

Marketing & Advertising Options



Once you secure a booth at NFMT, plenty of options exist to ensure facilities professionals in attendance are aware of your presence and what you're offering. We are the largest trade show in the industry that targets FMs. You'll meet high-level facilities execs from all markets.

PASSPORT TO PRIZES

Every attendee needs to stop at your booth to complete their passport. A passport is handed out to every attendee. \$2,000

ATTENDEE EMAIL UPDATES

Feature your company logo, description and booth number on the top of emails on Feb. 14, Feb. 28, March 7, March 14, and April 4 (**SOLD**) sent to registered attendees of NFMT. Add this to the current entry: We deploy the email on your behalf with your approved language and logo. PRICES VARY

PRODUCT SHOWCASE

Placed near registration counter and conference rooms, your brand is on display the entire duration of NFMT. Product Showcases are one of the first things attendees see when entering the convention center. \$895 PER PANEL

A La Carte Sponsorship Opportunities

Tote Bags ¹		Request pricing
Lanyards ²	SOLD	\$ 10,000
Cash Prize Drawing ³	SOLD	\$ 7,000
Conference Technology ⁴		\$ 5,000
Registration ⁵		\$ 4,500
Attendee Lunch Coupons ⁶ (3 available)		\$3,000/Ea.
Coat & Baggage Check ⁷		\$ 2,500
Charging Station ⁸ (3 available)		\$1,200/Ea.
PPE Hub ⁹		\$ 3,000
Social Hub ¹⁰		\$ 3,000
Mobile App ¹¹	SOLD	\$ 5,000
Floor Decals/Stickers ¹²		Request pricing
Networking Party ¹³	SOLD (Limit 2)	\$ 15,000
Women in FM Panel ¹⁴		\$ 8,500
Restroom Signage and/or Product Placement ¹⁵		Request pricing
Headshot Lounge ¹⁶		Request pricing
General Session ¹⁷		\$ 22,000
Shuttle Bus ¹⁸		\$ 7,500
Tailgate Bar Crawl ¹⁹ (4 available)		\$ 3,500
Water Bottles ²⁰		\$ 3,500
Hand Sanitizers ²¹		\$ 3,500
Test Your Facilities IQ ²²		Request pricing
Facility Playground ²³		Request pricing

1 Tote Bags – Build brand awareness when your Company logo is on the bag distributed to all attendees at registration.

2 Lanyards – Your opportunity to have all attendees wearing your logo around **SOLD** necks.

3 Cash Prize Drawing – Best **SOLD** to drive traffic to your booth. Each attendee receives an Enter-To-Win form, dropped off in a ballot box in your booth. Sponsor can ask up to 3 questions on the entry form to further qualify leads. Opportunity to have a rep on the Main Stage welcoming attendees to the daily cash giveaway, pick the winner and present the prize! Cash is awarded to a qualified attendee each day of the event. Receive copy of all who enter.

4 Conference Technology – Your branding is prominently featured at every Conference Session (more than 50) of the event.

5 Registration – Your logo featured on each attendee registration confirmation. Touch the entire audience at first sign up and confirmation just before the show.

6 Attendee Lunch Coupons – The popular \$10 lunch coupon is included in all attendee tote bags, featuring your company logo identifying you as sponsor.

7 Coat & Baggage Check – Give attendees a place to check their coats and luggage for free at the Baltimore Convention Center. Receive extra exposure with your company logo on the claim ticket.

8 Charging Stations – Place your brand on this great option as attendees charge up their phones. Your brand stays top of mind as attendees spend several minutes or more here as their phones charge up.

9 PPE Hub – \$3,000 – exclusivity
Visual display of personal protection equipment currently used by facilities management teams and frontline staff. Highlight new and unique equipment staff can wear to help with ergonomics, infection control, arc flash and more.

- Ability to send PPE to be placed on mannequins in the area in Expo
- Signage with company logo at PPE Hub
- Logo included on website

A La Carte Sponsorship Opportunities (cont.)

10 Social Hub - \$3,000

The Social Hub will create the perfect background for all social posts. Have your logo prominently displayed in the area and shown in each post from attendees • Signage with company logo at Social Hub • Logo include on website • One dedicated social media post per day – can provide content – 140 characters and can include a link.

11 Mobile App – Be the **SOLD** sponsor on our Mobile App for the attendees. Logo listed on pre-show email as Mobile App sponsor

- Logo listed on mobile app signage onsite
- Sponsor Listing on Mobile App
- Banner Ad on Mobile App (600 px by 110 px)
- 1 Push Notification a day – provide us 15-20 words per day

12 Floor Decal/Stickers – Let our audience know you're exhibiting! Each step will bring attendees closer to your booth!

13 Networking Party **SOLD**

14 Women in FM Panel – Powerful and honest session at NFMT, Women in Facilities Management, brings together a panel of women with widely varied career paths to talk about their experience coming up in the industry, their strategies for success, and the ways they bring their whole selves to bear on the profession. **NOTE:** Sponsors receive scanned leads of all participants

15 Restroom Signage/Product Placement – Position your product or solution as well as signage in the restrooms in the expo hall and conference area. Request Pricing

16 Headshot Lounge – In this digital age having a professional headshot is important. Sponsor the Headshot Lounge where attendees will have the opportunity to receive a professional headshot to use on LinkedIn or company websites.

17 General Session - \$22,000 / Max 1

Receive scanned leads of all those in the opening session and become the exclusive NFMT eBook sponsor – extended reach to our FM audience January – June..

18 Shuttle Bus - \$7500 / Max 1

- Sponsor logo included on the bus (clings) as well as in all parking / travel information prior to show
- Recognition in the "Know Before you Go" email to all pre-registered attendees

19 Tailgate Bar Crawl - Max 4

- 50 drink tickets given to each sponsor
- 50 koozies given to each sponsor with their logo
- Attendees must seek out sponsors to get a drink ticket. The very first opportunity on the show floor to connect with attendees and gain leads

20 Water Bottles - \$3500 / Max 1

- Sponsor to provide bottles onsite before registration is set
- Each PRO and ELITE attendee to receive reusable water bottle in tote bag upon badge pick up

21 Hand Sanitizers - \$3500 / Max 1

- Sponsor to provide individual hand sanitizer bottles or wipes before registration is set
- Each PRO and ELITE attendee to receive sanitizer in tote bag upon badge pick up

22 Test Your Facilities IQ – Put your skills to the test! Attendees will take short quiz related to the facilities industry. We capture market intelligence along with qualified leads. Opportunity to contribute 2 questions to the quiz related to your product/ services. Winners will be announced daily with chance to win prizes. Request Pricing.

23 Facility Playground – Engaging, Innovative and Entertaining area on the show floor for the attendees to get involved, work together and have some fun! Get noticed, connect with attendees and create an exciting memory for your brand.

