

# NPE2024 SPONSORSHIP OPPORTUNITIES



**NPE2024**  
The Plastics Show

May 6–10, 2024  
Orlando, Florida

Produced by  **PLASTICS**  
INDUSTRY ASSOCIATION

VIEW AVAILABILITY



# SPONSORSHIPS AT NPE2024 GET RESULTS.

In post-show surveys, 92% of attendees reported that seeing pre-show and on-site sponsorships led them to visit sponsoring companies' booths.



## NPE'S BUYING POWER BY THE NUMBERS

The decision makers you'll meet at NPE® control vast purchasing budgets and come from around the world to do business. As an NPE2024 sponsor, you'll reach new markets, connect with hard-to-find buyers, and gain unbeatable exposure across the entire plastics industry, its verticals, and its peripheral markets.

As the most influential plastics trade show in the Americas, NPE2024: The Plastics Show brings together thousands of key buyers from the entire plastics industry—along with more than 2,000 of the world's leading suppliers and equipment manufacturers. Make sure you stand out from the crowd.

**71%**

of NPE attendees have the power to buy, authorize, or make recommendations

**20,000+**

total unique buying companies

**55,000+**

buyers from more than 110 countries

**\$2.5 million**

average buying budget of NPE attendees

**50%**

of NPE attendees are in management, VP, and C-suite positions

# GET THE BEST RETURN ON INVESTMENT FROM YOUR SHOW PRESENCE.

By exhibiting at NPE2024, you've made a significant investment in the success of your business. Make sure that investment pays off. Target a specific audience segment or choose a high-visibility opportunity seen by every attendee. We offer a range of sponsorships to fit any budget or goal.

## DIGITAL & PRINT ADVERTISING

### WEBSITE BANNER ADVERTISING

#### LIMITED AVAILABILITY

Simply put, NPE.org is the #1 source of show information and the #1 destination for attendees planning their show itinerary, with more than 3 million page views from over 414K unique users! Your ad will appear on the three primary pages: the Schedule at a Glance, Fees & Deadlines and the Show Information pages, and will stay online through July 15, 2024, giving you long-term exposure and high visibility.

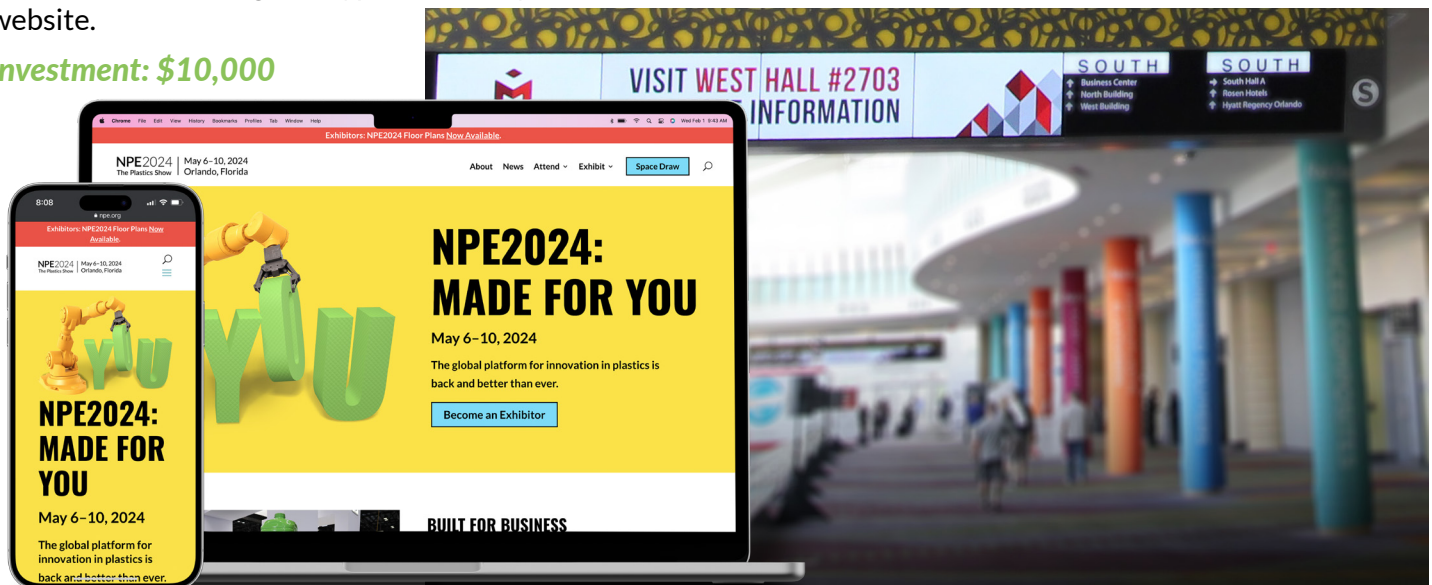
Total of 4 ads rotating and hyperlinked to your website.

**Investment: \$10,000**

### EVENT-WIDE DIGITAL SIGNAGE ADVERTISING

Digital signs placed throughout the Orange County Convention Center (OCCC) offer your company exposure through the lobby spaces of the West and South Buildings. Your message will appear on all 35 double-sided screen locations throughout the entire week. Sponsor to provide still image or video.

**Investment: \$6,800**

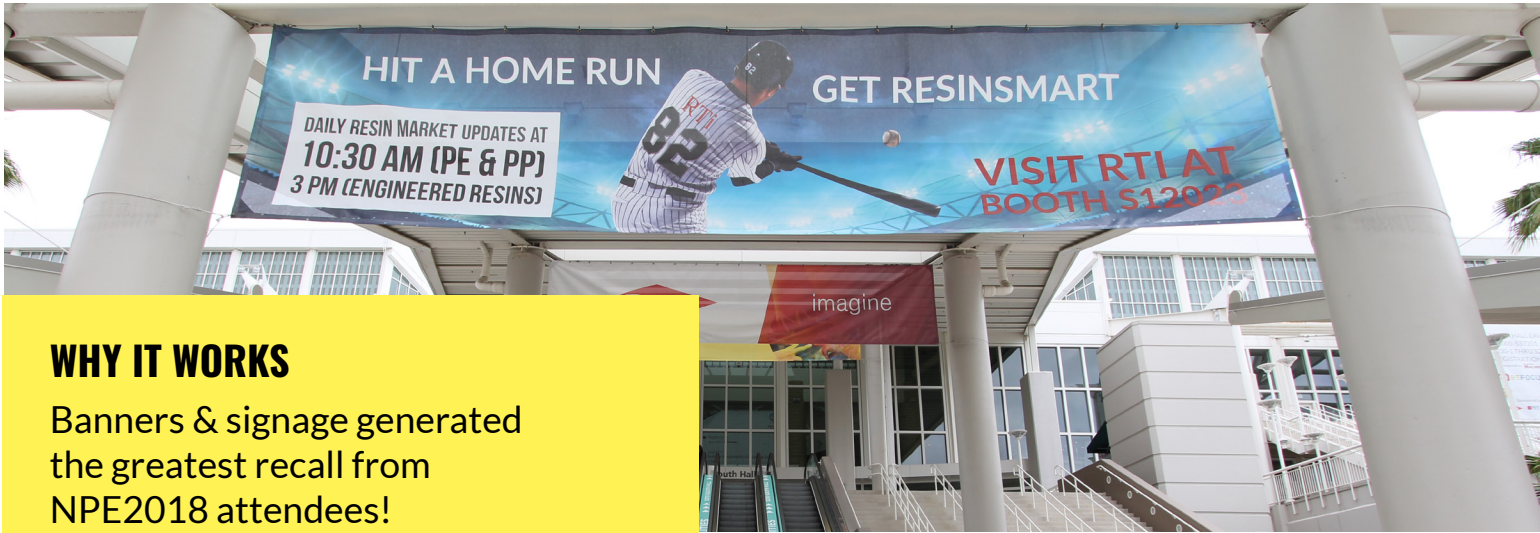


### ATTENDEE EMAIL BANNER ADS

Reach an engaged audience before, during, and after the event by advertising in our highly anticipated attendee emails. Each attendee email provides prime real estate with two 600x150 pixel horizontal banner ad slots, giving your brand optimal exposure. You can choose to sponsor either the top or middle section of the attendee email, and each banner ad allows for two sponsors. This is your opportunity to connect with a targeted audience, boost brand recognition, and maximize your impact throughout the event journey.

**Investment: \$5,000/top | \$4,000/middle**

## ON-SITE BRANDING OPPORTUNITIES



### WHY IT WORKS

Banners & signage generated the greatest recall from NPE2018 attendees!

### BANNERS, COLUMN WRAPS, STAIR & ESCALATOR GRAPHICS, & KIOSKS

#### LIMITED AVAILABILITY

Whether you are looking to promote your brand, launch a new product, or simply call attention to your booth location, on-site banners; column wraps; and window, door, stair, and escalator graphics are powerful visual tools. On-site visual graphics are extremely eye-catching, with various locations available both inside and outside the convention center.

**Investment: \$4,500 to \$25,000**

### BRIDGE/WALKWAY OVERHEAD SIGNAGE

#### LIMITED AVAILABILITY

The OCCC is a large facility, and to visit all the exhibits, attendees will need to walk or ride shuttles between the South and West Buildings. Walkway banners throughout the campus, including on the new connector bridge between the Hyatt Regency and West Building, offer great exposure to thousands of attendees.

**Investment: \$4,000 per sign**



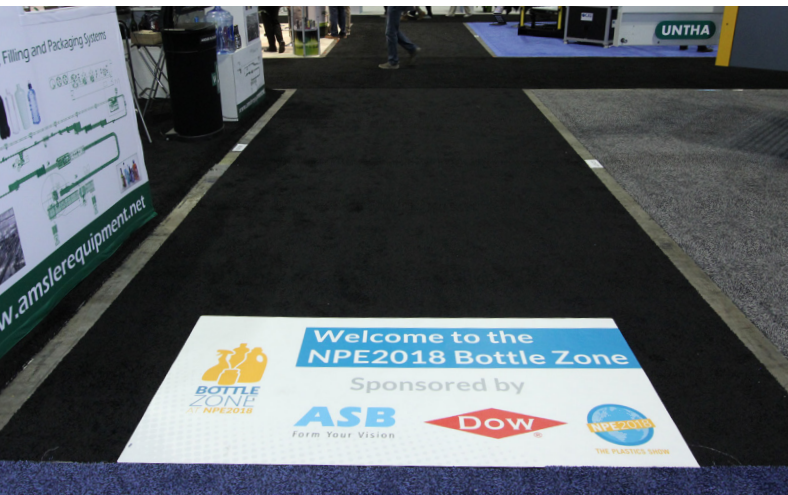
### REGISTRATION SPONSOR (EXCLUSIVE)

#### SOLD!

Everyone attending and exhibiting at NPE2024 must register for the event. This opportunity will provide your company with enormous event-wide visibility. Imagine your company name/logo appearing every time someone registers online, and receives a confirmation email. In addition, your company name/logo will appear on designated exterior/interior signage where registration is mentioned, and at all three on-site registration areas at the OCCC.

**Investment: \$30,000**





## LOBBY FLOOR GRAPHICS

**NEW!**

Grab attendees' attention and help them find your booth. Your company name, logo, and booth number (or any approved graphic) will be placed on floor clings throughout the lobby areas of the show.

**Investment: \$5,000 each for 6' x 6' and \$10,000 each for 10' x 10' graphics**

## BACK OF THE BADGE (EXCLUSIVE)

**NEW!**

All eyes will be on **YOU** as the back of the badge sponsor!

The NPE2024 badge is every attendee's ticket to the expo and the ideal spot to highlight your company logo, booth number and message for consistent visibility on and off the show floor.

**Investment: ask about pricing**

## BATHROOM MIRROR CLINGS (EXCLUSIVE)

**SOLD!**

Take advantage of prime real estate by having your logo (2'x3' cling) appear on over 90 mirrors spanning both the West and South Halls.

West Level 2 – **SOLD!**

South Level 2 – **SOLD!**

**Investment: ask about pricing**

## SHUTTLE BUS SIGNAGE

Make sure your company's logo is one of the first things attendees see every morning and throughout the day! Brand your company on the official NPE2024 Hotel Shuttle Bus Service and the NPE2024 Orange County Convention Center Loop Service. Regular service is provided to and from 33+ hotels in the NPE2024 housing block, as well as between the two OCCC Exhibit Buildings.

**Investment: varies based on the wrap or banner and the number of buses selected**

## WINDOW & DOOR GRAPHICS

**NEW!**

For exceptional impact, get your brand, message, or booth number prominently displayed to all attendees at and above eye-level with window clings and door graphics.

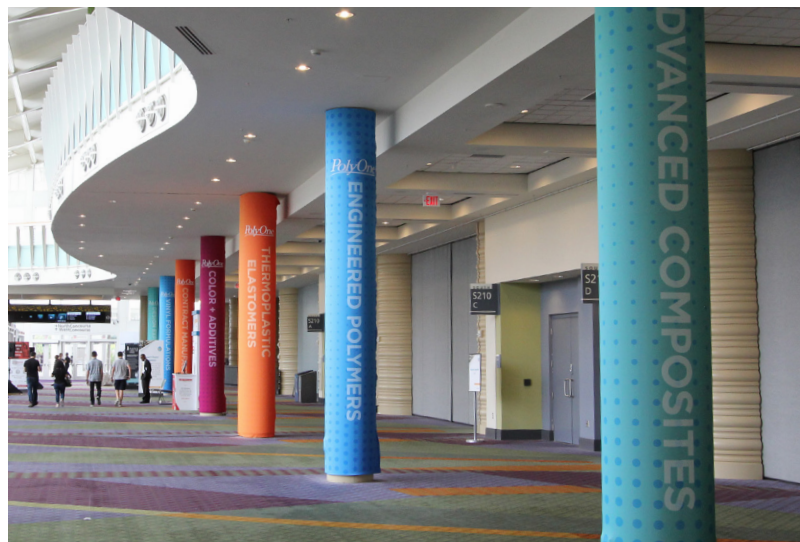
**Investment: varies based on the number of graphics selected**

## HOTEL KEY CARDS

**LIMITED AVAILABILITY**

Ensure that your company is top-of-mind at the beginning and end of each day at the show. This sponsorship includes your company logo/message printed on the official hotel sleeping room keys.

**Investment: ask about pricing**





## WHY ADVERTISE?

The NPE Special Edition issue of PLASTICS Magazine gives your company a platform at the largest plastics trade show in the Americas, **NPE: The Plastics Show!**

Connect with global decision-makers across the entire plastics supply chain with an advertisement in the association publication dedicated to advancing the plastics industry.

Item	Pricing
2-Page Spread	\$6,500.00
Full Page	\$3,500.00
Half Page	\$2,000.00
Back Cover ( <b>SOLD</b> )	<b>\$5,000.00</b>
Inside Front Cover ( <b>SOLD</b> )	<b>\$4,000.00</b>
Inside Back Cover ( <b>SOLD</b> )	<b>\$3,000.00</b>



## DISTRIBUTION

10,000 printed copies will be available in the following on-site locations:

- NPE First-Time Attendee and Press Lounges
- PLASTICS Membership Lounges
- Publication bins in both West and South Hall next to the official Show Directory
- PLASTICS Membership Booth in South Hall
- **BONUS:** Digital distribution in the official post-show email to all 55,000+ NPE attendees and exhibitors

## READY TO GET STARTED?

Email Susan Celli at [scelli@plasticsindustry.org](mailto:scelli@plasticsindustry.org) today!  
Opportunities are limited and close on **Friday, March 15.**

TV programming broadcast to attendees in the NPE Network Studio offers a broad reach of your advertising messaging to key NPE attendees throughout the show! Better yet, everything shot can be repurposed and used on your own social media channels!

### INTRODUCING NPETV

NPE is teaming up with NPETV to offer TV broadcasting to all attendees during NPE2024. Produced on-site in the NPETV Studio – located in the West Lobby – live programming will include interviews with industry leaders, attendees and paying exhibitor sponsors. Attendees will have access to watch all content throughout the convention center, shuttle buses, NPE.org and all NPE social media channels (LinkedIn, Instagram, Facebook, YouTube and Twitter).

Participating in NPETV offers a unique opportunity to expand your advertising messaging to key NPE attendees! You'll even be able to use your footage on your own social media channels!

[Click here to learn more.](#)



### DAILY TITLE SPONSORSHIPS

NPETV will work with you to deliver your message to every NPE attendee. This opportunity is a great way to expand your brand and product reach, including:

- Mention of sponsor's name and logo in all sponsored content.
- Sponsor's watermark on all videos.
- 2 - 3 minute Advertorial TV segment featuring the sponsor's product, service or thought leadership.
- Insertion of sponsor-provided commercial of up to 30 seconds.
- Sponsor's logo in opening animation of sponsored video.
- Daily news taped in-front of sponsor's booth.

NPE has final cut of all Daily Title videos during the show but edits are available post-show at your expense.

**Investment: \$15,000/per day**

## EXHIBITOR CLIPS

Exhibitor Clips are a quick, low-cost way to drive traffic to your booth. The NPETV crew will spend approximately 20-30 minutes at your booth to create one soundbite with a company representative. A 30 second video is then delivered on-site.

Exhibitor Clips **do not** include on-camera talent. NPE has final cut on all Exhibitor Clips shown during the show, but edits are available post-show at your expense.

**Investment: \$4,000 (Limited 8 per day and includes production fee)**



## ADVERTORIALS

Demonstrate new products or services during a tailor-made, 2-3-minute video! All videos can be filmed, edited and delivered on-site from your booth, or taped in advance from our digital set. Sponsored exhibitors will receive a copy of the video.

All Advertorials **include** on-camera talent. NPE has final cut on all Advertorials shown during the show, but edits are available post-show at your expense.

**Investment: \$8,500 (Limited to 7 sponsors per day and includes production fee)**



## ONE-TO-ONE LEADERSHIP INTERVIEWS

One-To-One Leadership Interviews are an effective and memorable way to showcase your thought-leadership. Work directly with the NPETV team to create a studio-quality video interview that will air on the NPETV during NPE2024 and can be used long after the show concludes. This opportunity takes place at the NPETV Studio located in the West Lobby.

NPE has final cut on all One-to-One Leadership Interviews shown during the show, but edits are available post-show at your expense.

**Investment: \$5,500 (Limited to 10 per day and includes production fee)**

## COMMERCIAL PLACEMENT

Commercials allow all exhibitors to take advantage of NPETV "airtime" during NPE2024. Videos are limited to 30 seconds and must be pre-produced.

NPE has final cut on all commercials shown during the show, but edits are available post-show at your expense.

**Investment: \$10,000 (Limited to 5 per day and must be approved by show management)**





### **NPE OPENING PARTY - GAME LOUNGE (4 AVAILABLE)**

**NEW!**

Experience the NPE Opening Party as a sponsor of the Interactive Game Lounge where the fun never stops! The Game Lounge boasts a fantastic selection of crowd-pleasers, including classics like giant party pong, cornhole, giant Jenga, shuffleboard, and foosball.

When you become a sponsor, your brand's presence will shine bright throughout the event – literally. LED lighting will be backlighting the games and your company's name will be illuminated by a Gobo projection. We'll showcase your branding in pre-show promotions, social media posts, on NPE.org, and on-site signage.

**Investment: \$10,000**

### **FLIP & SIP RECEPTION**

**BACK BY POPULAR DEMAND!**

Ready to collaborate with the future trailblazers of the plastics Industry? Your ideal opportunity awaits as a sponsor of the FLiP & Sip Reception. Co-hosted with the dynamic Future Leaders in Plastics (FLiP) community, your support fuels an engaging, complimentary reception open to individuals under the age of 40. Your brand will shine through social media posts, a featured listing on NPE.org, and on-site signage. Join us in nurturing the growth of emerging talent and establishing your brand as a forward-thinking industry leader.

**Investment: \$5,000**

### **NPE OPENING PARTY - TITLE SPONSOR (EXCLUSIVE)**

**NEW!**

Reuniting the industry after six years apart at the inaugural NPE Opening Party! As the exclusive Title Sponsor, you'll be at the heart of the year's most significant celebration by sponsoring an array of elements including food & drinks, live entertainment by the popular band Pop Rocks, photo opportunities, and more.

Your brand will be featured in pre-show and on-site social media promotions, on NPE.org, and on-site signage. Additionally, your company will receive a special live shout-out from the stage and all attendees will receive 3 drink tickets featuring your logo. This is your incredible opportunity to make a lasting impression and align your brand with the grand return of NPE. *\*This is a registration add on available to all NPE attendees and exhibitors*

**Investment: \$50,000**

### **WOMEN IN PLASTICS BREAKFAST (2 TOTAL)**

**SOLD!**

Infusing new energy into NPE2024, the Women in Plastics Breakfast will be a vibrant gathering uniting a dynamic community of women, fostering connections, and featuring inspiring voices from across the plastics industry. Not only will your sponsorship provide a complimentary breakfast to attendees, but your company will also be prominently featured in dedicated social media posts, recognition on NPE.org, on-stage introductions, on-site signage and the opportunity to provide a giveaway.

Breakfast takes place Tuesday, May 7 from 7:30 - 9:00 AM.

**Investment: \$15,000**

## BEER GARDEN CO-SPONSORSHIP (1 SOLD/1 AVAILABLE)

### SOUTH HALL

Back by popular demand, the Beer Garden is the ultimate hotspot for attendees. It is strategically situated at the heart of the Bottle Zone, offering a prime opportunity to harness show-wide exposure during all show hours. As a co-sponsor, you'll unlock a range of benefits designed to maximize your visibility, including social media posts, prominent listing on NPE.org, and on-site signage.

**Investment: \$25,000**



## INTERNATIONAL ATTENDEE LOUNGE (CO-SPONSORED)

### WEST HALL, ROOM W101

**SOLD!**

Elevate your global presence and engage with international attendees by co-sponsoring the International Attendee Lounge. This exclusive space offers international guests a welcoming environment featuring complimentary Wi-Fi, coffee, translation services, and more, facilitating meaningful connections with delegations from across the globe. Promotion of your support includes attendee lead capture, onsite signage, and recognition on NPE.org. Additionally, your company will be present and recognized during an open bar cocktail reception on Wednesday, May 8, from 5-6 PM.

**Investment: \$20,000**

## NPE FIRST-TIMERS LOUNGE (EXCLUSIVE)

### WEST HALL, ROOM W221

**NEW!**

Leverage the shifting demographics of the NPE2024 audience by sponsoring the First-Timers Lounge. The workplace landscape is evolving rapidly, and millennials are emerging as the future decision-makers. By sponsoring the First-Timers Lounge, you'll not only position your brand at the forefront of this transformative shift but also shape and embrace the future of the industry. Promotion of your support includes onsite signage, pre-show and onsite social media posts, and recognition on NPE.org.

**Investment: \$20,000**

## Education - Spark Stages

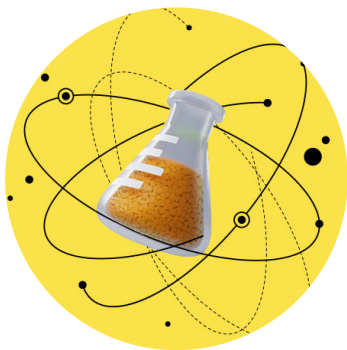
### NEW!

Increase the impact of your investment and boost brand visibility with an exclusive Spark Stage sponsorship. Open to all NPE registration levels, the Spark Stages offer five days of immersive learning directly on the expo floor. With 75+ sessions across three stages, these will be a popular attendee destination.

Extensive promotion of your support includes:

- One (1) speaking opportunity.
- Pre-Show and on-site social media posts.
- Recognition on NPE.org
- Branding on the stage, overhead banner, floor, and panel graphics.
- NPETV exhibitor clip.
- Spark Stage press release and blog post mention.
- Attendee lead capture provided.

*Each Stage is EXCLUSIVE and the investment is \$20,000*

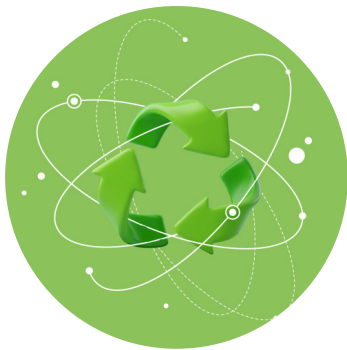


### **INNOVATION STAGE**

**SOLD!**

*Located in the West Hall*

Witness the latest in electrification, Industry 4.0, thermoplastic alchemy, UV blockers, engineered thermoplastic and other exciting topics.

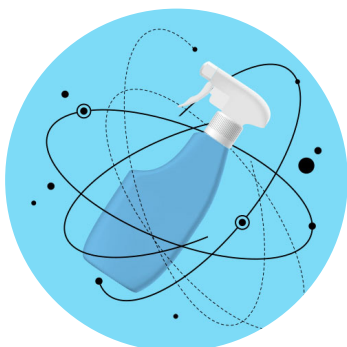


### **SUSTAINABILITY STAGE**

**SOLD!**

*Located in the South Hall*

Explore how the entire plastics supply chain develops solutions to improve efficiency, reduce materials loss, use less power and more.



### **BOTTLING STAGE**

**SOLD!**

*Located in the South Hall within the Popular Beer Garden*

Discover advancements in technologies for the beverage and non-food segments.

# WE HAVE THE IDEAL SPONSORSHIP TO MEET YOUR GOALS.



For more information on additional opportunities, please visit [npe.org/sponsorships](https://npe.org/sponsorships) or connect with us directly at [sponsor@npe.org](mailto:sponsor@npe.org)

## NPE SHOW PRODUCTS, PRODUCED BY GARDNER BUSINESS MEDIA

Secure additional promotional opportunities in one or more of the following NPE2024 Show Products:

- NPE.org Showrooms
- NPE Mobile App
- NPE Technology e-newsletter
- Noticias de NPE en Español
- NPE Show Daily Preview
- NPE Show Directory
- NPE Maps
- Good Morning NPE e-newsletter

### For more information, contact:

Ryan Delahanty, Vice President  
Gardner Business Media  
[ryand@gardnerweb.com](mailto:ryand@gardnerweb.com)  
630.345.3465



### LET US CUSTOMIZE A SPONSORSHIP PACKAGE EXCLUSIVELY FOR YOUR ORGANIZATION.

Do you have an exciting new sponsorship idea of your own? Are you looking for something that no one has done before? Something that worked well at another event?

Let's make it for you and ensure your sponsorship opportunity aligns with your brand! We also want to make sure you get the exposure needed to build lasting and lucrative relationships with NPE2024 attendees.

# LET'S TALK ABOUT SPONSORSHIPS

No matter where your potential buyers are—on the NPE.org site, walking the show floor, or registering for the event—they'll be sure to notice your company when you're an NPE2024 sponsor. Drive more traffic to your booth and get the best return on investment from your show presence—become an NPE2024 sponsor today.



Contact NPE Sales Staff at [sponsor@npe.org](mailto:sponsor@npe.org) to secure your sponsorship or visit [NPE.org/sponsorships](https://NPE.org/sponsorships) for more details.