



NATIONAL ASSOCIATION OF
ELECTRICAL DISTRIBUTORS

Smart Tools for Smart Distribution®

**Sponsorship
Deadline:
Dec. 1, 2010**



Invitation to Sponsor

**2011 National Electrical Leadership Summit
April 30 – May 3, 2011
Hilton San Diego Bayfront, San Diego, CA**

- Build awareness of your company as a strong supporter of the distribution channel
- Increase your brand's exposure to influential distributor decision-makers
- Connect with new, qualified prospects and reconnect with established clients
- Stand out from your competition online, at the Summit, and in front of 28,000 readers of *tED* magazine

To place order - fax or email form to Eve Angel, conference assistant at 314-991-3060 or eangel@naed.org. For more information contact Becky Burgess, director of meetings at 314-812-5301 or becky.burgess@naed.org.



NATIONAL ASSOCIATION OF
ELECTRICAL DISTRIBUTORS

Smart Tools for Smart Distribution®

SEE CHART ON
NEXT PAGE FOR
ALL THE BENEFITS!

MEMBERS ONLY

Sponsorship opportunities are only
available to Associate Members &
Allied Partners

2011 National Electrical Leadership Summit Sponsorship Opportunities

Drive more business at the upcoming 2011 NAED National Electrical Leadership Summit, held April 30 - May 3, 2011, at the Hilton San Diego Bayfront. By sponsoring this premier industry event of the year, your company will gain high-value visibility in front of the most prominent distributor leaders from across the nation.

Several sponsorships are available, from complete packages to single on-site sponsorships—find just the right sponsorship that meets your unique needs. Sponsorships are limited, so don't delay!

Marketing Benefits of Investing in High-Visibility Sponsorship Packages:

- > Build awareness of your company as a strong supporter of the distribution channel
- > Increase your brand's exposure to influential distributor decision-makers
- > Connect with new, qualified prospects and reconnect with established clients
- > Stand out from your competition online, at the Summit, and in front of 28,000 readers of *tED* magazine

Deadline to submit sponsor forms, payment, preferred URL for hot link on Summit website, and high resolution logo to NAED is December 1, 2010.

Diamond



\$26,000 (Only two sponsorships offered!)

- #1: Two General Session Keynote Presentations
- #2: Featured Guest Speaker/Entertainment for the NAED Awards Banquet

Platinum

\$16,000 (8 sponsorships offered)

Gold

\$11,000 (10 sponsorships offered)

Silver

\$6,000 (12 sponsorships offered)

2011 National Electrical Leadership Summit

SPONSOR RECOGNITION BENEFITS

	DIAMOND \$26K 2 sponsorships offered		PLATINUM \$16K 8 sponsorships offered	GOLD \$11K 10 sponsorships offered	SILVER \$6K 12 sponsorships offered
	#1	#2			
Special recognition at two General Sessions. Your CEO will introduce two keynote speakers: Sunday morning and Monday morning.	✓				
Special recognition at the NAED Awards Banquet. Your CEO will introduce the evening's featured guest/entertainer.		✓			
Your company will "OWN THE STAGE" with your company logo displayed on stage during the NAED Awards Banquet.		✓			
Your company will "OWN THE STAGE" with your company logo displayed on stage during two General Sessions.	✓				
Your guests will have a private behind-the-scenes Meet & Greet with the special guest/entertainer for the NAED Awards Banquet.		✓			
Recognition of your company in keynote speaker article in NAED's weekly e-newsletter, <i>Newsline</i> .	✓				
Recognition of your company in the NAED Awards Banquet article in NAED's weekly e-newsletter, <i>Newsline</i> .		✓			
Your company's banner ad featured 4 times (Feb. – May) in NAED's weekly e-newsletter, <i>Newsline</i> .	✓	✓			
One complimentary registration for a first-time attendee from your company. (Value: \$849)	✓	✓			
Acknowledgement in invitation e-letter from NAED Chairman of the Board.	✓	✓	✓		
50-word profile with your logo on the online sponsor page of the Summit website.	✓	✓			
25-word profile with your logo on the online sponsor page of the Summit website.			✓		
Complimentary tickets and reserved table with premium location at the NAED Awards Banquet. (Ticket value: \$89 per person=\$712 per table)	✓ 2 Tables (16 seats)	✓ 2 Tables (16 seats)	✓ 1 Table (8 seats)		
Sponsorship recognition on hanging wall banner at the Summit.	Logo	Logo	Logo	Logo	
Your sponsorship acknowledged in press release to NAED members and trade press nationwide.	✓	✓	✓	✓	
Recognition in Sunday's General Session PowerPoint introduction.	Logo	Logo	Logo	Name Only	
Recognition in all pre-conference promotional materials.	Logo	Logo	Logo	Logo	Name Only
Recognition online on the Summit's website for 3 months.	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Name Only
Your sponsorship featured in marketing campaigns.	Logo	Logo	Logo	Logo	Name Only
Recognition on signage at the registration area and Strategic Planning Booth Sessions.	Logo	Logo	Logo	Logo	Name Only
Sponsor level recognition badge ribbons for all of your employees in attendance.	✓	✓	✓	✓	✓
Recognition in on-site conference pocket schedule.	Logo	Logo	Logo	Logo	Name Only
Recognition in the NAED Awards Banquet Program.	Logo	Logo	Logo	Logo	Name Only

ADDITIONAL SINGLE SPONSORSHIPS OFFERED

THE DAILY SUMMIT NEWSLETTER ADVERTISEMENT \$10,000 (1 sponsorship offered)

Have your company or new product advertisement in *The Daily Summit* newsletter that will be delivered Sunday and Monday morning to each attendee's room. The newsletter will be two-sided, 4-color and allow a sponsor to be the only featured advertiser on the page.

Sponsor receives:

- Recognition on the online sponsorship page
- Your company logo and custom advertisement in the newsletter
- Sunday and Monday room drop delivery of newsletter to all NAED guest rooms

HOTEL ROOM KEYS \$10,000 (1 sponsorship offered)

Your company will stand out with high visibility exposure literally thousands of times during the course of the three-day conference.

Sponsor receives:

- Your logo or specially designed advertisement printed on the front of Summit attendees' hotel room keys, co-branded with NAED logo.

GENERAL SESSION BREAKS: \$6,000 (2 sponsorships offered)

Sunday morning coffee break –or– Monday morning coffee break

Sponsor receives:

- Your company logo (2-color) recognition on napkins
- Your company logo (2-color) displayed on signage near the event
- Your company name recognized on Summit Sponsor signage
- Special mention during the General Session

SPONSOR A DISTRIBUTOR TO ATTEND THE SUMMIT \$5,000 (6 sponsorships offered)

Want to see even more distributors at the Summit? Now you can do something about it. Show your support for the industry by sponsoring one or more distributors to attend. Sponsoring a distributor will provide: 1 airline ticket (up to \$400); 3 nights hotel stay (April 30 - May 3) at the Hilton San Diego Bayfront; 1 Summit registration fee; and 2 tickets to the Awards Banquet.

Sponsor receives:

- Your company logo included on the online sponsor page
- Customized signage at the Summit
- Bring a first time attendee from your company and their registration fee will be complimentary. (\$849 value)

Note: You may elect to hold your own drawing for your distributor customers to win a "Hosted Trip to NAED's National Electrical Leadership Summit." If you prefer to be an anonymous sponsor, please note that on your sponsorship form.

MORE
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SINGLE SPONSORSHIPS (CONTINUED)



SPONSOR A DISTRIBUTOR TO ATTEND ONE OF NAED'S SUMMER NICHE CONFERENCES

\$5,000 (6 sponsorships offered)

Show support to your distributor partners by sending one of their employees to an NAED Niche Conference. Your selected distributor will receive complimentary airfare (up to \$300), hotel (conference dates only) and registration. Select from:

- Women in Industry Forum - June 5-8, 2011
- LEAD Conference - July 21-24, 2011
- AdVenture Marketing Conference - August 15-17, 2011
- HR & Training Conference - September 19-21, 2011

Sponsor receives:

- Your company logo included on the online sponsor page for the Summit
- Your company listed on signage at the selected conference
- Your company will receive a "Buy One, Get One Free" registration to that same conference so you can have your own representatives in attendance with the distributor winner.

COMPLIMENTARY IN-ROOM INTERNET ACCESS \$5,000 (2 sponsorships offered - 1 for Sunday, 1 for Monday)

Let all distributor attendees be your guest on the world-wide web, from the comfort of their hotel rooms, by treating them to one day of free in-room Internet access.

Sponsor receives:

- Company name recognition on distributor check-in notes giving your company credit for the free day of Internet access
- Company name recognition on the online brochure sponsor page
- Company name recognized on Summit sponsor signage

GIVE GREEN TO GO GREEN—A sponsorship that gives back to the environment by offsetting our event's carbon footprint \$5,000 (1 sponsorship offered)

Demonstrate your company's green commitment to your trading partners by helping to offset the National Electrical Leadership Summit's carbon footprint. Based on anticipated air and auto travel emissions, energy use in hotel rooms, and the event itself, the total carbon footprint impact could be as much as 568,325 lbs. of CO₂ or more

This sponsorship will help to fund either an emissions reduction project such as a farm power project to capture the methane from landfills and use it by generating electricity, sending purified gas to industrial end-users, or supporting a wind farm.

Sponsor receives:

- Recognition on the online sponsorship page
- Your company name listed on signage at the Summit
- Your company's sponsorship featured in a story on tED GreenRoom website

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SINGLE SPONSORSHIPS (CONTINUED)



USB MEMORY STICK FLASH DRIVE \$5,000 (2 sponsorships available)

- Bamboo Casing** - Save the earth and store data too. These bamboo encased flash drives will be a big hit with distributors. Available in 512 MB; 1, 2, 4 GB and up. Pricing includes one color imprint. Size: 2 3/8" long. Imprint area: 1 1/2" w x 3/4" h.



OR



- Light Bulb** - Promote energy conservation with this CFL light bulb shaped USB drive. Available in 512 MB; 1, 2, and 4 GB memory. Pricing includes one color imprint on the bottom portion of the bulb.

Sponsor receives:

- > Your company logo included on the online sponsor page
- > Your company logo on the USB memory stick
- > Complimentary insertion into tED room drop bag



DISTRIBUTOR CHAIR MASSAGES \$5,000 (1 sponsorship available)

Treat your distributors to chair massages upon arrival Saturday afternoon during registration hours 1:00 - 6:00 PM. After a long day of stressful travel, having a complimentary 5-minute stress relieving shoulder and back massage will make your company quite popular. Sponsorship includes 3 professionally trained massage therapists for 5 hours.

Sponsor receives:

- > Signage at massage station
- > Company name recognition on the online Summit sponsor page
- > Massage therapists will wear your logo shirts (sponsor supplies shirts)



HILTON BAYFRONT HOTEL CHANNEL \$1,500/day (3 days for 1 sponsor or 3 sponsors for 1 day each)

Have a new product or advertisement you'd like to promote on the hotel's closed circuit TV channel during the conference? NAED will promote your ad to our attendees and direct them to watch for the commercial running on a continuous loop throughout the conference. Simply load your content onto a DVD as one .avi file with no menu and ship to NAED.

Sponsor receives:

- > Recognition on the online sponsorship page
- > Your company name listed on signage at the Summit
- > Your DVD advertisement played on a loop during the conference

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SINGLE SPONSORSHIPS (CONTINUED)

TED MAGAZINE AWARD EVENT PROGRAM \$7,500 (2 sponsorships available)

Featuring the NAED Summit award recipients, with special coverage of the Arthur W. Hooper Lifetime Achievement award winner, the closing function program is a great way to have the last word in sponsorship. Typically a 10-12 page commemorative, the special publication features the event program and award winners for the evening. Sponsors receive logo placement on the cover and a full-page ad in the supplement. Two sponsorships are available at \$7,500 each, or one single company sponsorship may be purchased for \$13,500.

TED MAGAZINE COVER COMMEMORATIVE \$7,500 (1 sponsorship available)

At the National Electrical Summit, a one-of-a-kind commemorative puts conference attendees on the cover of their favorite industry magazine and reminds them of the event for years to come. With your logo on the cover, you too, can extend your brand to conference attendees long past the close of the conference. Sponsorship includes the personalization of the covers with your logo and company name inclusion in the cover headline.

TED MAGAZINE ROOM DROP

At each NAED regional conference and National Summit, tED magazine delivers its current issue and one literature piece to the hotel rooms of NAED members for \$750 per meeting for non-advertisers.

For advertisers, the rate is based on scheduled program; please contact your tED Account Executive to schedule a room drop.

DEADLINE TO SUBMIT SPONSOR FORM, PAYMENT, PREFERRED URL FOR HOT LINK ON THE NATIONAL ELECTRICAL LEADERSHIP SUMMIT WEBSITE, AND HIGH-RESOLUTION LOGO TO NAED IS DECEMBER 1, 2010.

2011 National Electrical Leadership Summit Sponsorship Form

**MY COMPANY
WOULD LIKE
TO PARTICIPATE
AS A:**

- Diamond Level Sponsor** \$26,000 (2 offered)
 #1 Keynote Speakers at General Session
 #2 Special Guest/Entertainer at the NAED Awards Banquet
 Platinum Level Sponsor \$16,000 (8 offered)
 Gold Level Sponsor \$11,000 (10 offered)
 Silver Level Sponsor \$6,000 (12 offered)

**ADDITIONAL
SINGLE
SPONSORSHIPS**

(Check one or more of the following)

- The Daily Summit Newsletter Advertisement** \$10,000 (1 offered)
 Hotel Room Keys \$10,000 (1 offered)
 General Session Coffee Break \$6,000 (2 offered—Select one)
 Sunday Morning Coffee Break Monday Morning Coffee Break
 Sponsor a Distributor to Attend the Summit \$5,000 (6 offered)
 Sponsor a Distributor to Attend a Niche Meeting \$5,000 (6 offered - select conference)
 Women in Industry Forum - June 2011
 LEAD Conference - July 2011
 AdVenture Marketing Conference - August 2011
 HR & Training Conference - September 2011
 Complimentary In-Room Internet Access \$5,000 (2 offered)
 Give Green to Go Green—Offset the Summit's Carbon Footprint \$5,000 (1 offered)
 USB Memory Stick Flash Drive \$5,000 (2 offered—Select one)
 Bamboo Casing Light Bulb
 Distributor Chair Massages \$5,000 (1 offered)
 Hilton Bayfront Hotel Channel \$1,500/day (3 days for 1 sponsor or 3 sponsors for 1 day each)
 Saturday, April 30 Sunday, May 1 Monday, May 1
 tED Magazine Award Event Program \$7,500 (2 offered)
 tED Magazine Cover Commemorative \$7,500 (1 offered)
 tED Magazine Room Drop \$750

HOW TO SUBMIT YOUR COMPANY LOGO & URL

Email your URL and a full-color, high-resolution (300 dpi or greater) logo to Eve Angel at eangel@naed.org in one of these formats: TIF, JPEG, or EPS
**NO LATER THAN
DECEMBER 1, 2010**

NOTE: NAED reserves the right to approve all artwork.

Deadline to submit sponsor form, payment, preferred URL for hot link on Summit website, and high resolution logo to NAED is December 1, 2010.

**COMPANY
INFORMATION**

FAX FORM TO 314.991.3060 – or – SCAN TO: EANGEL@NAED.ORG

Company Name: _____
 (As you would like it to appear in print)

Contact: _____ E-mail: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

**PAYMENT
INFORMATION**

SPONSOR FEE DUE: \$ _____

PLEASE CHECK ONE:

Check made payable to NAED.

Mail to NAED, Attn: Conference Dept., 1181 Corporate Lake Drive, St. Louis, MO 63132

Charge to: VISA MasterCard AMEX Discover

Card # _____ Exp. Date: _____ CVV: _____ (required)

Cardholder's Name and Signature _____