



NPE2027 | May 3-7, 2027
PRODUCED BY  **PLASTICS** | Orlando, Florida
INDUSTRY ASSOCIATION

NPE[®] SPONSORSHIP OPPORTUNITIES

PUT YOUR BRAND AT THE CENTER OF WHAT'S NEXT



ACCESS THE DECISION MAKERS DRIVING WHAT'S NEXT

NPE® attracts influential buyers from around the world who control major purchasing decisions. As a sponsor, you'll engage new markets, build relationships with serious prospects, and gain unbeatable exposure at the plastics industry's premier event.

71%

of attendees make purchasing decisions or recommendations

62%

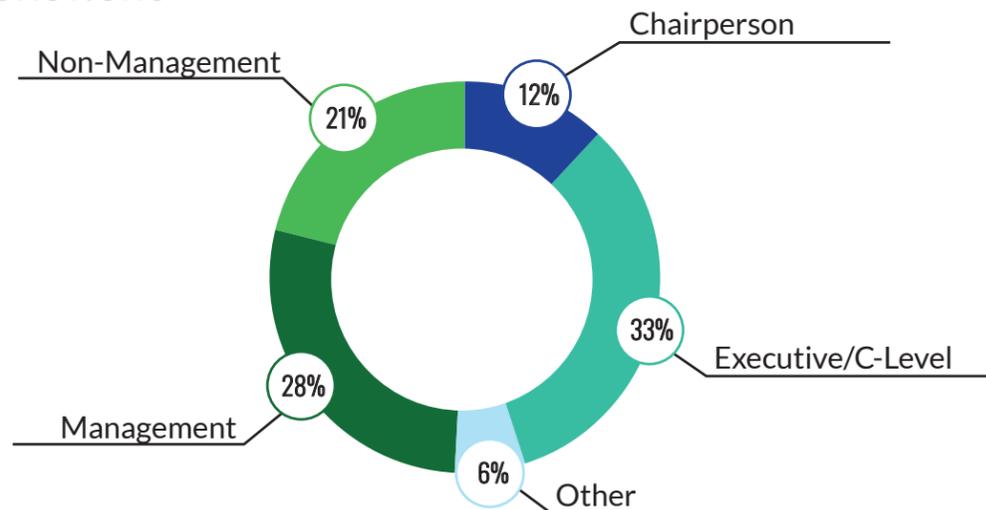
of attendees control budgets of \$1 million+

59%

plan to purchase products seen at NPE within one year

MEET BUYERS IN KEY ROLES

JOB FUNCTIONS



A GLOBAL SHOWCASE

15K+
International Buyers

130
Countries Present



ONSITE BRANDING



ATTENDEE TOTE BAGS

Make a lasting impression as the exclusive attendee tote bag sponsor! Your brand will be front and center with every registered attendee as they walk the show floor, plus airports and offices afterward. Sponsor is responsible for bag production and delivery to the show.

Contact sales for pricing.



BATHROOM MIRROR CLINGS

This high-visibility opportunity places your brand message on over 100 mirrors located throughout the West and South Halls of the Orange County Convention Center.

Pricing is based on the number of mirrors selected.

Contact sales for pricing.



LANYARDS

Lanyards are essential, unavoidable, and always visible. Worn by every registered attendee, this sponsorship delivers nonstop impressions and powerful brand recall throughout the show.

Member: \$64,000

Non-Member: \$68,000



REGISTRATION SPONSOR

With every NPE attendee required to register, this exclusive sponsorship delivers guaranteed, show-wide exposure before and during the event. Your company name and logo will be featured on the NPE registration website, in the registration confirmation email, and prominently displayed onsite across exterior and interior signage, including all three registration areas.

Member: \$35,000

Non-Member: \$40,000

DIGITAL

WEB BANNER ON NPE.ORG

Reach attendees and prospective attendees with a web banner on NPE.org, the number one source for show information with more than 700K unique users. Your ad will appear on three primary pages—the Schedule at a Glance, Fees & Deadlines, and Show Information pages—and will remain online through July 17, 2027, giving you long term exposure and high visibility before and after the show.

Member: \$8,000
Non-Member: \$10,000



NPE MOBILE APP

Boost your visibility with the official NPE Mobile App! As the primary resource attendees use to navigate the show and organize their onsite experience, the app is the perfect place to keep your brand top of mind.

MOBILE APP STATS

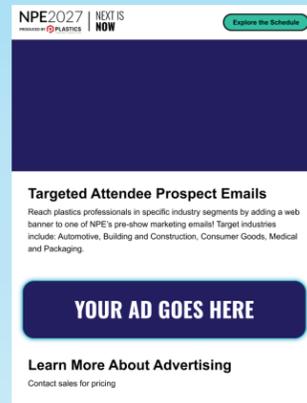
27,270+ Downloads
883,430+ Banner Views
396,930+ Exhibitor Showroom Views



BANNER AD IN TARGETED ATTENDEE PROSPECT EMAILS

Reach plastics professionals in specific industry segments by adding a web banner to one of NPE's pre-show marketing emails! Target industries include: Automotive, Building and Construction, Consumer Goods, Medical and Packaging.

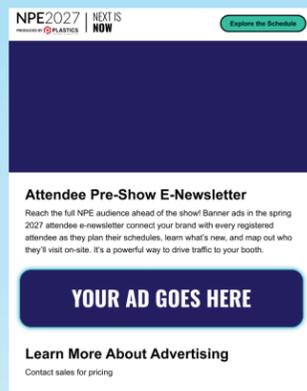
Contact sales for pricing.



BANNER AD IN ATTENDEE PRE-SHOW E-NEWSLETTER

Reach the full NPE audience ahead of the show! Banner ads in the spring 2027 attendee e-newsletter connect your brand with every registered attendee as they plan their schedules, learn what's new, and map out who they'll visit on-site. It's a powerful way to drive traffic to your booth.

Contact sales for pricing.



Mobile App Exclusive	Mobile App Banner Ads (Limit 8)	Mobile App Push Notifications (Limit 10)
<p>Member: \$25,000 Non-Member: \$30,000</p>	<p>Member: \$4,200 Non-Member: \$4,700</p>	<p>Member: \$3,000 Non-Member: \$3,500</p>
<ul style="list-style-type: none"> • Branding on loading screen • Two rotating banners on the main navigation page • One mobile push notification • Promotion as the official Mobile App Sponsor in pre-show marketing and onsite signage 	<ul style="list-style-type: none"> • Rotating banner on the main navigation page • Linking: Banners link to your mobile listing for lead capture • Size: 1080 w x 169 h • Format: Static GIF or JPG 	<ul style="list-style-type: none"> • Message contains a subject, short description, and a full-length message • Subject: 20 characters • Push Notifications: 60 characters • Full-length message: Unlimited (a clear and concise message is recommended)

ONSITE SIGNAGE

Stand out at NPE with **high-impact** onsite signage. **Bold visuals** and **premium placements** put your brand in front of attendees at every turn. From large-format banners and column wraps to dynamic digital signage, these eye-catching touch-points **keep your message top of mind** all show long.



ESCALATOR & STAIR GRAPHICS

Member: \$6,000 - \$30,000
 Non-Member: \$6,600 - \$33,000



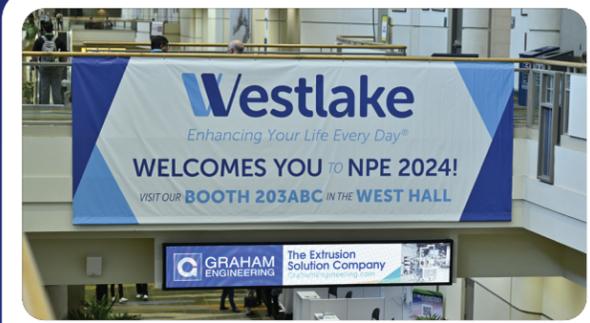
FLOOR GRAPHICS (SMALL/LARGE)

Member: \$6,000/\$12,000
 Non-Member: \$6,600/\$13,200



AISLE SIGNS

West Hall: 78 double-sided aisle signs (\$30,000)
 South Hall: 60 double-sided aisle signs (\$25,000)



BANNERS

Member: \$6,500 - \$28,250
 Non-Member: \$6,600 - \$30,000



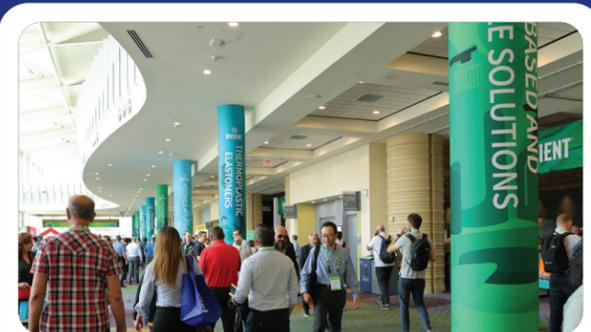
3-SIDED KIOSKS

Member: \$6,000
 Non-Member: \$6,600



WALKWAY SIGNAGE

Member: \$5,000
 Non-Member: \$5,500



COLUMN WRAPS

Member: \$5,500 - \$20,000
 Non-Member: \$6,050 - \$22,000



DIGITAL SIGNAGE

Member: \$8,500
 Non-Member: \$9,500



WINDOW & DOOR GRAPHICS

Member: \$10,000
 Non-Member: \$12,000


SIGNAGE ARTWORK DEADLINE:
FEBRUARY 19, 2027

VIDEO

Boost brand visibility and attract more attendees to your booth with a video sponsorship on **NPETV!** Your message reaches attendees **across the convention center**, appears in the daily show recap email, and is amplified through **NPE.org** and **NPE® social media channels** to extend your impact beyond the show floor. Plus, you can **leverage your video footage in your own marketing** efforts to keep the momentum going.

NPE® retains final cut of all videos during the show, but additional edits are available post-show at the exhibitor's expense. Exhibitors will receive video footage within 48 hours of filming.

IN-BOOTH PRODUCT DEMOS

Highlight your products and services with a 2-3 minute, professionally produced video filmed in your booth with the host of NPETV.

Member: \$8,500

Non-Member: \$9,000



DAILY TITLE SPONSOR (LIMIT 5 – ONE PER DAY)

Own the day on NPETV with premium visibility and exclusive brand placement. This high-impact opportunity includes:

- Daily news intro filmed in front of your booth
- Company logo included on the NPETV intro
- Logo included on the NPETV web page on NPE.org
- 2-3 minute in-booth product demo
- One Leadership Interview

Member: \$15,000 per day

Non-Member: \$17,500 per day



EXHIBITOR CLIPS

Capture a concise, high-impact message from your booth with an NPETV-produced exhibitor clip. This 30-second clip requires 20-30 minutes of onsite filming time with a representative from your organization. Exhibitor clips do not include the host of NPETV.

Member: \$4,000

Non-Member: \$4,500



LEADERSHIP INTERVIEWS

Position your company as a thought leader with a studio quality interview produced by the NPETV crew. Interviews are filmed in the onsite NPETV studio with a professional host.

Member: \$5,500

Non-Member: \$6,000



SCAN THE QR CODE
TO LEARN MORE ABOUT VIDEO
SPONSORSHIPS



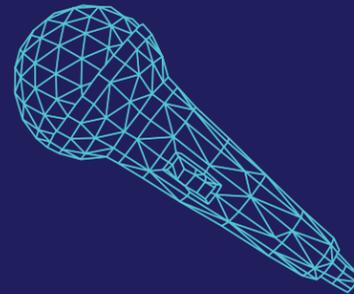
EDUCATION STAGES

Each exclusive education stage sponsorship includes:

- One 30-minute speaking opportunity
- Recognition on NPE.org
- Branding on the stage, overhead banner, floor, and panel graphics
- Company name in NPE press release and blog post mention
- Attendee lead capture

Member: \$25,000

Non-Member: \$30,000



INNOVATION STAGE

West Hall



PACKAGING STAGE (NEW FOR NPE2027)

South Hall



SUSTAINABILITY STAGE

South Hall



COMING SOON: SPONSORED EDUCATION SESSIONS (NEW FOR NPE2027)

Session schedules will be available in late 2026.

Elevate your brand and command attention by presenting on one of NPE's three show floor education stages—the Packaging, Innovation, or Sustainability Stage. This dedicated 30-minute session, open to all NPE attendees, gives you a powerful platform to spotlight your newest product, breakthrough technology, or standout customer success story, and drive traffic back to your booth!



Scan the QR code to complete the interest form to learn more.

SPECIAL EVENTS

NPE OPENING PARTY

The NPE Opening Party at Pointe Orlando delivers a high-energy, multi-venue experience designed to bring the plastics community together on night one of NPE. This year's party spans five popular venues—Sports & Social, PBR Cowboy Bar, Shark Bar, Houndsmen Lounge, and Sal's Pizza—creating continuous engagement and unmatched brand exposure.

This exclusive sponsorship opportunity includes: your company name and logo featured in pre-show marketing efforts (email and social media campaigns), onsite signage across all participating venues, and recognition on NPE.org.

Contact sales for pricing.



WOMEN IN PLASTICS BREAKFAST (LIMIT 2)

The sold-out Women in Plastics Breakfast is returning to NPE2027, bringing together women from across the plastics industry for a morning of meaningful connections and inspiring conversation. This premium sponsorship opportunity includes: your company name and logo featured in pre-show marketing efforts (email and social media campaigns), onsite signage, on-stage recognition, on NPE.org and the option to provide an event giveaway.

Member: \$20,000

Non-Member: \$25,000



FLIP & SIP RECEPTION

Connect with the future of the plastics industry at the FLiP & Sip Reception, co-hosted with the Future Leaders in Plastics (FLiP) community. This networking reception is open to all NPE attendees under 40 and brings together the next generation of industry leaders.

Your sponsorship helps fuel the growth of emerging talent while positioning your brand as a champion of innovation and leadership. Benefits include a featured listing on NPE.org and onsite event signage, ensuring strong visibility among rising professionals.

Contact sales for pricing.



ATTENDEE ACTIVATIONS

POLYMER PUB (CO-SPONSORED)

South Hall

The Polymer Pub, formerly known as the NPE Beer Garden, is located in the NPE Bottle Zone and is one of NPE's most popular networking destinations, drawing consistent traffic throughout the show. This sponsorship includes your company logo on high top tables, onsite signage (floor graphics and hanging signs), recognition on NPE.org, a literature rack for company collateral, and the option to provide branded napkins or cups for extended brand visibility.

Member: \$25,000

Non-Member: \$30,000



INTERNATIONAL ATTENDEE LOUNGE (CO-SPONSORED)

West Hall

Connect with a global audience by sponsoring a dedicated hub for NPE attendees from 130+ countries, the International Attendee Lounge. This premium space offers WiFi, coffee, translation services, and more to support meaningful international connections. Sponsorship includes attendee lead capture, onsite signage, logo recognition on NPE.org, and brand visibility at the International Reception.

Member: \$20,000

Non-Member: \$22,500



HEADSHOT LOUNGE (EXCLUSIVE)

Sponsor one of NPE's most popular attendee activations, the Headshot Lounge! This complimentary, high traffic experience draws consistent engagement throughout the show, making it a powerful branding opportunity. Sponsorship includes attendee lead scans, prominent onsite signage, recognition on NPE.org, and company name and logo placement in preshow marketing.

Member: \$44,000

Non-Member: \$48,000



NPE SHOW PRODUCTS

ADVERTISE ACROSS THE OFFICIAL NPE SHOW PRODUCTS, PRODUCED BY CRAIN COMMUNICATIONS

Reach NPE2027 attendees and the audiences of *Plastics News* and *Sustainable Plastics* through high-visibility advertising opportunities in the official NPE Show Products. Products include:

- NPE Show Daily
- NPE Show Directory
- NPE Show Floor Map
- NPE Pre-Show Technology e-Newsletter
- NPE Onsite e-Newsletter

LOOKING FOR MORE INFORMATION?

Contact John Hickey at JHickey@crain.com

SUSTAINABILITY PARK SPONSORSHIPS

NPE2027 | NEXT IS **NOW**
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INDUSTRY ASSOCIATION | May 3-7 | Orlando, FL

**ALIGN YOUR BRAND WITH
WHAT'S NEXT IN SUSTAINABILITY**

**SUSTAINABILITY
PARK** 

SUSTAINABILITY PARK

ABOUT SUSTAINABILITY PARK

This immersive destination is where learning and play unite to spotlight industry leaders and real-world solutions shaping the future of sustainable plastics. Attendees will dive into interactive features like a 30-foot-wide ball pit, explore museum-style installations, and join fireside chats on trending topics.

For participating companies, the experience offers a high-impact platform to showcase proven solutions, elevate brand leadership, and align with the visionaries driving the future of the industry.

WHY A PARK

The park environment draws visitors into an atmosphere of nature, community, and play to signify the importance of protecting our natural environment through collaboration with one another and iterative innovation.

The circular pathway is meant to serve as a visual reminder of the realities of sustainability work. Though our shared goal is to create a circular economy, the path to get there is not always straight forward. The pathway invites attendees to experience that journey firsthand.



**ALL SPONSORSHIP GRAPHICS RELATED TO SUSTAINABILITY PARK
MUST CONTAIN CONTENT RELEVANT TO A SUSTAINABILITY AUDIENCE.**

TURF & CARPET PATHS

ATTENDEE ACTIVATIONS

ARTIFICIAL TURF

SPONSORSHIP INCLUDES:

- 10 x 20 showcase display in Sustainability Park
- Company logo on Sustainability Park entrance units and show signage
- Logo featured on the NPE.org Sustainability Park webpage
- Comprehensive visitor report, including lead-scanning data (first name, last name, company, job title, and email address)

Member: \$100,000

Non-Member: \$120,000

Or In-kind Contribution: Pending Approval From Show Management

CARPET PATHWAY

SPONSORSHIP INCLUDES:

- Company logo on Sustainability Park entrance units and show signage
- Logo featured on the NPE.org Sustainability Park webpage
- Comprehensive visitor report, including lead-scanning data (first name, last name, company, job title, and email address)

Member: \$30,000

Non-Member: \$35,000

Or In-kind Contribution: Pending Approval From Show Management



BALL PIT (LIMIT 4 OR EXCLUSIVE SPONSORSHIP)

Located at the center of Sustainability Park, the highly anticipated **27-foot wide ball pit**—featuring **more than 180,000 LLDPE balls**—sits in the **highest traffic area**, ensuring every visitor encounters your brand. This immersive, interactive feature draws attendees in to capture photos, creating organic visibility through social sharing. Choose to sponsor the **entire ball pit** or **one-fifth of the balls** for flexible brand exposure.

Member: \$15,000

Non-Member: \$17,000

EXCLUSIVE SPONSORSHIP

Member: \$45,000

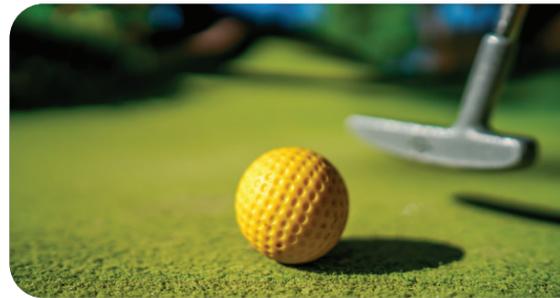
Non-Member: \$50,000



ADDITIONAL OPPORTUNITIES

MINIATURE GOLF SPONSORSHIPS

Sponsor the new 6-hole miniature golf experience inside Sustainability Park! This fun, customizable activation gives you a unique platform to highlight your sustainability story through engaging and educational course signage. Spark attendee interest, boost brand visibility, and drive traffic to your booth by sponsoring one hole—or all six!



Exclusive Miniature Gold Sponsorship	Single-hole Miniature Gold (Limit 6)
<p>Member: \$48,000 Non-Member: \$60,000</p>	<p>Member: \$8,000 Per Hole Non-Member: \$10,000 Per Hole</p>
<ul style="list-style-type: none"> • Logo placement on all miniature golf course signage and game scorecards • Logo featured on the NPE.org Sustainability Park webpage • Two social media posts highlighting your participation • Comprehensive visitor report, including lead-scanning data (first name, last name, company, job title, and email address) 	<ul style="list-style-type: none"> • Logo placement on signage at your sponsored golf hole • Logo featured on the NPE.org Sustainability Park webpage • One social media post recognizing your participation • Comprehensive visitor report, including lead-scanning data (first name, last name, company, job title, and email address)

ENTRY-WAY COLUMN WRAPS (LIMIT 6)

Capture attendees' attention the moment they arrive at Sustainability Park! Towering 8ft column wraps will frame the entrance, creating an unforgettable gateway into this must see destination.

Member: \$5,500 per column

Non-Member: \$6,050 per column



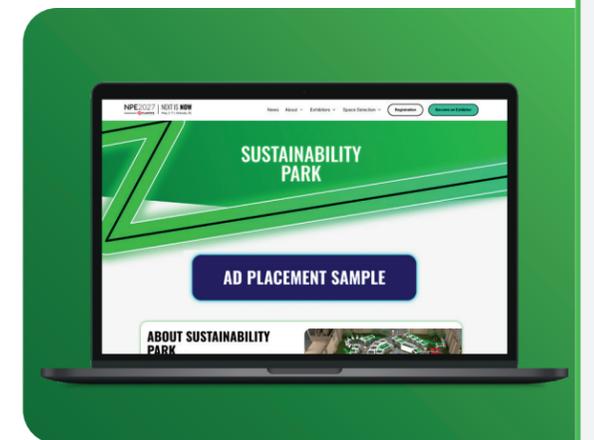
ROTATING WEB BANNER ON THE SUSTAINABILITY PARK PAGE ON NPE.ORG (LIMIT 4)

More than 700K unique users visit NPE.org before the show. Feature your company message with a rotating banner on the dedicated Sustainability Park page to reach professionals seeking sustainable solutions. Banners link to your NPE exhibitor listing to drive traffic.

Ad size: 728 x 90 | **File type:** JPG

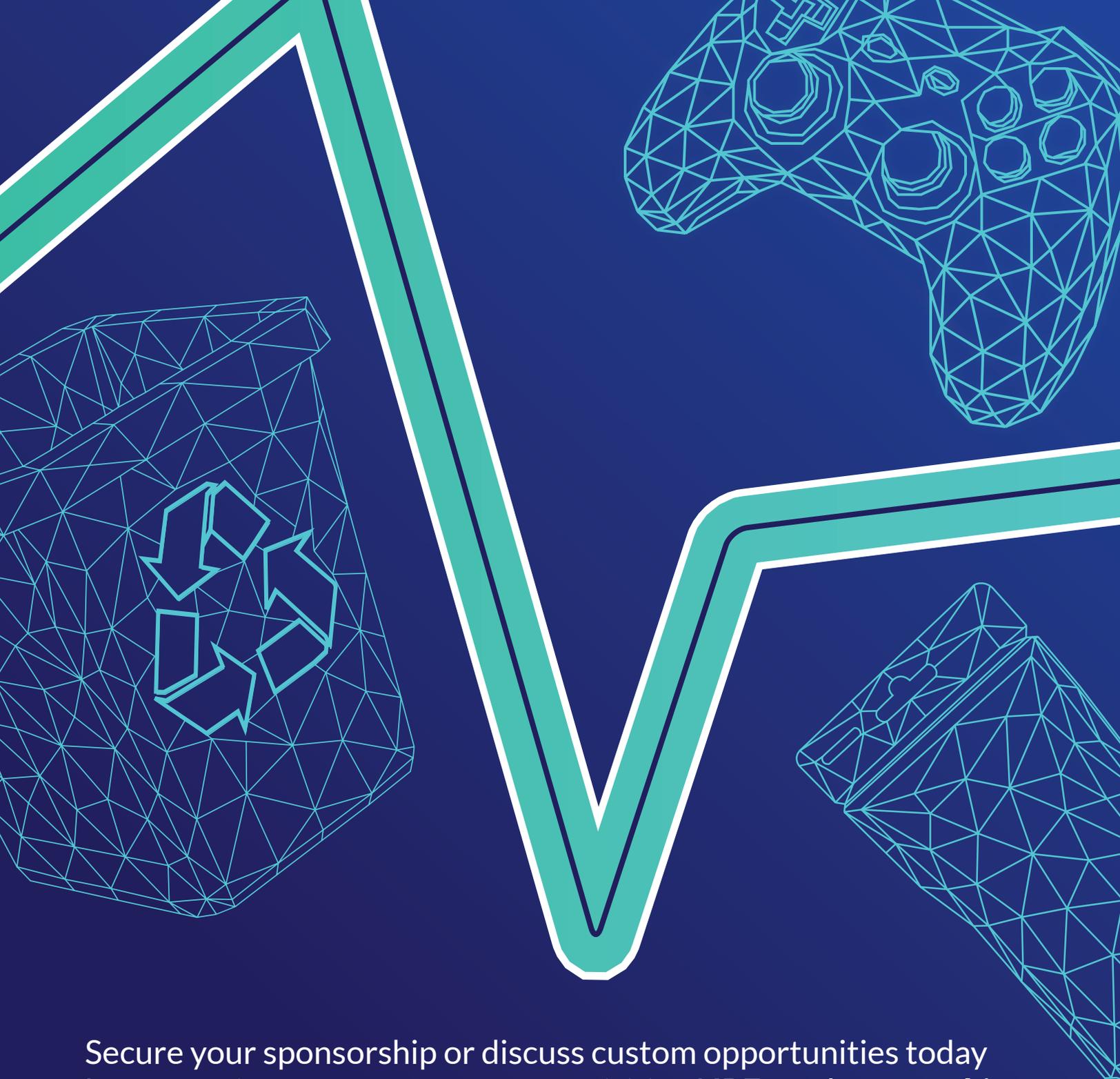
Member: \$3,000

Non-Member: \$4,000



READY TO LEARN MORE?

Email Heather Neilan at hneilan@plasticsindustry.org



Secure your sponsorship or discuss custom opportunities today by contacting sponsor@npe.org or visiting NPE.org/sponsorships.

NPE2027 | **NEXT IS NOW**
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