

# SPONSORSHIP BROCHURE

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Disney's Coronado Springs Resort  
1000 West Buena Vista Drive | Lake Buena Vista, Florida 32830



NATM CONVENTION  
**31<sup>ST</sup> ANNUAL**  
& TRADE SHOW

February 19-21, 2019 | Lake Buena Vista, Florida

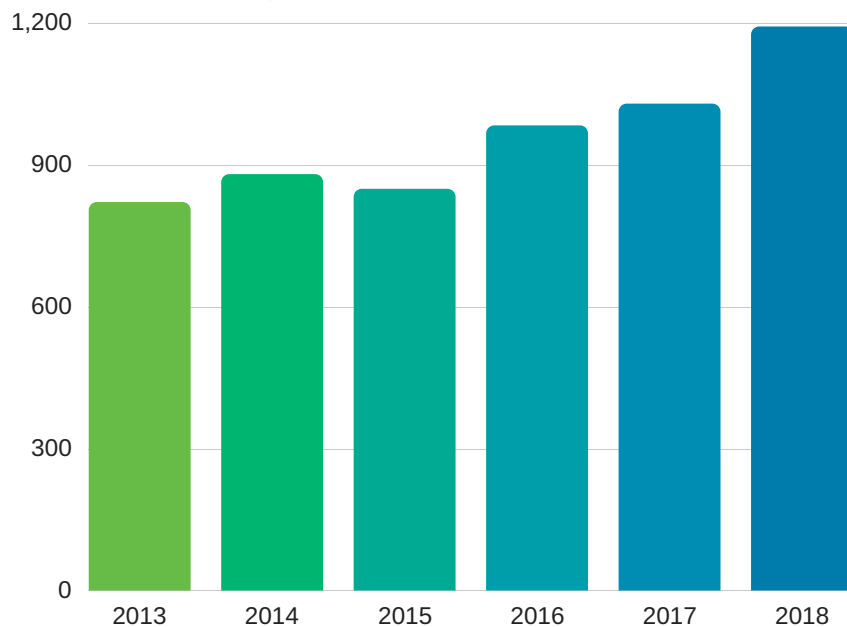


The NATM Convention & Trade Show is the annual trade show for the light- and medium-duty trailer industry. The Convention provides educational workshops and networking events for supplier and trailer manufacturer attendees. With more than 1,000 attendees per year and growing, this is an industry “must attend” event.

## 4 REASONS TO SPONSOR THE NATM CONVENTION

1. Sponsors have the opportunity to select their booth(s) before previous years' exhibitors and the general membership.
2. Higher level sponsorships have other benefits such as advertising discounts, free attendee registrations, etc.
3. Sponsoring events that are attended by your targeted audience can shape buying attitudes.
4. Being a sponsor provides a wide range of exposure, both electronically and in print, creating name recognition which can drive customers to your booth.

**NATM's Convention & Trade Show attendance has increased 67% adding nearly 260 new attendees since 2013**



**HIGHER ATTENDANCE = A MORE VALUABLE SPONSORSHIP**

## **PAYMENT DEADLINE:**

Sponsor's payment due in full 30 days after Sponsorship Contract is submitted.

## **SEND PAYMENTS TO:**

NATM | 2420 SW 17<sup>th</sup> Street, Topeka, Kansas 66604

## **CANCELLATION POLICY:**

Sponsorships are non-refundable.

## **SPONSORSHIP CONTACT:**

Lane McNeil, Events Coordinator, Lane.McNeil@natm.com,  
Phone (785) 272-4433 | Fax (785) 272-4455

## **PRINTED MATERIALS:**

In order to be included in NATM's printed sponsorship materials, logos must be received by Dec. 14, 2018. Ad artwork must be received by Nov. 30, 2018.

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# **NEW MEMBER PROMO**

As a trailer manufacturer, if you are a new NATM member or if you haven't attended the NATM Convention & Trade Show in five or more years, then you might qualify for one of these promotions:

- **FREE FULL CONVENTION REGISTRATION**
- **TWO COMPLIMENTARY HOTEL ROOM NIGHTS DURING CONVENTION**

**Contact [Lane.McNeil@natm.com](mailto:Lane.McNeil@natm.com) to learn more.**

## **DOWNLOAD THE MOBILE APP**

The NATM mobile app is available on Google Play and iTunes. Get the latest convention updates, set up alarms, locate your favorite exhibitors and view the convention schedule--all on your smart phone!

Download through the app store.

# SPONSORSHIP LEVELS

<b>\$30,000+</b>	<b>\$20,000 - \$29,999</b>
<ul style="list-style-type: none"><li>• First Selection 2020 Trade Show Exhibit Space</li><li>• Logo Prominently Displayed on Convention &amp; Trade Show Materials and Emails</li><li>• Exclusive Featured <b>Tracks</b> Magazine Article</li><li>• Materials in NATM Welcome Kiosk Bags</li><li>• Free Full Panel Ad in Convention Map</li><li>• Four Additional Booth Workers</li><li>• Five Full Registrations</li></ul>	<ul style="list-style-type: none"><li>• Priority 2020 Trade Show Exhibit Space Selection</li><li>• Logo in Convention Map, Website &amp; Mobile App</li><li>• <b>Tracks</b> Magazine Recognition</li><li>• Materials in NATM Welcome Kiosk Bags</li><li>• Free Half Panel Ad in Convention Map</li><li>• Three Additional Booth Workers</li><li>• Four Full Registrations</li></ul>
<b>\$15,000 - \$19,999</b>	<b>\$10,000 - \$14,999</b>
<ul style="list-style-type: none"><li>• Priority 2020 Trade Show Exhibit Space Selection</li><li>• Logo in Convention Map, Website &amp; Mobile App</li><li>• <b>Tracks</b> Magazine Recognition</li><li>• Materials in NATM Welcome Kiosk Bags</li><li>• Free Half Panel Ad in Convention Map</li><li>• Two Additional Booth Workers</li><li>• Three Full Registrations</li></ul>	<ul style="list-style-type: none"><li>• Priority 2020 Trade Show Exhibit Space Selection</li><li>• Logo in Convention Map, Website &amp; Mobile App</li><li>• <b>Tracks</b> Magazine Recognition</li><li>• Materials in NATM Welcome Kiosk Bags</li><li>• Free Quarter Panel Ad in Convention Map</li><li>• One Additional Booth Workers</li><li>• Two Full Registrations</li></ul>

Sponsorships are a powerful component in reinforcing your marketing program. A sponsorship allows you to reach a highly-targeted market and provides NATM funding to deliver high-quality educational programs, speakers and events.

<b>\$7,500 - \$9,999</b>	<b>\$5,500 - \$7,499</b>
<ul style="list-style-type: none"><li>• Priority 2020 Trade Show Exhibit Space Selection</li><li>• Logo in Convention Map, Website &amp; Mobile App</li><li>• <b>Tracks Magazine Recognition</b></li><li>• Materials in NATM Welcome Kiosk Bags</li><li>• Convention Map Ad Discounted 15%</li><li>• One Additional Booth Worker</li><li>• One Full Registration</li></ul>	<ul style="list-style-type: none"><li>• Priority 2020 Trade Show Exhibit Space Selection</li><li>• Logo in Convention Map, Website &amp; Mobile App</li><li>• <b>Tracks Magazine Recognition</b></li><li>• Materials in NATM Welcome Kiosk Bags</li><li>• Convention Map Ad Discounted 10%</li><li>• One Additional Booth Worker</li></ul>
<b>\$2,500 - \$5,499</b>	<b>\$1,000 - \$2,499</b>
<ul style="list-style-type: none"><li>• Priority 2020 Trade Show Exhibit Space Selection</li><li>• Logo in Convention Map, Website &amp; Mobile App</li><li>• <b>Tracks Magazine Recognition</b></li><li>• Materials in NATM Welcome Kiosk Bags</li></ul>	<ul style="list-style-type: none"><li>• Priority 2020 Trade Show Exhibit Space Selection</li><li>• Logo in Convention Map, Website &amp; Mobile App</li><li>• <b>Tracks Magazine Recognition</b></li></ul>

# EVENT SPONSORSHIPS

*\*Co- Sponsorships Available*

*President's Reception .....	\$30,000
*Friday Night Gala .....	\$30,000
*Keynote Speaker .....	\$20,000
Annual Membership Luncheon	\$15,000
Breakfast with the Exhibitors ...	\$10,000
Networking Breakfast .....	\$10,000
Trade Show Floor Luncheon .....	\$10,000
Trade Show Reception Bar .....	\$10,000
Golf Tournament .....	\$7,500
Trade Show Reception .....	\$7,500
Breakfast with the Exhibitors Bar	\$5,500
Newcomer's Welcome Reception	\$5,500
Technical Forum Sessions .....	\$5,500
Workshop Sessions .....	\$5,500
Coffee Break .....	\$2,500
Young Professionals Reception	\$2,500

# OTHER SPONSORSHIPS

*\*Multiple Sponsorships Available*

Badge Holders .....	\$7,500
Large Charging Station Lounge ...	\$7,500
Welcome Bags .....	\$7,500
Mobile App .....	\$5,500
Trade Show Seating Lounge .....	\$5,500
Water Bottles .....	\$5,500
Small Charging Station .....	\$3,500
Welcome Kiosk .....	\$2,500
• *New Member Promotion.....	\$2,500
*Column Wraps .....	\$1,400
*Floor or Aisle Signs .....	\$1,000
Golf Drink Cart .....	\$1,000
*Bench Seating Signs.....	\$1,000
*Golf Hole Signs .....	\$500

• *Formerly called "Beginner's Luck," the New Member Promotion sponsor provides registrations and/or a hotel room to NATM trailer manufacturer members who have not recently attended a Convention & Trade Show.*

# 2019 CONVENTION PROGRAM MAP

## 2019 CONVENTION SPONSOR AD DISCOUNTS:

<b>\$30,000+:</b>	Free full panel ad
<b>\$15,000-\$29,999:</b>	Free half panel ad
<b>\$10,000-\$14,999:</b>	Free quarter panel ad • Upgrade to a half panel: \$100
<b>\$7,500-\$9,999:</b>	15% discount
<b>\$5,500-\$7,499:</b>	10% discount

## ADVERTISING RATE SCHEDULE

Ad copy deadline is **November 30, 2018**.  
Payment due 30 days after invoicing

<b>Full Panel</b> (3 3/4" wide x 8" tall)	\$1400
<b>Half Panel</b> (3 3/4" wide x 4" tall)	\$800
<b>Quarter Panel</b> (3 3/4" wide x 2" tall)	\$700

- All ads should be provided in digital form.
- Images must be in CMYK and at least a 300 dpi resolution, and in a TIF or PDF file format.
- All rates are net, non-commissionable.
- NATM cannot guarantee accuracy of color.
- Placement is first come, first served. Placements are not guaranteed.

## 31ST ANNUAL CONVENTION PROGRAM INSERTION ORDER FORM (PLEASE PRINT OR TYPE)

Company Name: \_\_\_\_\_  
Contact E-mail: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

## AD INFO:

- Full Panel
- 1/2 Panel
- 1/4 Panel
  
- Ad copy to follow
- Ad copy enclosed

*Payment due 30 days after invoicing*

### ADVERTISING TERMS AND CONDITIONS

- The copy deadline for the convention program is **November 30, 2018**.
- No cancellations accepted after closing date.
- No agency commissions or cash discounts. Approved accounts will be billed upon publication.
- Publisher's limits of liability in event of error will be to publish ad once correctly on which charge will be made but credit given for the ad in which the error occurred. NATM must be advised of error in writing within 30 days of publication to receive credit.
- All advertisements are accepted subject to the policies and approval of NATM. NATM reserves the right to withdraw or reject any advertisement at any time without prior notice to the advertiser when, in the sole judgment of NATM, it conflicts with board policy.
- Advertisements containing pictures, illustrations or graphics deemed obscene, vulgar, racist, discriminatory, or otherwise offensive or inappropriate with the character of the publication are prohibited.
- Advertisers and advertising agencies assume all liability for advertisements printed (including text, representation and content) and also assume responsibility for any claims arising therefrom made against NATM.

## ADVERTISING CONTACT INFORMATION

**Meghan Ryan** Phone: 785.272.4433 2420 SW 17th Street  
Meghan.Ryan@natm.com Fax: 785.272.4455 Topeka, KS 66604

## TRADE SHOW CONTACT INFORMATION

**Lane McNeil** Phone: 785.272.4433 2420 SW 17th Street  
Lane.McNeil@natm.com Fax: 785.272.4455 Topeka, KS 66604