

## **NPACE 2021 - Exhibit, Sponsorship and Advertising Opportunities**

### **Overview:**

Thank you for your interest in NPACE 2021 Exhibit, Sponsorship and Advertising opportunities. If you have any questions or need additional information regarding these opportunities please reach out to NPACE Director of Business Development, Josh Plotkin. ([jplotkin@npace.org](mailto:jplotkin@npace.org) / 774-279-4607)

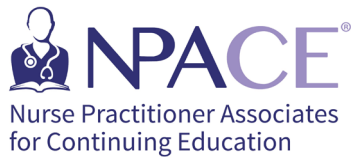
### **1. Virtual Product Theater/CE Program Lunch and Learn Programs (1-hour, presented on desired date of sponsor)**

#### **Promotion Schedule:**

- Lunch and Learn programs are hosted by the sponsor unless otherwise desired by sponsor (See #5 & #6 below for hosting/recording options if needed). Sponsor will provide NPACE with links to registration site and any additional links to promote program registration. Promotion of the program shall begin 3-5 weeks in advance of the program date.
- Two direct email promotions - Email content created by sponsor.
- Two boosted social media posts promoting program – SM content created by sponsor
- Program listing on NPACE Free Online Courses page for one month
- Virtual Exhibit Booth for duration of program promotion

#### **Opportunities/Cost:**

- Product Theaters - \$10,000
  - CE Webinars - \$8,000
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## 2. Program (CE & Non-CE) and Product Advertising Campaigns.

NPACE will publicize the industry-supported satellite symposia or desired product via the following promotion:

- Announcement of program/product promotion via email and social media. (Separate from opportunities listed below)
- One direct Email Promotion per month to promote program/product – Email content created by Sponsor
- One Social Media Post across NPACE SM channels per month to promote program/product - SM content created by Sponsor
- Program listing on NPACE Free CE website page for duration of advertising (CE programs) or Virtual Exhibit Booth for duration of advertising (Non-CE/Products)
- Block Advertisement for program/product in NPACE Newsletter for duration of advertising

### **CE Program Advertising Costs/Duration of Promotion:**

- 1 month - \$5,000
- 3 months - \$12,000
- 6 months - \$20,000
- 12 months – \$35,000

### **Non-CE Program and Product Advertising Costs/Duration of Promotion**

- 1 month - \$8,000
  - 3 months - \$20,000
  - 6 months - \$35,000
  - 12 months – \$60,000
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### 3. Digital Sponsorship & Advertising

#### Newsletter Advertisement Pricing

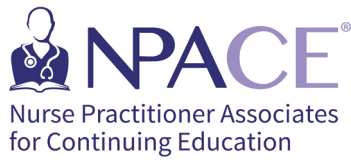
AD TYPE	MONTHLY COST	QUARTERLY COST
Sponsored Content (1 available)	\$400	\$375
Header Banner (1 available)	\$350	\$325
Video Advertisement (1 available)	\$325	\$300
Footer Banner (1 available)	\$300	\$275
Block Ads (2 to 4 available per newsletter)	\$285	\$265

#### Additional Information

- ▶ Costs above are what each ad costs per newsletter.
- ▶ A minimum of one month of ad purchasing is required.
- ▶ The NPACE newsletter is sent bi-weekly on Thursday.
- ▶ All advertisements must be approved by NPACE.
- ▶ NPACE will confirm file type and size depending on ad purchased.
- ▶ All ads will link to a URL of advertiser's choice.

#### Digital Sponsorship & Advertising Cont.

- Exclusive NPACE.org homepage banner ad - \$2,500 (Per Month)
- Emails - \$2,000 (One-time send)
  - Email submitted in HTML format to NPACE 5 business days in advance of send (1,000 word maximum, please indicate subject line and desired send date & time)
- Social Media Post - \$1,500 (One-time send)
  - Posted on NPACE FB, Twitter, IG, LinkedIn – Content provided by sponsor/advertiser
- NPACE Blog Post - \$1,000 (One-time post, post archived)
  - Opportunity to feature company/product information on NPACE blog
- Free CE Page Program Listing - \$500 (Per Month)
  - (Monthly Listing on <https://www.npace.org/free-online-courses/>)



**Monthly Virtual Exhibit Hall** – Company feature and links to URL/resources for attendees - <https://www.npace.org/virtual-exhibit-hall-3/>

*Friend of NPACE*

- One Month - \$800
- Quarterly - \$2,200
- Annually - \$8,000

*Standard*

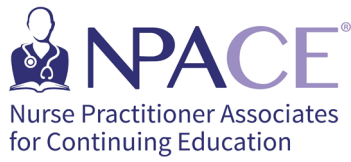
- One Month - \$500
- Quarterly - \$1,300
- Annually - \$5,000

*Small Business/Non-Profit/Government*

- One Month - \$400
- Quarterly - \$1,000
- Annually - \$3,500

**Exhibitor Booth includes the following:**

- **Feature** your company during the monthly virtual exhibit hall Microsoft Teams session with your 10 – minute company feature!
  - **Customize** your page with your graphics and include your own description, links, images, documents, and videos. The exhibit hall is 24/7/365 on the NPACE.org website (even after the dedicated virtual exhibit day is over).
  - **“Meet” Attendees Face-To-Face with Video Calls** – Feature a link to your meeting software capabilities and connect with attendees!
  - **Reports and Insights** – receive information on how your booth performed!
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#### **4. Hosting Services/Recording Sessions**

**Host your CE/Non-CE program on the NPACE LMS (No marketing/promotion included)**

- Lunch and Learn - \$1,000
- Monthly - \$1,500
- Quarterly - \$4,000
- Annually - \$15,000

**Poster Session Hosting:**

- Monthly - \$2,000

**Remote Recording Session – CE Programs & Product Theaters - \$2,500**

Price includes:

- Dedicated recording session, up to 2 hours in length, which will be conducted via Zoom; PowerPoint slides, audio and video of the presenter will be captured. Recording session will be scheduled through our AV Partner's Project Manager.
- Prior to the start of the recording, technician will work with the presenter to conduct checks of the camera angle, lighting, audio clarity, and internet bandwidth.
- PowerPoint presentation, video clips and other media for the presentation must be submitted to NPACE's production partner at least 72 hours prior to the recording session date. Due to pre-production work conducted, no additional edits may be made to this presentation, once submitted.
  - Post-Production Editing: Maximum of 2 rounds of post-production editing (5 hours max) is included. Sponsor will receive a video file (MP4) for viewing, and all requested edits must be submitted with a time stamp.
  - Sponsor-branded background for the recording (see below example). Background graphic must be supplied prior to the recording session. Image must be 1920 x 1080. PNG or JPEG files preferred.
  - Final edited program will be supplied in MP4 format.



**Recording Kit (*OPTIONAL ADD-ON*) - \$500**

- To ensure a high-quality recording experience, NPACE's production partner can arrange for roundtrip shipping of a Recording Kit to your presenter. This kit will include a laptop, HD webcam, a light kit, and a mic, all of which are configured for seamless compatibility and a clear video/audio recording