

## The National Association of Manufacturers

# 2013 Sponsorship Opportunities

The National Association of Manufacturers (NAM) is the leading voice and advocate for manufacturers in the United States. As an association committed to advancing the manufacturing agenda, we have a membership of more than 11,000 companies, as well as vertical and allied trade associations. Partnering with the NAM by sponsoring various events provides access to C-level corporate executives at NAM member companies, networking opportunities with industry experts and exclusive invitations to presentations by internationally renowned speakers, politicians and tastemakers. Our sponsorship opportunities are multi-tiered and provide numerous marketing options for organizations, such as signature event sponsorships, print and electronic publication advertisements, speaking opportunities and more. Listed below are the 2013 sponsorship and promotional branding opportunities.

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## MULTI-TIERED SPONSORSHIP OPTIONS

*Multi-tiered C-level manufacturing executive sponsorship packages are designed for companies interested in marketing their services to NAM members. These packages include events and conferences that occur in the spring, summer and fall to ensure that companies can execute marketing initiatives throughout the calendar year.*

### Events Summary

- Spring 2013 NAM Board of Directors Meeting, March 13–15, 2013, Boca Raton Resort & Club, Boca Raton, Fla.
- NAM *Manufacturing Summit*, June 19–20, 2013, Hyatt Regency Washington on Capitol Hill, Washington, D.C.
- Fall 2013 NAM Board of Directors Meeting, October 1–3, 2013, The Mayflower Hotel, Washington, D.C.

### Sponsorship Levels: Silver, Gold and Platinum

#### Silver Sponsorship: \$25,000

Number of opportunities available: one

#### Sponsorship Benefits:

- Invitation for two of your staff members to attend all receptions and meals for both Board meetings and/or *Summit*
- Option of hosting a table/booth for duration of Board meetings and/or *Summit*
- Name and logo on all Board meeting and/or *Summit* promotional signage and/or in printed materials (Board planning book, event programs,\* etc.)
- Sponsorship of java café stations (coffee breaks\*) during both NAM Board meetings
- Verbal acknowledgement from NAM leadership for sponsorship of the Small and Medium Manufacturers (SMM) reception and dinner;
- Presentation of five-minute vignettes to share company mission, services or product offerings with attendees
- Optional hotel room drop at distribution cost\*

*\*Available at Board meeting.*

## **Gold Sponsorship: \$35,000**

Number of opportunities available: one

### Sponsorship Benefits:

- Invitation for up to three of your staff members to attend all receptions and meals for both Board meetings and/or *Summit*
- Option of hosting a table/booth for duration of Board meetings and/or *Summit*
- Name and logo on all Board meeting promotional signage and at company-sponsored conferences/events and/or in print materials (Board planning book, event programs,\* etc.)
- Two months of advertising (banner ad) in *Capital Briefing*
- Advertisement in *Member Focus*
- Verbal acknowledgement from NAM leadership for sponsorship of the opening plenary session and luncheon at the Spring 2013 NAM Board of Directors Meeting
- Verbal acknowledgement from NAM leadership for sponsorship of the opening Board dinner and reception at the Fall 2013 NAM Board of Directors Meeting
- Presentation of five-minute vignettes to share company mission, services or product offerings with attendees at sponsored events
- Optional hotel room drop at distribution cost\*

\*Available at Board meeting.

## **Platinum Sponsorship: \$75,000**

Number of opportunities available: one

### Sponsorship Benefits:

- Invitation for up to five of your staff members to attend all receptions and meals for both Board meetings and *Summit*
- Option of hosting a table/booth for duration of events and conferences
- Name and logo on all Board meeting and *Summit* promotional signage and at company-sponsored conferences/events and/or in print materials (Board planning book, event programs,\* etc.)
- Three months of advertising in *Capital Briefing*
- Advertisement in *Member Focus*
- One month of sponsorship of the *Monday Economic Report*
- Verbal acknowledgement from NAM leadership for sponsorship of the opening plenary session and luncheon at the Fall 2013 NAM Board of Directors Meeting
- Verbal acknowledgement from NAM leadership for sponsorship of the opening Board dinner and reception at the Spring 2013 NAM Board of Directors Meeting
- Verbal acknowledgement from NAM leadership for sponsorship of the *Summit* breakfast
- Exclusive sponsorship of co-branded webinar
- Presentation of five-minute vignettes to share company mission, services or product offerings with attendees at sponsored events
- Optional hotel room drop at distribution cost\*

\*Available at Board meeting.

## PROMOTIONAL & BRANDING OPPORTUNITIES

### **Technology Sponsor: \$10,000**

Number of opportunities available: one\*

As the 2013 technology sponsor, your organization will be the exclusive sponsor of the Board meeting mobile software application and the Cyber Café. Your organization will enjoy exclusive banner advertisement placement on the sponsor app available to more than 350 attendees. Available for iPad, iPhone, Android and BlackBerry users, your brand will be included on the go-to mobile resource from which our attendees will access schedules, planning materials, speaker bios, hotel information and more. Additionally, your organization will be the exclusive sponsor of the Cyber Café laptop and charging stations and enjoy numerous promotional considerations, including your organization's logo placement on stations, promotional signage and brochure display in the charging areas. Attendees can charge up their devices and grab your organizational brochure before heading off to the next meeting session.

#### Sponsorship Benefits:

- Hyperlinked banner ad to drive traffic to your website or special URL
- Exclusive sponsor for smartphone app used at both NAM Board meetings
- Acknowledgement from NAM leadership as exclusive technology sponsor
- Logo placement on charging stations
- Exclusive sponsorship of the cyber café charging stations
- Promotional signage in station area
- Brochure display
- Acknowledgement of sponsorship by NAM leadership during Board events

*\*Sponsorship opportunities are available at both Board meetings.*

Please contact NAM Director for Marketing and Sponsorships Wendy McIntyre at (202) 637-3197 or [wmcintyre@nam.org](mailto:wmcintyre@nam.org) for NAM sponsorship inquiries.