



NACE
EXPERIENCE
July 16-19, 2017 | Houston, TX
WHERE CULINARY ARTS & EVENT DESIGN MEET

#NACEEXP17

2017 MARKETPLACE EXPO EXHIBITOR AND SPONSORSHIP PROSPECTUS

MEET. PRESENT. SELL.

...to more qualified caterers and event professionals in 2017

MARKETPLACE EXPO IS THE PREMIER tradeshow for catering and event professionals looking to find the hottest tools and services to help them build a successful business. For the last 9 years, nationwide exhibitors from a vast range of industry-related companies presented their wares and services to the hybrid audience of caterers, event planners and other industry professionals. Marketplace Expo offers a more personalized interaction between the exhibitor and the attendee.

The show is open from 8:00 AM - 3:00 PM. The highest traffic pattern occurs between the hours of 8:00 AM - 10:00 AM and 12:30 PM - 2:30 PM while attendees enjoy their meals on the show floor. Exhibitor move-in is MONDAY, JULY 17, 2016 12:00 PM - 9:00 PM and exhibitor move-out is TUESDAY, JULY 18, 2016 3:00 PM - 8:00 PM

WHO ATTENDS EXPERIENCE?

CURRENT EXHIBITORS

If you sell to caterers or special event professionals, you need to be at Expo. Here are few companies that are currently exhibiting:



CURRENT JOB ROLE

ON PREMISE CATERER
hotel/resort, country club, mansion/museum
31%



INDEPENDENT EVENT PLANNER AND OTHER
26%



EVENT PROFESSIONAL
florist, photographer, designer
17%



ON PREMISE CATERER INSTITUTIONAL
sports arena, government, university
7%



OFF-PREMISE CATERER
9%



STUDENT
5%



RESTAURANT
5%



YEARS WORKING IN THE INDUSTRY

1-10
41%



11-20
34%



21+
25%



“
I found the conference to be one of the best I attended, from an exhibitor's standpoint.”



Photo credit: Harley Bonham Photography

EXHIBIT AT MARKETPLACE

This year's Marketplace Expo will be the talk of the town. Attendees will spend the entire day on the show floor, talking with exhibitors, attending education sessions, and learning about hot new products.

10x10 booth - \$1,495

- Carpeted expo hall
- Pipe and drape: 8' back wall and 3' sidewalls
- One (1) 6' draped table
- One (1) wastebasket and two (2) chairs
- Two (2) expo passes for staff and/or guest (*additional expo passes can be purchased for \$60 each and includes meals in the hall*)
- One (1) 1-line, text only ID sign on back wall of booth
- Contact listing on all conference media materials, website, and onsite, where applicable (*logo and link must be provided by specific deadlines*)
- Post-conference list of all "opt-in" attendee email addresses
- A lead retrieval system will be available for a fee through a conference-approved company.

10 x 20 booth - \$2,990

- Carpeted expo hall
- Pipe and drape: 8' back wall and 3' sidewalls
- One (1) 6' draped table
- One (1) wastebasket and two (2) chairs
- Four (4) expo passes for staff and/or guest (*additional expo passes can be purchased for \$60 each and includes meals in the hall*)
- One (1) 1-line, text only ID sign on back wall of booth
- Contact listing on all conference media materials, website, and onsite, where applicable (*logo and link must be provided by specific deadlines*)
- Post-conference list of all "opt-in" attendee email addresses

Tabletop 6' x 30" \$895

- Carpeted expo hall
- One (1) 6' draped table
- One (1) wastebasket and two (2) chairs
- One (1) expo pass for staff and/or guest (*additional expo passes can be purchased for \$60 each and includes meals in the hall*)
- One (1) 1-line, text only ID sign on table
- Contact listing on all conference media materials, website, and onsite, where applicable (*logo and link must be provided by specific deadlines*)

**Please note that the "opt-in" post conference attendee list is NOT included with a tabletop exhibit

BE A CONFERENCE SPONSOR

This year, you can make a powerful statement with your brand as an Experience sponsor. New and exciting ways to reach conference attendees will allow you to reach more audience members and are perfect for companies looking to expand their business, nationally.

SPONSORED EDUCATION SESSION – New for 2017!

Bring education to the tradeshow floor by providing attendees with a session, presented by you. You have the chance to provide content to attendees about what's trending in catering and events, as well as offer solutions for their business needs. Sponsorship includes two (2) education only registrations, pre-and post-show list of opted-in conference attendees, logo and link on conference homepage and logo listed in all printed conference materials.

*Please note, although it is encouraged that companies briefly describe their company during your session, for our attendees to find your information valuable, please refrain from using this opportunity to present a sales pitch. Content must be kept neutral, and topics should apply to a broad range of attendees rather than focused solely on your service or product. **Sponsors must complete an application and have content reviewed and approved by the NACE Education Committee. The education committee reserves the right to decline submissions.***

Sessions are 1 hour long. **\$5,000 per session**

BREAKOUT AREA – New for 2017!

Stake your claim! Sponsor a breakout session area as attendees move in and out of sessions throughout the show day. Sponsorship includes a table for materials in your sponsored area, the opportunity to place signs in your sponsored area, and the ability to network with attendees in the area throughout the day. Sponsorship also includes one (1) education only registration, pre-and post-show list of opted-in conference attendees, logo and link on conference homepage and logo listed in all printed conference materials.

\$2,500 per breakout room – 2 available

NEW PRODUCT DEMO – New for 2017!

Showcase your new product or service with a 20-minute presentation in the product demo area. Sponsorship also includes two (2) expo only passes, logo and link on conference homepage and logo listed in all printed conference materials.

Please note, Product or service must be new, created within the last 2 years. Interested companies must submit your product for review by the education committee. The education committee reserves the right to decline submissions.

\$1,500 per Demo

CAREER CENTER – New for 2017!

Help conference attendees reach their potential. Recruiters and other companies that can assist with career development are invited to participate as a career center sponsor. Sponsorship includes (1) 6' draped table, (2) chairs, one (1) expo only pass for staff and/or guest (additional expo passes can be purchased for \$60 each and includes meals in the hall), contact listing on all conference media materials, website, and onsite, where applicable (logo and link must be provided by specific deadlines)

\$895 per table top

REGISTRATION BAG INSERTS - This category sold out quickly in 2016!

Your company's name is in the bag! Reach our attendees including promotional items in the registration attendee bags. Items must be flat and no larger than 8 ½" x 11" and no thicker than four (4) pages. Item to be provided by sponsor and shipped to designated location by the deadline date. Items received after deadline date cannot be guaranteed to be included in bag. 700 count

\$500 (15 available)

PRODUCT DISPLAY TABLE

Can't join us on the expo floor? Don't worry, we've got you covered. Send your dry goods (only) for distribution to the attendees. Our team will place the items on a special display table in the expo foyer and refresh as needed. Size of items are limited to 6" x 6" x 6" per item. Catalogues are accepted. Call for any exceptions.

• **\$750** (10 available)

REFRESHMENT BREAKS

Showcase your products during our refreshment breaks, always the talk of the event.

• **\$3,000** (2 available)

ENTERTAINMENT

Sponsor or provide entertainment for one of two special evening networking events. Contact our office if you are interested in providing entertainment during the refreshment break(s).

• **\$2,500 each evening entertainment** (2 available)

• **\$1,000 each refreshment break** (2 available)

CONFERENCE REGISTRATION BAG

Be on the arm of the finest attendees around. Each attendee will receive a specially branded bag to hold their conference notebook, sponsor inserts and vendor items. You supply the bag with your logo on one side and the conference logo on the other. Count 700

• **\$2,000** (1 available)

NACE ONE INDUSTRY AWARDS GALA

Take your place on stage to assist in presenting the top honors for 2017. Included is an opportunity to provide a 2-minute description of your company and plenty of photo and social media ops with the recipients.

• **\$4,500** (2 available)

FIRST-TIME ATTENDEE MEETING

Be one of the first to welcome those attending for the first time. Sponsorship includes your logo on the event signage, a 2-minute introduction and description of your company and placement of your promotional material in the room.

• **\$500** (2 available)

HOTEL KEYCARD

Upon check in, registrants within the NACE room block will receive a custom key card, with the conference logo and custom artwork recognizing our sponsor (key card provided by sponsor, 600 needed).

\$1,000 (1 available)

PENS

Provide your branded pens to be included in the conference bags. Sponsor to provide pens. 700 count
\$1,000 (2 available)

MOBILE APP

Don't miss this chance to be the sponsor of the NACE Experience mobile app. Your brand will be visible to all attendees who download the app. A link to your website will be provided as well. The mobile app will be used prior to and during the conference for communications to attendees.

\$3,500 (1 available)

CHARGING STATION

Take advantage of this opportunity to network with attendees while they charge their devices at a station proudly displaying your brand on it. Station provided by NACE. Multiple stations available throughout the meeting space for the duration of the meeting.

\$2,500 (multiple available)

CONFERENCE SPONSOR E-BLAST

We will distribute the message you design to all NACE members and registered attendees. Choose from a single personalized email just for your company (full page) or be one of four featured companies in promotional message. (1/4 page) Distribution will be April – June 2017. Content guidelines will be provided. Database est. 6,000

- **\$500** – full page ad (4 available – pre- or post-conference options)
- **\$350** per company – ¼ page ad (12 spaces available)

CONFERENCE NOTEBOOK

The Experience conference notebook is one the attendees WILL keep all year. Book is filled with conference notes, exhibitor contact info, sponsor listing and ads. Choose from either black/white or a full color ad. Specs will be provided.

- **\$550** – full page
 - **\$350** – half page
- *Add **\$150** for full color

ENHANCED 2017 EXHIBITOR

This special designation places your logo/link on all promotional emails to more than 8,000 industry related prospective attendees. Only available to contracted exhibitors. The earlier you contract for your booth, the sooner you will be on the featured list. Logo specs to be provided. Minimum of one e-blast in Jan-Mar, and two in April-July.

- **\$350** in addition to the booth fee

NACE CONFERENCE WEBSITE AD (90 DAYS)

Bring pre-conference awareness to your brand with your logo/link on a conference website page.

- **\$500** (90 days)
- **\$250** (30 days)

POP-UP BANNER

- Placement runs Sunday – Wednesday in high traffic area
- Banner provided by sponsor with pre-approval of artwork
- **\$500** (4 available. Limit of 1 per sponsor)

CARPET DECAL

Creative placement of your brand in a high traffic location for 3 days

- **\$700** (3 available – Registration, General Session, Expo)

Ready to capture the attention of the audience you seek the most? Contact Christy Norcross at cnorcross@nace.net or visit www.nace.net/exhibit today and download your contract.



NATIONAL ASSOCIATION FOR
CATERING AND EVENTS

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