



NACE EXPERIENCE! 2010

JULY 25-28 **AUSTIN**

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HILTON AUSTIN DOWNTOWN
AUSTIN, TEXAS





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ARE YOU PART OF THE EXPERIENCE?

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HILTON AUSTIN DOWNTOWN
AUSTIN, TEXAS

NACE's flagship annual Experience!, spotlights the latest trends, techniques and opportunities affecting the catering and special event industries. Experience! 2010 provides an environment in which catering and special events professionals foster and reinforce productive business connections. 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! 2010 provides a rich opportunity for establishing that invaluable contact.
- It's unlike any other event. Experience! 2010 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 Austin!

For more information please contact Matt Dirks
 Tel: 303.565.4020, Email: mdirks@nacenet.org



EXHIBITING OPPORTUNITIES

MARKETPLACE

Tuesday, July 27, 2010
 8:00 AM - 10:00 AM
 1:00 PM - 2:30 PM
 Cost: \$2,000 per 10' x 10' booth space

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: 600+

Marketplace includes:

Two (2) Marketplace-only day passes, draped table, 2 chairs, trash can, 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

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: Five-minute speaking opportunity, 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.

CHAPTER PRESIDENTS' COUNCIL LUNCHEON

Cost: \$3,500

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: Five-minute speaking opportunity, 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.

CONTINENTAL BREAKFASTS

2 Breakfasts available

Cost: \$2,500

All attendees convene for 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: 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

2 Refreshment Breaks available

Cost: \$1,000

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: Signage, opportunity to showcase products or services, sponsor recognition in conference program, pre- and post-conference attendee lists, sponsor ribbons.



SOLD

"NACE members have provided our company with thousands of dollars in business. The customers that have been referred by NACE members have allowed us to be truly creative and innovative and generate additional revenue to our company."

—Kristen Stewart, Three Little Birds Stationery & Gifts, www.threelittlebirdsinc.com



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CULINARY EXPERIENCE! (DEMONSTRATION)

Cost: \$5,000

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: Five-minute speaking opportunity, one 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.

DESIGN EXPERIENCE!

Cost: \$5,000

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: Five-minute speaking opportunity, one 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: \$5,000

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: Introduce keynote speaker, one 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.

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: One 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.



"The NACE conference is always one of our best branding events. It is well run & they do a great job of getting qualified attendees at their event. We will be back next year." —Dr. Drax, American Disc Jockey Association



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SINGLE-ITEM SPONSORSHIP OPPORTUNITIES

All single-item sponsorship opportunities of \$5,000 or more include one full registration.

REGISTRATION AREA SPONSORSHIP

Cost: \$5,000 (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.

REGISTRATION BAG SPONSORSHIP

Cost: \$5,000 (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!

FLASH DRIVES

Cost: \$7,500 (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.

HOTEL CARD KEYS

Cost: \$5,000 (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.

PODCAST SPONSORSHIP

Cost: \$5,000 (1 available)

The continued advance of technology allows us to offer opportunities to gain access to a wider audience than ever before, both inside and outside of Experience! 2010. 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!

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.



"The 2009 NACE National Conference in Charlotte was one of the best networking and educational events of my career thus far. Being a part of the 2009 Experience felt like a launchpad into the rest of my career. The NACE Family consists of some of the most elite and creative in our industry and I was honored to be a part of such a wonderful event." —Ellie LaBar, Entertainment Consultant, EastCoast Entertainment



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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!

gold

CONFERENCE R & R LOUNGE

Cost: \$5,000 (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 ping pong, massage chair or other fun activities to allow our attendees to unwind!

NOTEPADS (EDUCATIONAL SESSIONS)

Cost: \$3,500 (1 available)

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

PEN SPONSORSHIP

Cost: \$2,000 (1 available)

Distributed at all educational breakout sessions, these pens are simple, identifiable, and used over and over throughout the conference. These pens are sure to 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.

