



CREATE CONNECTIONS THAT MATTER

MEDIA KIT

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NACE.net





INFLUENCE OF NACE

NACE is the premier destination for catering and event professionals of all backgrounds, specialties, and experience levels. Our members are a passionate and vibrant community of innovators, organizers, and creators who look to us for resources and networks that help them thrive. We provide education, certification and a network of resources for members in all segments of the catering and events industry.



NACE NEWS
NEWSLETTER

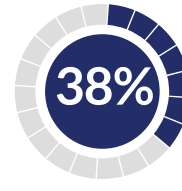
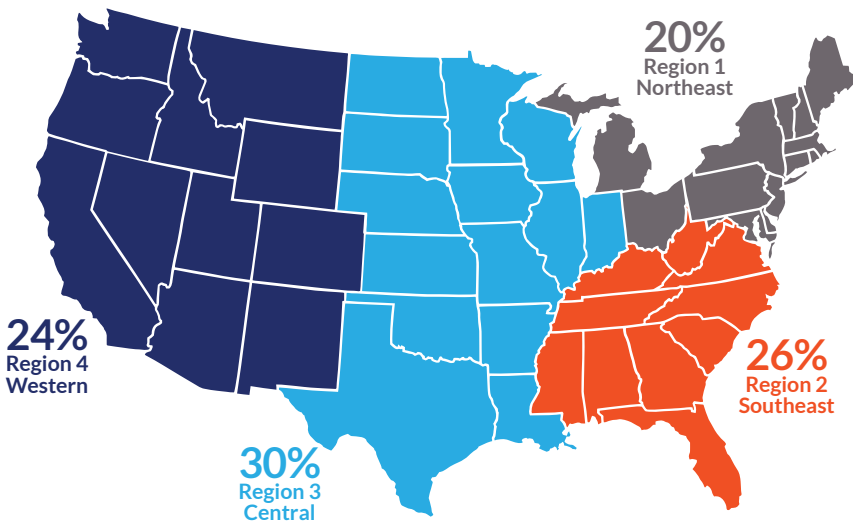
WHY ADVERTISE

- Catering industry revenue is expected to grow at an annual rate of 1.8% over the next five years. That's an increase of \$11.8 billion.*
- On average, the catering and events industry makes a profit of and events industry on average makes a profit of \$732 million a year.
- NACE represent 3,400+ professionals
- Planners make up more than 40% of NACE members
(Planners include event planners, meeting planner, corporate planners, non-profit planners and wedding planners).
- 1,400 NACE Members work in the catering industry
- 26% of NACE members are event suppliers
(Suppliers include photographers, florists, entertainment, rental and decor companies, etc.)

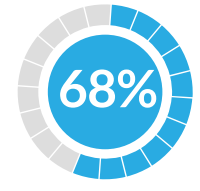
*Source IBIS Report 72232

NACE MEMBERSHIP AT-A-GLANCE

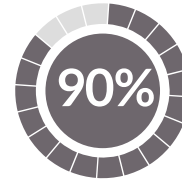
42 Chapters Nationwide | 3,400 Members and Growing



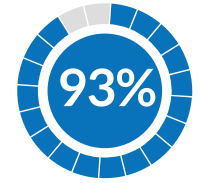
Decision Makers



Catering & Event Professionals



Of Members look to NACE as their main resource for tools and education



Influencers

Region 1 - Northeast

Boston
Columbus
Greater Cincinnati
Greater Detroit
Greater Washington, DC
Baltimore
Maine
Philadelphia/S. Jersey/Delaware

Region 2 - Southeast

Richmond
Appalachian
Charlotte
Triangle (Raleigh/Durham/Research Triangle Park)
Greater Atlanta
Nashville
Northeast Florida (Jacksonville)
Orlando
Greater Broward and The Palm Beaches
Greater Miami and the Beaches
Tampa Bay Area

Region 3 - Central

Capital Area of Wisconsin (Madison)
Southern Wisconsin
Greater Chicago
Twin Cities
Greater Omaha
New Orleans
Alamo (San Antonio)
Austin
Dallas/Ft. Worth
Houston
Greater Denver

Region 4 - Western

Phoenix
Las Vegas
Reno/Tahoe
Greater Palm Springs
Sacramento
San Diego
Silicon Valley (San Jose)
Ventura
Greater Seattle
Tacoma/South Puget Sound
Hawaii
Anchorage

NACE MEMBERSHIP

OVER 500

Attend the Experience Conference where they receive education and celebrate innovation

40% Are event, meeting, corporate, non-profit, and wedding planners

20% Work directly for Hotels & Resorts

1,400+ Work in the catering industry

Members join NACE for industry education, networking, and certification



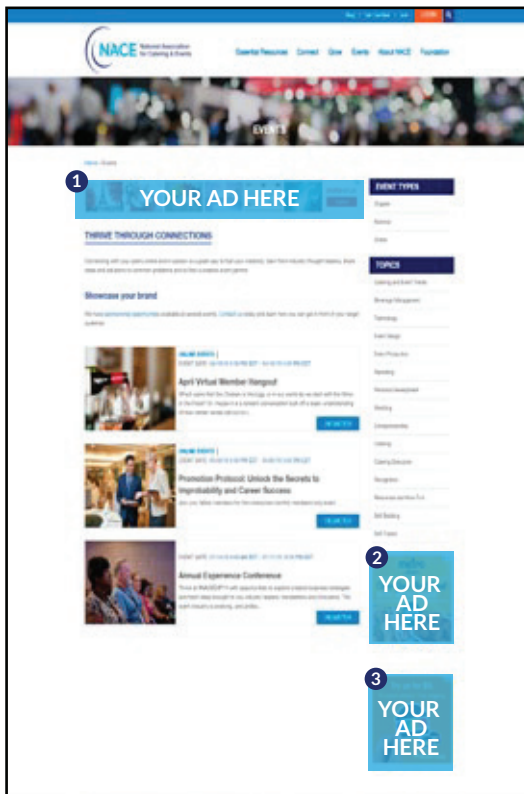
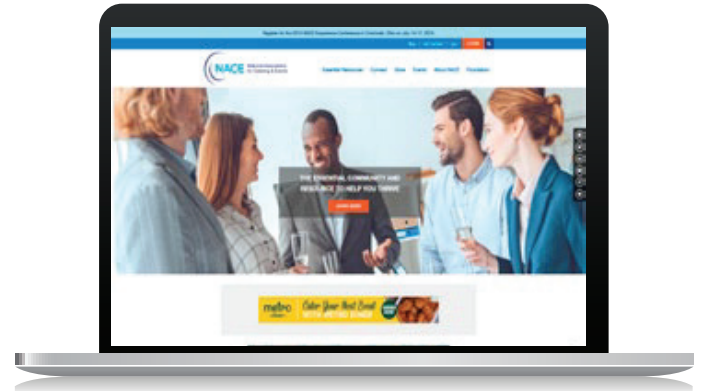
NACE HOMEPAGE

Advertising on the www.nace.net

Advertising on the NACE website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to NACE-website to connect with their peers and access essential resources that help grow their businesses. Advertising on the NACE website offers several cost-effective opportunities to position your company as a leader in front of an influential group of catering and event professionals.

Why invest in an ad on the NACE website?

- Stand out: We limit ads on NACE's homepage, so your business is sure to be noticed.
- Advertising on the NACE website translates to brand recognition for your business.
- Help your buyers choose you: Direct visitors to the promotion, blog post, product info, video or microsite that will help decision-makers learn about you best.
- On average, the NACE website gets over 20,000 unique users each month.



1 Top Leaderboard | 970x90

12 Months | \$2,500 6 Months | \$1,350 3 Months | \$750

Only one spot available - 4 Rotations

2 1st Rectangle | 300x250

12 Months | \$1,850 6 Months | \$1,000 3 Months | \$550

Only one spot available - 3 Rotations

3 2nd Rectangle | 300x250

12 Months | \$1,500 6 Months | \$800 3 Months | \$450

Only one spot available - 3 Rotations



NACE NEWSLETTERS

Now more than ever, professionals consume information on the go. Our electronic newsletters allow members to stay informed about timely industry topics and NACE news, whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- NACE offers three eNewsletters: NACE News, NACE Bites, and Chapter Leader News for you to target your audience
- In addition to NACE members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other NACE publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Limited available ad space makes each position exclusive



1 Sponsored Content 1

12 Months | \$2,700 6 Months | \$1,450 3 Months | \$750

- Only one spot available – NO ROTATION
- Located between popular sections of the eNewsletter

2 Rectangle Row 1

12 Months | \$2,500 6 Months | \$1,350 3 Months | \$700

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

3 Sponsored Content 2

12 Months | \$2,250 6 Months | \$1,150 3 Months | \$650

- Only one spot available – NO ROTATION
- Located between popular sections of the eNewsletter

4 Rectangle Row 2

12 Months | \$1,675 6 Months | \$850 3 Months | \$600

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter



CPCE/EDUCATION

2020 CPCE Quarterly e-newsletter

Opportunities: 1

Investment: \$1,500

Quarterly newsletter sent out to the 320 CPCEs within the NACE Community. Sponsor will have their own branding opportunity within the newsletter.

Sponsorship Includes:

- One ad placement in each newsletter
- Opportunity to provide educational editorial in each newsletter. Content to be approved by NACE National.
- One email blast to 2020 CPCEs

Fast Track Online Educational Video Media Opportunity

Opportunities: 3

Investment: \$2,000

Put your name in front of industry leaders preparing for the CPCE exam.

Sponsorship Includes:

- Opportunity to provide sponsorship of the educational video that covers one (1) key concept for Fast Track Online with 1 minute introduction video.
Content edited and managed by NACE National
- Logo recognition anywhere recognizing the Professional Reference Guide

NEW! CPCE Professional Reference Guide Full Page Ad

Opportunities: 3

Investment: \$3,500

Sponsorship Includes:

- One (1) Full Page ad in Professional Reference Guide
- Logo recognition anywhere recognizing the Professional Reference Guide

