

EXPERIENCE! 2009

THE DRIVING FORCE IN GLOBAL CATERING AND EVENT DESIGN SPONSOR PROSPECTUS

JULY 26-29, THE WESTIN CHARLOTTE, CHARLOTTE, NORTH CAROLINA



NATIONAL ASSOCIATION OF
CATERING EXECUTIVES



Are you up to speed on the newest catering and special event industry developments?

Experience! 2009

July 26-29, The Westin Charlotte, Charlotte, North Carolina

nacE's flagship annual conference spotlights the latest trends, techniques and opportunities affecting the catering and special event industries.

Experience! 2009 provides an environment in which catering and special events professionals foster and reinforce productive business relationships. It is an ideal opportunity for generating leads and developing your business.

- it's where relationships are built. Personal contact is a key element of any professional relationship and Experience! 2009 provides a rich opportunity for establishing that invaluable contact.
- it's unlike any other event. Experience! 2009 attracts the top catering executives in the industry. Exhibitors and sponsors have direct access to this audience at a fraction of the cost of a global sales force.
- it's a great place to showcase your company with existing clients and to demonstrate what you have to offer prospective new ones.

Join your biggest customers and best prospects in Charlotte!
For more information please contact Matt Dirks
Tel: 303.565.4020, email: mdirks@nacenet.org

Exhibiting Opportunities

Marketplace

Tuesday, July 28, 2009

8:00 AM to 4:30 PM

cost: \$2,000

Not only is it a Marketplace, it's also a meeting place, where attendees come to network and catch up on new industry trends. We love to see Marketplace filled with different booths, bars, companies and vendors. We encourage all participants to make their presence on the floor as unique and individual as possible. Ensure your company isn't left behind by positioning yourself within this diverse forum. Attendance: 800+

Marketplace includes:

Two (2) Marketplace-only Day passes, 10 x 10 booth space, opportunity to showcase products and services, signage on Marketplace floor, pre- and post-conference attendee lists, Marketplace ribbons



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Event Sponsorship Opportunities

Multiple Sponsorship opportunities available per event.

NACE Leadership Continental Breakfast

cost: \$3,500

This breakfast is attended by chapter leaders and nacE Board members, and gives your organization a great opportunity to make a lasting impression throughout the day with key decision makers in the association.

sponsorship includes:

1 full conference registration, signage, draped table for literature distribution, tailored opportunity to showcase products or services, sponsor recognition in conference program, pre- and post-conference attendee lists, sponsor ribbons.

CPC Luncheon

cost: \$2,500

Ever wish that you could target key decision makers at these conferences? Here's your chance to draw attention to your company and get the exposure you are looking for. By sponsoring this luncheon you'll be positioning yourself right in front of the chapter leaders and other important catering executives.

sponsorship includes:

1 full conference registration, signage, draped table for literature distribution, tailored opportunity to showcase products or services, sponsor acknowledgement by speaker, sponsor recognition in conference program, pre- and post-conference attendee lists, sponsor ribbons.

Opening Session

cost: \$3,500

We always look to the opening session to provide an exciting close to the conference's opening day, as well as

setting the tone for the rest of the conference. This session hosts the "state of nacE" address, where members and non-members alike may receive news on industry and association developments and how our members are affected by these changes.

sponsorship includes:

1 full conference registration, signage, draped table for literature distribution, opportunity to showcase products or services, sponsor acknowledgement from stage, sponsor recognition in conference program, pre- and post-conference attendee lists, sponsor ribbons.

Continental Breakfasts

2 Breakfasts available

cost: \$3,500

All attendees convene for this breakfast: a typically lively affair that is great for giving your company just the right kind of exposure. Brush away the cobwebs and help everybody get ready for a big day!

sponsorship includes:

1 full conference registration, signage, draped table for literature distribution, opportunity to showcase products or services, sponsor recognition in conference program, pre- and post-conference attendee lists, sponsor ribbons.

Refreshment Breaks

5 Refreshment Breaks available

cost: \$2,000

In the midst of Education sessions and other conference events, our intrepid attendees will be in need of a break. Be the company to garner their attention and maybe even their thanks by hosting one of five themed refreshment breaks throughout the conference.

sponsorship includes:

1 full conference registration, signage, opportunity to showcase products or services, sponsor recognition in conference program, pre- and post-conference attendee lists, sponsor ribbons.

Wedding Luncheon - Custom Bridal Sponsorship

cost: \$5,000

Position yourself at the highly anticipated Wedding Luncheon. Boasting high attendance and unparalleled enthusiasm, this sponsorship ensures maximum exposure amongst attendees.

sponsorship includes:

90 minute break-out session, Draped table for literature distribution, One (1) Wedding gift bag insert, Signage recognition, Sponsor acknowledgement from stage, Logo recognition in conference program, Opportunity to provide a door prize or raffle giveaway during event, Inclusion in email blasts promoting wedding luncheon, One (1) webinar for entire NACE membership, One (1) article placed In E-newsletter (1,000 words).

Culinary Experience! (Demonstration)

cost: \$3,000

We always see a strong turnout for our culinary Experience!, a demonstration event that is one of the most eagerly anticipated of the whole conference. a fun and educational event, this sought-after opportunity offers great value.

sponsorship includes:

1 full conference registration, signage, draped table for literature distribution, opportunity to showcase products or services, sponsor acknowledgement from stage, sponsor recognition in conference program, pre- and post-conference attendee lists, sponsor ribbons.



Photography courtesy of Visit Charlotte



Photography by www.djonesphoto.com

Foundation Event: NACE Has Talent!

cost: \$3,500

nacE's long-standing tradition of top-quality evening entertainment continues with this new addition to the fold. our members and attendees are a talented bunch, and they're out to prove it! set in a fun and informal setting, attendees meet and mingle while letting off some mid-conference steam at the cash bar. This event sponsorship is tax-deductible as it supports the Foundation of nacE.

sponsorship includes:

1 full conference registration, signage, draped table for literature distribution, four tickets for your staff, tailored opportunity to showcase products or services, sponsor acknowledgement from stage, sponsor recognition in conference program, opportunity for prize giveaway, pre- and post-conference attendee lists, sponsor ribbons.

Design Experience!

This is easily one of the most eagerly-anticipated daytime sessions of the conference, where design experts give out fun and practicable advice on how to get the best out of your event design and your wallet! This session is sure to create a long-lasting buzz and great exposure for your company!

sponsorship includes:

1 full conference registration, tailored opportunity to showcase products or services, signage, draped table for literature distribution, sponsor recognition in conference program, pre- and post-conference attendee lists, sponsor ribbons

Closing General Session

cost: \$3,500

always featuring a great speaker or panel addressing important industry issues, the closing session allows your

organization to be identified with key topics as well as gain top-level exposure to all attendees.

sponsorship includes:

1 full conference registration, signage, draped table for literature distribution, opportunity to showcase opportunities or services, sponsor acknowledgement from stage, sponsor recognition in conference program, pre- and post-conference attendee lists, sponsor ribbons

NACE Awards Reception

cost: \$2,500

as the first of three black-tie events to take place on the final night, the awards reception is a great way to start things off. Join our attendees as we gear up to celebrate great industry achievement and innovation at the awards reception.

sponsorship includes:

1 full conference registration, signage, draped table for literature distribution, opportunity to showcase opportunities or services, sponsor acknowledgement from stage, sponsor recognition in conference program, pre- and post-conference attendee lists, sponsor ribbons

NACE Awards Ceremony

cost: \$2,500

Join all of us here at nacE as we gather to recognize outstanding achievements of nacE members and companies within the industry. position your company at the heart of our industry efforts with this sponsorship opportunity!

sponsorship includes:

1 full conference registration, signage, draped table for literature distribution, opportunity to showcase products or services, sponsor acknowledgement from stage, sponsor recognition in conference program, pre- and post-conference attendee lists, sponsor ribbons



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Closing Gala

cost: \$3,500

as a celebration of past days and a look forward to next year, the closing gala is one of the most anticipated of all the conference events. The fun, food, wine and games continue, and soon everyone is joining in the late-night dance party. Make sure your name is remembered by helping us throw a great party!

sponsorship includes:

1 full conference registration, signage, draped table for literature distribution, opportunity to showcase products or services, sponsor acknowledgement from stage, sponsor recognition in conference program, pre- and post-conference attendee lists, s sponsor ribbons

Single-Item Sponsorship Opportunities

All Single-Item Sponsorship Opportunities of \$5,000 or more include 1 full conference registration.

Registration Area Sponsorship

cost: \$10,000 (1 available)

inevitably, every conference attendee must pass through the registration area making it one of the highest visibility areas of the conference. This opportunity is a great way to showcase your organization at the event and make a real first impression. sponsorship includes one free registration bag insert.

Hotel Card Keys

cost: \$5,000 + costs (1 available)

perhaps the only lasting and true 24-hour sponsorship opportunity, this item ensures your corporate identity is one that is seen by all attendees and sticks in the mind by embossing each attendee's room key with your company logo.

“Being a NACE National Partner and Sponsor of the NACE Educational Programs and Conference has been a terrific benefit to the ADJA. It has afforded us the opportunity to connect to strategic event professionals helping them to better understand the role that entertainment plays and how it represents their facility. It has furthered our connections with many other industry professionals in numerous positive ways. We are coming upon our 5th year as a NACE Sponsor. We have loved every minute of it!”

~ Dr. Drax, American Disc Jockey Association

Podcast Sponsorship

cost: \$7,000 (1 available)

The continued advance of technological progress allows us to offer opportunities to gain access to a wider audience than ever before, both inside and outside of Experience! 2009. The podcast will feature a live recorded show of the conference highlights and will include interviews from the conference. Be the podcast sponsor and enjoy prime exposure to catering professionals long after the conference has ended!

Registration Bag Sponsorship

cost: \$5,000 + costs (1 available)

Maximize your company's exposure by placing your logo or message on the conference registration bags, given to every attendee upon registration. A great place to keep all of the conference literature safe and handy, these bags will allow your logo to be seen more times than you can count!

Hotel Bar Sponsorship

cost: \$5,000 (1 available)

if there's one place you can be guaranteed to find a conference attendee at some point during the event, it's the hotel bar. Make sure your organization gets maximum exposure while our attendees relax with a cocktail. This sponsorship can be tailored to your needs.

Conference R & R Lounge

cost: \$5,000 + costs (1 available)

During the hustle of the conference, it can be good to just relax and let off some steam. Ensure the goodwill of all conference attendees by providing a place where they can do so! Fill the r&r space with such items as pingpong, massage chair or other fun activities to allow our attendees to unwind!



Conference Lanyards

cost: \$5,000 (1 available)

upon registration, each attendee is given a lanyard to hold their name badge. it's a sure-fire way to guarantee your company exposure, with your corporate logo in full view on every attendee!

Notepads (Educational Sessions)

cost: \$5,000 (1 available)

Distributed at all educational breakout sessions, these notepads are a recognizable and functional item that get used and get you noticed.

Flash Drives

cost: \$1,000 + costs (1 available)

give each attendee a gift they will use long after they go home! Flash drives can be pre-loaded with your promotional message and be printed with your logo on the outside, giving your company exposure long after the conference is over.

Pen Sponsorship

cost: \$1,000 + costs (1 available)

Distributed at all educational breakout sessions, these pens are simple, identifiable, and used over and over throughout the conference. These pens often make their way into suitcases for the return journey!

Off-Premise Event Shuttle Bus Wrap

cost: \$1,000 + costs (1 available)

lay on the hospitality with this sponsorship of the shuttle that will take attendees from the event hotel to the off-premise event. Wrap the outside of the bus with your logo or corporate advertorial, and have the opportunity to entertain our guests on their way to the event.

Hotel Room Drop

cost: \$500 + costs (2 available)

sponsor the nightly newspaper room drop, and have your company foremost in people's minds at the beginning of the day. or, distribute your own industry publication and ensure your presence is felt by all attendees.

Registration Bag Inserts

cost: \$500 each (10 available)

This opportunity offers a high-value way to reliably reach all conference attendees, by placing your gift item, leaflet or promotional material inside the registration Bag that is given to each attendee.

NACE Conference Message Board

cost: \$250 (10 available)

The Message Board is an open forum for all attendees to communicate with each other, whether they want to find a friend they made last year, trade a ticket for an evening event or simply gather chapter members together. Make your organization a part of the family by placing your advertorial in one of the spaces around the perimeter of the board.



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RESPONSIBLY PRINTED ON POST-CONSUMER RECYCLED PAPER, USING 100% WIND POWER AND VEGETABLE-BASED INKS.



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