

NACE

BUSINESS PARTNER PROGRAM
ANNUAL SPONSORSHIP OPPORTUNITIES



NATIONAL ASSOCIATION OF
CATERING EXECUTIVES



WWW.NACE.NET

The National Association of Catering Executives (NACE) is the only non-profit association dedicated to catering, hospitality and event planning. With headquarters in Columbia, Maryland, NACE's more than 4,500 members in 45 chapters comprise a professional community of on- and off-premise catering, hospitality, restaurant, and event planning professionals.

Membership At-A-Glance

SALES VOLUME

- ◆ more than 66 percent of our members have annual gross sales volume higher than \$1 million
- ◆ almost 25 percent of our members have annual gross sales volume higher than \$3 million

EVENTS

- ◆ more than 50 percent host 500+ events annually
- ◆ almost 25 percent host 1,000+ events annually

POSITION

- ◆ 66 percent are employed by the hotel/resort industry
- ◆ 50 percent hold the title of Director of Catering or Catering Sales Manager

The NACE Business Partner Program is an annual sponsorship program created to give vendors and event professionals the opportunity to network with and market to our members. If you are looking for ways to develop partnerships and strengthen business relationships in the catering, hospitality, restaurant and event planning industries, your support of NACE and the dynamic programs of this organization will offer many opportunities for you.

Why an Annual Plan?

Successful marketing is about making meaningful professional connections — exactly the kind of connections offered by NACE.

By committing to an annual program, you can benefit from several advantages that would otherwise not be available.

- ◆ Economies of Scale – Save money on the collective parts of your annual spending with NACE.
- ◆ Marketing Integration and Ease - Produce a more effective campaign with complementary marketing pieces.
- ◆ Planning Ahead Pays Off - Plan ahead to increase your odds for securing the best positioning within NACE's events, media and membership.
- ◆ Internal Connections – Become part of the NACE community and form close relationships with our staff and leadership; network with our members; and collaborate with our other vendors and event professionals.

At NACE, your company is not merely a 'sponsor'. NACE is committed to its Business Partners and works with them to help them reach their goals. We look forward to welcoming your organization into the NACE family, and to a mutually beneficial partnership that parallels no other.

CONTACT INFORMATION

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2009 Annual Business Partnerships

Gold Level \$20,000

Silver Level \$10,000

Bronze Level \$5,000

Gold Business Partnership \$20,000

Annual Benefits:

- ◆ four (4) memberships
- ◆ logo listing plus link on NACE web site as Gold Business Partner
- ◆ one (1) seat on NACE Business Partner Advisory Council
- ◆ opportunity to provide two (2) webinars during the year for entire NACE membership
- ◆ opportunity to provide two (2) articles in monthly E-newsletter
- ◆ one (1) company announcement in monthly E-newsletter
- ◆ one (1) exclusive e-mail communication to NACE membership
- ◆ opportunity to work with local chapters for product/service placement and promotion

2009 Annual Conference Benefits:

- ◆ four (4) full registrations
- ◆ two (2) invites to NACE Business Partner Advisory Council dinner
- ◆ one (1) 20' x 10' booth in Marketplace
- ◆ two (2) Marketplace-only passes
- ◆ Gold Business Partner recognition throughout conference
- ◆ half-page ad in conference program
- ◆ logo recognition in conference program
- ◆ one (1) registration bag insert
- ◆ opportunity to place promotional piece at Business Partner table (near registration)
- ◆ pre- and post-conference attendee lists
- ◆ Business Partner ribbons for staff
- ◆ opportunity to supply product/service for up to three (3) functions

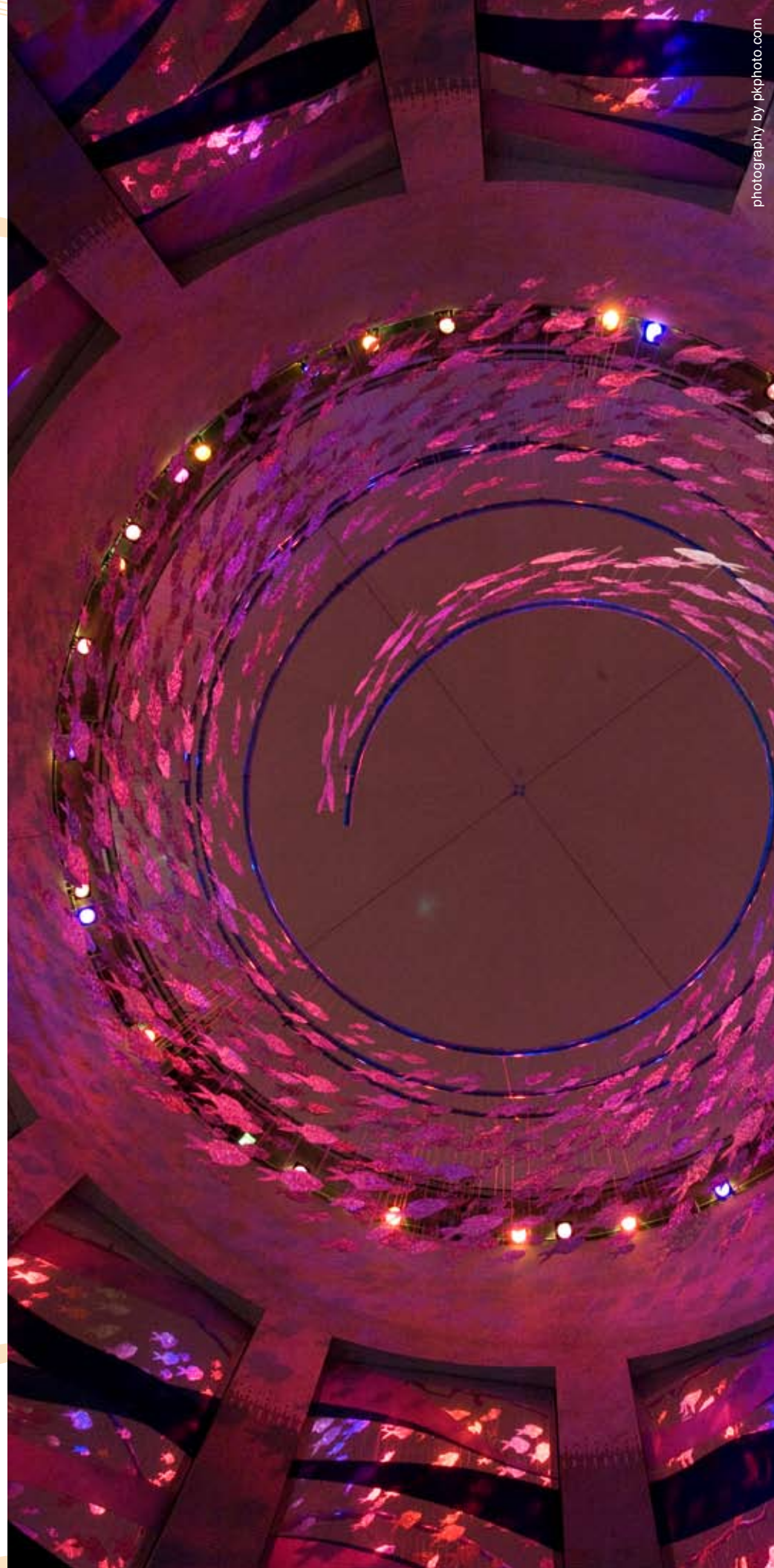
Silver Business Partnership \$10,000

Annual Benefits:

- ◆ two (2) memberships
- ◆ logo listing plus link on NACE web site as Silver Business Partner
- ◆ one (1) seat on NACE Business Partner Advisory Council
- ◆ opportunity to provide one (1) webinar during the year for entire NACE membership
- ◆ opportunity to provide one (1) article in monthly E-newsletter
- ◆ one (1) company announcement in monthly E-Newsletter
- ◆ opportunity to work with local chapters for product/service placement and promotion

2009 Annual Conference Benefits:

- ◆ two (2) full registrations
- ◆ one (1) invite to NACE Business Partner Advisory Council dinner
- ◆ one (1) 10' x 10' booth in Marketplace
- ◆ two (2) Marketplace-only passes
- ◆ Silver Business Partner recognition throughout conference
- ◆ quarter-page ad in conference program
- ◆ logo recognition in conference program
- ◆ opportunity to place promotional piece at Business Partner table near registration
- ◆ pre- and post-conference attendee lists
- ◆ Business Partner ribbons for staff
- ◆ opportunity to supply product/service for up to two (2) functions



Bronze Business Partnership \$5,000

Annual Benefits:

- ◆ one (1) membership
- ◆ logo listing plus link on NACE web site as Bronze Business Partner
- ◆ one (1) seat on NACE Business Partner Advisory council
- ◆ one (1) company announcement in monthly E-Newsletter
- ◆ opportunity to work with local chapters for product/service placement and promotion

2009 Annual Conference Benefits:

- ◆ one (1) full registration
- ◆ one (1) 10' x 10' booth in Marketplace
- ◆ two (2) Marketplace-only passes
- ◆ Bronze Business Partner recognition throughout conference
- ◆ logo recognition in conference program
- ◆ pre- and post-conference attendee lists
- ◆ Business Partner ribbons for staff
- ◆ opportunity to supply product/service at one (1) function

In addition to our Annual Business Partnership packages, NACE has a number of unique and effective sponsorship opportunities available at our annual conference: Experience! 2009.

The event will be held July 26-29, 2009, at the Westin Charlotte, Charlotte, North Carolina.



EXPERIENCE! 2009

July 26-29

CHARLOTTE

NACE Mission Statement

“To provide catering and event professionals superior education, networking and resources to enhance career success and deliver excellence to clients.”

NACE appreciates the unique needs and objectives of our business partners. If you are interested in a custom package outside of those listed above, please let us know. We strive to be flexible and to help our supporters reach their marketing goals effectively.

For further information, please contact:

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