ALL NPE2021 MARKETING & PROMOTIONAL OPPORTUNITIES

- **Banners, Column Wraps, Stair & Escalator Graphics – LIMITED AVAILABILITY**
  Whether you are looking to promote your brand, announce a new product launch, 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. For more information on location, sizes, and prices (which include production and installation), please click [here](#).

  Investment: $4,500 to $25,000

- **Bridge/Walkway Overhead Signage – LIMITED AVAILABILITY**
  The Orange County Convention Center is a vast campus that requires attendees to walk or ride the shuttle between the South and West Buildings to visit all the exhibits. The walkway banners between the South and West Buildings and on the new connector bridge between the Hyatt Regency and the West Building offer great exposure to thousands of attendees.

  Investment: $2,365 per sign

- **NEW! Charging Station Networking Areas – LIMITED AVAILABILITY**
  With nearly all attendees using their phones, tablets, and mobile devices during the event, providing custom-branded charging station seating areas is an ideal way to garner impressions and appreciation from attendees, while increasing brand visibility and traffic to your booth. Brand one, a couple, or all eight charging stations.

  Investment: $7,500 per station

- **Event-Wide Digital Signage Advertising – LIMITED AVAILABILITY**
  Digital signs placed throughout the Orange County Convention Center offer your company exposure through the lobby spaces of the West and South Buildings. Your sign will appear on all 35 screen locations throughout the day, over the entire week, providing you approximately 2,625 exposures daily (75 exposures per day at each location). Sponsor supplies still or video creative.

  Investment: $5,130 per 8-second spot
• **Event-Wide Registration Sponsorship – EXCLUSIVE**
  Everyone attending and exhibiting at NPE2021 has to register. Imagine your company name/logo appearing every time someone accesses the registration site, registers, or walks into or past one of three NPE on-site registration areas. This opportunity will provide your company enormous visibility.

  Sponsor branding within the online registration system, on registration confirmation emails to exhibitors and attendees*, on designated exterior/interior signage where registration is mentioned, and at all three on-site registration areas.

  **Investment:** $55,000

  *Note: Not included on media registration confirmations.

• **Hotel Key Cards for Rosen Plaza/Rosen Inn**
  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:** $15,000

• **Hotel Key Cards for Hyatt Regency, Hilton Orlando, or Rosen Center**
  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:** $20,000 per hotel

• **Hotel Key Cards – EXCLUSIVE**
  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:** $60,000 for the Hyatt Regency, Hilton Orlando, Rosen Center, Rosen Plaza, and Rosen Inn. ~9,350 key cards and 3,545 peak room nights.

• **Lobby Floor Graphics**
  Grab attendee’s 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. For more information on locations, sizes, and prices (which include production and installation), please click here.

  **Investment:** $5,000 each for 6’ x 6’ and $10,000 each for 10’ x 10’ graphics
• **NPE.org 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 pageviews and over 414K unique users. Your 4-second ad will appear on six primary pages and will stay online through July 15, 2021, giving you long-term exposure and high visibility.

  **Investment:** $6,000 per ad

• **Online Registration Sponsorship – EXCLUSIVE**
  Everyone attending and exhibiting at NPE2021 has to register. Imagine your company name/logo appearing every time someone accesses the registration site, registers, or walks into or past one of three NPE on-site registration areas. This opportunity will provide your company enormous visibility.
  Sponsor branding within the online registration system and on registration confirmation emails sent to attendees and exhibitors*.

  **Investment:** $30,000
  *Note: Not included on media registration confirmations.

• **Onsite Registration**
  Sponsor branding on designated exterior/interior signage where registration is mentioned and at the onsite registration area(s). West Building Level I, A & D Halls and South Building Level II, S220 Meeting Rooms/Center Lobby.

  **Investment for all registration areas:** $40,000
  **Investment for one (1) registration area:** $25,000

• **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 NPE2021 Hotel Shuttle Service and the NPE2021 Orange County Convention Center Loop Service. Regular service is provided to and from 33+ hotels in the NPE2021 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.**

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**Contact NPE Sponsorship staff at Sponsor@npe.org or at +1.703.259.6132 for more information**