER-BUSCH - \$50,000 (Multiple Opportunities Available)

Be the exclusive sponsor of the Thursday Evening Reception, where attendees will mingle in a fun and relaxed atmosphere. We're thrilled to announce a special buyout event at the renowned Anheuser-Busch Biergarten, where the spirit of camaraderie meets the essence of Oktoberfest.

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.



## 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.*

# Walnut Level

### 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 2024 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.

### BLUE AND GOLD GALA - \$25,000

Be the exclusive sponsor of the Friday night Blue and Gold Gala. Representatives from the sponsoring company will be invited to the stage to briefly address the audience. This opportunity may be used to conduct a drawing and announce winners or simply to express well wishes.

As the exclusive sponsor of the Gala, 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, menu cards, take-home gift, banners and more

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

# Cherry Level

## 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 2024 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.

### HOTEL KEYCARD AT MARRIOTT ST. LOUIS GRAND - \$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 Marriott St. Louis Grand.

### 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 St. Louis, MO, 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 MARRIOTT ST. LOUIS GRAND 1 DAY - \$7,500

(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.



# Maple Level

## 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.*

### EXHIBIT SHOWCASE GRAND PRIZE GIVEAWAYS - \$7,000

(Multiple Opportunities Available)

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.

### BLOODY MARY BAR IN THE EXHIBIT HALL - 1 DAY \$7,000

(2 Available)

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.

### 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 - \$7,000

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.



*“I come to the Convention every year because I want to see faces that I normally don’t get to see outside of the Convention every year. Everyone is very busy, and even though you can communicate with people very easily these days with cellphones, texting, email and all that, it’s really nice to put the face with the name. You may have started doing business with a new salesperson, owner, or someone that you’ve talked to a few times over the phone or over email, and you finally get to meet them at the Convention and having even a small face-to-face conversation makes a real difference. You can get a lot done in person that just can’t be done over the phone or computer.*”

*You also get a much better feel for the industry. You can get any one person’s opinion of the industry over the phone, but you can’t get the general feel of the industry anywhere better than coming to the NHLA Convention. You walk the floor, you talk to the vendors, and you can do in a pretty short period of time. You get to talk to sawmill owners, distributors, machinery companies, vendors to the industry, and you can ask everyone a few questions and you start to feel what the real answer is.”*

— Jordan McIlvain , Alan McIlvain Lumber Company

# Red Oak Level

*“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

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

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

## **FLOOR STICKERS AT THE MARRIOTT ST. LOUIS GRAND - \$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.

## **HAPPY HOUR IN THE EXHIBIT SHOWCASE - \$5,000**

As the sponsor of the Happy Hour, 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, and banners.



### **EDUCATIONAL SEMINARS - \$5,000**

(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.

### **BEER AT THE BOOTH - \$5000**

(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.

### **COLUMN WRAP - \$4,000**

5 Available

Prime location in the America's Center 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.

### **LUNCH IN THE EXHIBIT HALL - \$3,000**

(Multiple Opportunities Available)

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

### **GOURMET POPCORN - \$3,000**

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 – near your booth. Your logo will be on the paper bag or paper cup. Your choice. On-site signage and promotion in the pocket program are included.

### **SUPPLIED PRODUCT OR LITERATURE FOR REGISTRATION BAG - \$2,000**

(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, 2024, and inserts must be shipped to and received by NHLA no later than September 1, 2024.

### **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.

The Gateway to NHLA  
[www.nhla.com](http://www.nhla.com)