



NECA 2008
CHICAGO



SPONSORSHIP OPPORTUNITIES

Additional Sponsor Benefits

- **Company name and logo on a video loop at each General Session**
- **Special signage in the lobby**
- **Recognition signage in your trade show booth**
- **NECA convention website listing with company name and logo**
- **Increased exposure to thousands of decision-makers**

October 4-7, 2008

Sail Above the Crowd at NECA 2008 Chicago!

Sponsorships offer your company the opportunity to stand out! They provide proactive marketing solutions that bring valuable focus and positive exposure to your company brand and image.

Through sponsorships, you reach key customers and qualified prospects in a professional B2B setting. Sponsorships tell a solid message of your commitment to the industry and your understanding of the electrical contractors' role as your customer. Tell your story at **America's Leading Power System, Lighting & Cabling Exposition** in a big way!

Benefit from Select Marketing Opportunities

If your goals include:

- Driving Sales
- Enhancing Brand Awareness
- Strengthening Customer Relationships
- Differentiating your Product/Service from your Competitor's

then you need to read on! NECA has put together a comprehensive package of sponsorship opportunities offered exclusively to **NECA 2008 Chicago** Show exhibitors!

McCormick Place • Lakeside Center • Chicago • www.necaconvention.org

Exclusive 2008 Sponsorship Opportunities

Circle Bar—Party at the Pier

\$30,000

Your company will be front-and-center at the main bar at our opening bash! Sponsor receives logo napkins, wait staff wears your t-shirts, signage, and a signature drink, plus five complimentary tickets!

Convention Bags

\$17,500

Put your name in EVERY NECA 2008 attendees hand! Your logo will be on every souvenir tote bag. (Price based on exclusive sponsorship.)

Lanyards

\$10,000

Everyone could be wearing your company name! Have your company name and logo printed on every badge for all attendees to wear to all NECA events and into the NECA Show.

Party at the Pier!

\$15,000 per culinary station/\$10,000 per thirst station

Be the first to make a lasting impression by hosting a thirst station or a themed food station during our opening celebration at famed Navy Pier. In addition to full bars, we will offer wine tasting stations featuring selections from various US regions, a tequila bar and a martini bar. You will receive signage at sponsored stations with your company logo and five complimentary event tickets.

Pink Flamingos

\$20,000

Your company is front-and-center when you introduce the entertainment at the Party at the Pier! Includes signage and five event tickets.

More sponsorship opportunities available!

NEW!

Renew, Revitalize & Re-hydrate

\$12,500

As NECA goes green, we want to discourage the use of bottled water while we encourage everyone to drink more fluids during the Convention and Show. “Green” your company’s image by sponsoring this new program. Every attendee will receive a high quality reusable water bottle with your company name and logo in the official convention tote. They can fill it up again and again at water coolers located throughout McCormick Place. Ensure high visibility in Chicago and back on the jobsite!

NEW!

Morning Coffee Station

\$7,500

Sponsor a morning pick-me-up and put your name in front of electrical contractor owners and key-decision makers during the unparalleled education programs during the NECA Convention. Whether it’s a coffee break for the Pre-Convention workshop attendees or the Management Seminars, your company will benefit from on-site signage. Starbucks Coffee is available upon request.

Internet Stations

\$6,000 per sponsor (4 sponsorships available)

Everyone lives in the electronic age these days. NECA attendees will think of your company every time they check their email at one of the two Internet Stations on the Show Floor. Sponsorship includes an Internet Station with two computers. Your company name and logo will appear on the sign above the Station driving traffic to the location, and on the screen savers for maximum visibility.

Contact Mickey today to receive your Sponsorship

Golf Challenge Event

\$6,000

Everyone has fun trying to shoot a hole-in-one! Sponsor this NECA Show Favorite! When attendees are trying their luck at winning a new car, they will see your company name and logo on all score-cards and on the banner hanging above the Golf Challenge, clearly visible around the show floor.

Golf Challenge Supporter

\$1,000 (20 sponsorships)

Drive more traffic to your booth. As a Golf Challenge Supporter, attendees must visit your booth to receive the required stamp to take part in the Golf Challenge. Scorecards with your company name and logo are distributed to every attendee. **ONLY 10 SPONSORSHIPS STILL AVAILABLE!**

Convention Bag Insert

\$3000 per insert

Place new product a, show specials, and demonstrations—or just drive more traffic to your booth—with an insert in the official convention tote bag. *Limited to the first 10 sponsors.*

Hanging Banners

\$2,500–\$10,000

Take advantage of the popular NECA food court area located right on the show floor. Drive traffic to your booth (priced by sq. ft.).

NECA Show Map / On-Site Directory

\$1,200–\$5,000

Feature your company on the Show Map that is distributed to all attendees! It is filled with useful information both on and off the show floor. Each sponsor receives company name and logo on the map. Visit www.necaconvention.org to view a sample of this product.

Application—301-215-4552 or mickey@necanet.org

Reach the NECA Decision-Maker

- **32** of the nation's top 50 electrical contractors are NECA members (*2006 Engineering News-Record report*)
- Over **43%** of electrical contractor revenue now comes from their involvement in design/build projects.
- More than **80%** of NECA convention and show attendees are presidents, owners, partners, or corporate officers of their electrical construction firms.

Custom Sponsor Packages

Create the sponsorship program that fits your needs. Increase your company's visibility by packaging opportunities throughout the NECA 2008 Chicago Convention and Show. **For example**, bundle the Golf Challenge, the back cover of the Map, and a Coffee Break during the Management Seminars. Choose what works for you! You receive a BIG discount and HUGE boost in visibility by selecting several options at once.

2008 Sponsorship Levels

Platinum	\$50,000 and up
Diamond	\$25,000 - \$50,000
Gold	\$15,000 - \$25,000
Silver	\$7,500 - \$15,000
Bronze	\$3,500 - \$7,500

CALL TODAY—several companies have already committed to sponsorships!
Contact Mickey at 301-215-4552 or mickey@necanet.org!