

# 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 (Limited Openings Remaining)**

Each attendee gets a passport with their badge and stops by each passport sponsor to get stamped. Great traffic driver & lead gen opportunity to connect with the audience. . . . . \$2,000

**ATTENDEE EMAIL UPDATES**

Feature your company logo, description and booth number on the top of emails on Mid-February, Late February, Early March and Post-Show, 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. . . . . \$950 PER PANEL

## A La Carte Sponsorship Opportunities

Tote Bags <sup>1</sup>		<b>Request pricing</b>
Lanyards <sup>2</sup>	<b>SOLD</b>	<b>\$ 10,000</b>
Cash Prize Drawing <sup>3</sup>		<b>\$ 7,000</b>
Conference Technology <sup>4</sup>		<b>\$ 5,000</b>
Registration <sup>5</sup>	(Exclusive)	<b>\$ 4,500</b>
Attendee Lunch Coupons <sup>6</sup> (3 available)		<b>\$3,000/Ea.</b>
Coat & Baggage Check <sup>7</sup>		<b>\$ 2,500</b>
Charging Station <sup>8</sup>	(3 available)	<b>\$1,200/Ea.</b>
PPE Hub <sup>9</sup>		<b>\$ 3,000</b>
Social Hub <sup>10</sup>		<b>\$ 3,000</b>
Mobile App <sup>11</sup>		<b>\$ 5,000</b>
Floor Decals/Stickers <sup>12</sup>		<b>Request pricing</b>
Networking Party <sup>13</sup>	(Limit 2)	<b>\$ 16,000</b>
Women in FM Panel <sup>14</sup>	(2 available)	<b>\$ 8,500</b>
Restroom Signage and/or Product Placement <sup>15</sup>		<b>Request pricing</b>
Headshot Lounge <sup>16</sup>		<b>Request pricing</b>
Shuttle Bus <sup>17</sup>	(Exclusive)	<b>\$ 7,500</b>
Water Bottles <sup>18</sup>	(Exclusive)	<b>\$ 3,500</b>
Hand Sanitizers <sup>19</sup>	(Exclusive)	<b>\$ 3,500</b>
Aisle Banners / Signage <sup>20</sup>		<b>\$ 1,500*</b>
eBook <sup>21</sup>		<b>\$ 1,250*</b>
Ice Breaker Luncheon <sup>22</sup>		<b>\$ 9,800*</b>
Onsite Guide Ad <sup>23</sup>		<b>\$ 900*</b>
NFMT After Party! <sup>24</sup>		<b>\$ 9,800*</b>

\*See description for price range/options

**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 way 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 (Only 2 Remaining)** – 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 exclusive 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** – Align yourself with the NFMT and Cleaning Buildings Conference big kickoff celebration and be seen by hundreds of attendees networking and enjoying food, drink and entertainment. This sponsorship includes:

- Scanned leads of all participating attendees
- Large, visible signs will be positioned at your exhibit space, the food court area, conference walkways, and in the expo hall on Tuesday inviting attendees to the party
- Networking Party invitations to be distributed at registration, displaying your logo as sponsor
- Placard in your exhibit space acknowledging your company as a sponsor of the networking party

**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 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

### 18 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

### 19 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

**20 Aisle Banners / Signage** - Qty 1: \$1500 / Qty 3: \$3000  
Get noticed every step of the way as attendees navigate their expo floor experience!

### 21 eBook - \$1250-\$2950

Expand your reach and get in front of our readers pre or post show! eBook included in enewsletter, promoted on social, and retargeted to FMs online with over 150,000 impressions. Also lives on FacilitiesNet and NFMT sites.

### 22 Ice Breaker Luncheon -

Exclusive: \$9,800 / Co-Sponsor: \$7500 each  
Great way to kick off the first day in front of 400+ attendees, just before the opening session! You gain all the scanned leads of attendees, shout out on Tuesday announcements, logo inclusion on the website, signage, luncheon coupon and ability to bring your own collateral!

### 23 Onsite Guide Ad - \$900-\$1900

Great way to deliver branding, messaging, products/service offerings and drive traffic in the official guide given to all attendees

### 24 NFMT After Party! - Exclusive: \$9800 / Co-Sponsor: \$7500

Sponsor an unforgettable closing session after party! A blend of happy hour and interactive session, this 60-minute closing reception brings attendees together at NFMT's conclusion to toast a successful conference and reflect on key takeaways. You gain the scanned leads of those that attend, shout out on Thursday podium announcements, branding on website, signage and option to bring your own collateral

