2017 National Meeting
Sponsorship Opportunities
MAY 3-6, 2017 - BOSTON MARRIOTT COLEY PLACE - BOSTON, MASS.

SPONSORSHIP DEADLINE: JANUARY 20, 2017
For more information, please contact NAED at (314) 991-9000 or nationalreg@naed.org.
MEMBERS ONLY

2017 National Meeting Sponsorship Opportunities

*Drive more business at the upcoming NAED National Meeting! By sponsoring this premier industry event, 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 in reserving your spot!

Marketing benefits of investing in high visibility sponsorship opportunities* include:
- 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 National and in front of 28,000 readers of tED magazine

Deadline to submit sponsor forms, payment, preferred URL on the National Meeting website and high resolution logo to NAED is January 20, 2017.

Diamond
$29,000
Choose from one of three available sponsorships:
[1] General Session Keynote Speaker
[2] NAED Annual Awards Breakfast
[3] Closing Dinner & Celebration

Gold
$13,000
12 sponsorships available

Silver
$7,500
12 sponsorships available

Platinum
$18,500
8 sponsorships available

*Sponsors will have an additional advertising opportunity in the April issue of tED magazine for a 50% discount.
To qualify for the 50% discount on additional page(s) the sponsor’s 2017 annual ad campaign must be equal to or greater than their 2016 ad campaign.
# 2017 National Meeting
## Sponsor Recognition Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>*DIAMOND $29,000</th>
<th>*PLATINUM $18,500</th>
<th>*GOLD $13,000</th>
<th>*SILVER $7,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special recognition at the General Session - Your CEO will introduce the keynote speaker on Thursday, May 4</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Your company will &quot;OWN THE STAGE&quot; with your company logo displayed on stage during the General Session</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>If the keynote speaker has a book, it will include a co-branded bookmark with both NAED and your company logos</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition of your company in articles about the keynote speakers, award winners, or closing event in NAED's e-newsletter, <em>Newsline</em></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Special recognition at the NAED Annual Awards Breakfast on the morning of Friday, May 5</td>
<td>SOLD OUT</td>
<td>SOLD OUT</td>
<td>SOLD OUT</td>
<td>SOLD OUT</td>
</tr>
<tr>
<td>Your company will &quot;OWN THE STAGE&quot; with your company logo displayed on stage during the NAED Annual Awards Breakfast</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition of your company in NAED Annual Awards Program and promotional articles in NAED's bi-monthly e-newsletter <em>Newsline</em></td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Your company will &quot;OWN THE STAGE&quot; with your company logo displayed on stage during the Closing Dinner &amp; Celebration</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Your guests will have a photo opportunity with the feature keynote speaker, award winners, or entertainment (Maximum of 8 individuals)</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Your company's name featured four times (February through May) in NAED's bi-monthly e-newsletter, <em>Newsline</em></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One complimentary registration for a first-time attendee from your company (Value: $1,025)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>50-word profile with your logo and website on the sponsor section of the National Meeting's website</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>25-word profile with your logo and website on the sponsor section of the National's website</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Your staff and guests will have reserved seating at the General Session, the NAED Annual Awards Breakfast, and the Closing Dinner &amp; Celebration</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓</td>
<td>✓ ✓ ✓ ✓ ✓ ✓</td>
</tr>
<tr>
<td>Sponsorship recognition on wall banner at the National</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name Only</td>
</tr>
<tr>
<td>Your sponsorship acknowledged in press release to NAED Members and trade press nationwide</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓</td>
<td>✓ ✓ ✓ ✓ ✓ ✓</td>
</tr>
<tr>
<td>Recognition in the General Session PowerPoint introduction</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name Only</td>
</tr>
<tr>
<td>Recognition in all pre-conference promotional materials</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name Only</td>
</tr>
<tr>
<td>Recognition online on the National's website for 3 months</td>
<td>Logo &amp; Link</td>
<td>Logo &amp; Link</td>
<td>Logo &amp; Link</td>
<td>Name Only</td>
</tr>
<tr>
<td>Your sponsorship featured in ongoing NAED marketing campaigns</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name Only</td>
</tr>
<tr>
<td>Recognition on signage at the registration area and Strategic Planning Booth Sessions</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name Only</td>
</tr>
<tr>
<td>Sponsor level recognition badge ribbons for all of your employees in attendance</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓</td>
<td>✓ ✓ ✓ ✓ ✓ ✓</td>
</tr>
<tr>
<td>Recognition in on-site conference pocket schedule</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name Only</td>
</tr>
</tbody>
</table>

*Renewing sponsors receive discounted 2016 pricing shown on last page.*

FOR MORE INFORMATION, OR TO RESERVE A SPONSORSHIP, CONTACT NAED AT 314-991-9000 OR NATIONALREG@NAED.ORG
Single Sponsorship Opportunities

**HOTEL ROOM KEYS: $12,550 (1 sponsorship available)**
Your company will stand out with high-visibility exposure literally thousands of times during the course of the conference.

**Sponsor receives:**
- Your logo printed on the front of National attendee's hotel room keys, co-branded with NAED logo

**REFRESHMENT BREAKS: $4,000 (4 sponsorships available)**

**Sponsor receives:**
- Your company logo on napkins at the selected event
- Your company name displayed on signage near the selected event
- Your company name included on our National Meeting's website
- Special mention during the General Session and/or during the Booth Sessions

**WOMEN IN INDUSTRY LUNCHEON/SPEAKER: $4,000 (1 sponsorship available)**
Thursday afternoon luncheon attended by more than 40 of the industry's top female leaders.

**Sponsor receives:**
- Your company name displayed on signage at the event
- Your company name included on our National Meeting's website
- If the speaker has a book, bookmarks customized with company logo

**GIVE GREEN TO GO GREEN - Sponsorship to help offset the Event's Carbon Footprint:**
$5,250 (1 sponsorship available)
Demonstrate your company's green commitment to your trading partners by helping to offset the National'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 390 metric tons of CO2 (equivalent to removing 74 cars from the US roads for one year). 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:**
- Your company logo included on the National Meeting's website
- Custom signage announcing this sponsorship and your support to saving energy
- Framed certificate of authenticity for your office

**tED MAGAZINE:**
$3,500 (1 sponsorship available)
*Awards Breakfast Program Sponsorship*
This publication features the Arthur W. Hooper Lifetime Achievement Award and the NAED National award recipients. The sponsor will have their logo on the front cover and a full-page ad on the back cover.

$1,000 (2 sponsorships available) *1 Sponsorship Remains*
With your ad on the inside front or back cover, you can extend your brand to conference attendees long past the close of the conference. Sponsorship includes either a full page ad on the inside front cover or a full page ad on the inside back cover.

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SPONSORSHIP FORM

MY COMPANY WOULD LIKE TO PARTICIPATE AS A:

<table>
<thead>
<tr>
<th>SPONSOR LEVEL</th>
<th>NUMBER AVAILABLE</th>
<th>2017 STANDARD PRICE</th>
<th>2016 RENEWING SPONSOR PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>SOLD OUT</td>
<td>$12,850 (1 available)</td>
<td>$12,650 (1 available)</td>
</tr>
<tr>
<td>Platinum</td>
<td>8 available</td>
<td>$18,500</td>
<td>$18,150</td>
</tr>
<tr>
<td>Gold</td>
<td>12 available</td>
<td>$13,000</td>
<td>$12,650</td>
</tr>
<tr>
<td>Silver</td>
<td>12 available</td>
<td>$7,500</td>
<td>$7,150</td>
</tr>
</tbody>
</table>

ADDITIONAL SINGLE SPONSORSHIPS (CHECK ONE OR MORE OF THE FOLLOWING)

- Hotel Room Keys: $12,850 (1 available)
- Refreshment Breaks: $4,000 (4 available - select one)
  - [1] Thursday Morning General Session Coffee Break
  - [2] Thursday Afternoon Refreshment Break at the Booth Sessions
  - [3] Friday Morning Coffee Break
  - [4] Friday Afternoon Snacks at the Booth Sessions
- Women in Industry Luncheon & Speaker: $3,850
- Give Green To Go Green: Offset the National’s Carbon Footprint: $5,250 (1 available)
- tED Magazine:
  - $3,500 Annual Awards Breakfast Program (1 available)
  - $1,000 Full page ad - inside front cover (1 available)
  - $1,000 Full page ad - inside back cover (1 available)

PAYMENT INFORMATION

SPONSOR FEE DUE: ________________________________

- Check made payable to NAED
- Charge to:
  - VISA  MasterCard  AMEX  Discover

Card #: ________________________________

Exp Date: __________________________ CCV: ____________ (required)

Cardholder’s Name and Signature: __________________________________________

COMPANY INFORMATION (PLEASE TYPE OR PRINT YOUR INFORMATION CLEARLY)

Company Name: ________________________________

Contact: ________________________________

Address: ________________________________

City: __________________ State: ______ Zip: ________

Email: ________________________________

Phone: __________________ Fax: __________

HOW TO SUBMIT YOUR COMPANY LOGO & URL: Email your URL and a full color, high-resolution (300 dpi or greater) logo to nationalreg@naed.org in one of these formats: TIF, JPEG or EPS no later than January 20, 2017. NOTE: NAED reserves the right to approve all artwork.

*Updated: Jan 3, 2017