

NPE

**NATIONAL PAVEMENT
EXPO & CONFERENCE**

JANUARY 23-25, 2024
TAMPA, FL

**SPONSORSHIP
AND MARKETING
OPPORTUNITIES**

nationalpavementexpo.com

 EMERALD

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PARTY
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PRE/POST SHOW

- Hotel Reservation Sponsorship
- List Rental
- Website Advertising

AT THE SHOW

- Aisle Banner Sponsor
- Badge Sponsor
- Branded Water Stations
- Conference Coffee and Snack Sponsor
- Happy Hour Sponsor
- Double Sided Meterboard
- Floor Graphics
- Lanyard Sponsor
- Pen Sponsor
- Show Bag Sponsor
- Stair Graphic Sponsor
- Digital Screen Advertisement
- Single Sided Above the Booth
- Single Rounded Sign
- Single Square Sign
- The Official Show T-shirt Sponsor
- Keynote Sponsor

PRINT

- Show Guide Advertising

PARTY SPONSOR ITEMS

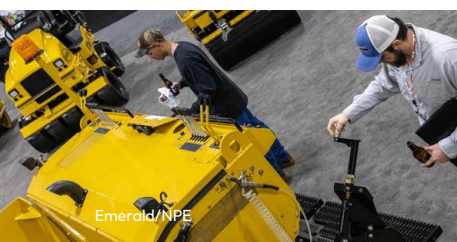
- Opening Night Party
- Branded Napkins
- Meterboards
- Giveaway Station

SOCIAL MEDIA

- Featured Posts
- Live on Location

VIDEO PRODUCTION

STEP PROGRAM



PRE/POST SHOW

HOTEL RESERVATION SPONSORSHIPS:

PREMIUM SPONSORSHIP PACKAGE: \$4,000

- Your company will be featured on the initial hotel reservation splash page and a promo cube on the following landing page
- Logo on the splash page 390x180 px
- Background image on the splash page 1920x1080 px
- Promo cube with logo 120x90 px
- Promo cube pop-up with company information and website url

LANDING PAGE PROMO CUBE: \$2,000 (1 AVAILABLE)

- Every attendee that books through our hotel site will see your logo on the NPE landing page
- Image: 120x90 Pixels, sponsor to provide logo
- One sponsorship available

RESERVATION ACKNOWLEDGMENT EMAIL: \$1,500 (4 AVAILABLE)

- Once attendees book their hotel room, they receive a confirmation email for their stay
- Image: 120x90 Pixels, sponsor to provide logo
- Four sponsorship slots available on confirmation email

LIST RENTAL:

Pre-Show **\$850/per use**

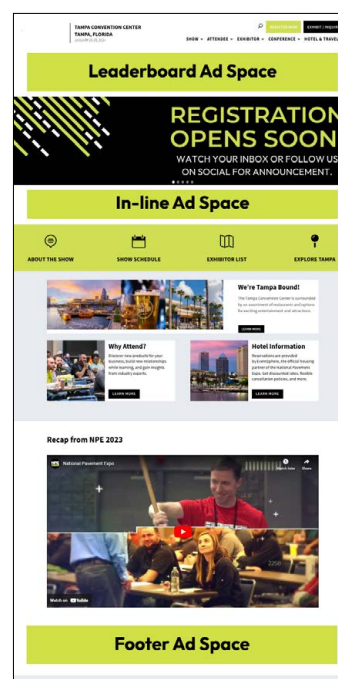
Post-Show **\$850/use**

Email sent on your behalf to NPE attendee database. You provide the HTML.

WEBSITE ADVERTISING:

Ad Unit	Size (Pixels)	One Month	Three Months
Leaderboard	728x90 (desktop) 970x90 (desktop) 300x50 (mobile)	\$1,750	\$1,500/Month
In-line	728x90 (desktop) 970x90 (desktop) 300x50 (mobile)	\$1,200	\$850/Month
Footer	728x90 (desktop) 970x90 (desktop) 300x50 (mobile)	\$1,000	\$750/Month

View placement examples



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AISLE BANNER SPONSOR: \$750/EACH

Get exposure across the show floor by displaying your company logo on a special banner attached to each numbered aisle banner on the exhibit floor.



BADGE SPONSOR: \$4,500

Have your company logo conveniently displayed on all attendee badges. Sponsor to provide logo.



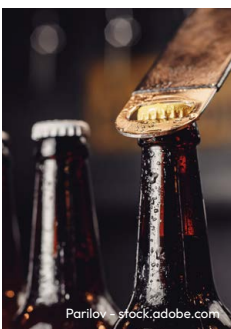
BRANDED WATER STATIONS ON SHOW FLOOR: INQUIRE FOR PRICING AND DETAILS

Includes full production, installation, and removal



CONFERENCE COFFEE AND SNACK SPONSOR: INQUIRE FOR PRICING

- Meter board sign near conference room
- Logo and small sign on drink/snack table
- One page advertisement in (6) conference hand books
- Logo in directory and website in conference sections
- Branded coffee cups or pen option (sponsor responsible for production/shipping costs)



HAPPY HOUR SPONSOR OPPORTUNITIES: STARTING AT \$2,250

- (120) drink tickets to be provided to sponsor
- Logo included on meterboard signage throughout floor
- Push notification in app
- Social media promotion of Happy Hour at your booth with booth number and logo
- Announcement over loudspeaker
- Happy Hour details included in directory (company logo/booth # included)

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DOUBLE SIDED METERBOARDS: \$1,200

Generate awareness in an effective and affordable way by putting your brand on double-sided signs located in key areas of the show.

Size: 38" w x 81" h



FLOOR GRAPHICS: \$750/EACH

Stand out from the competition and help attendees navigate to your booth.

Size: 4'x4'

Locations: TBD



LANYARD SPONSOR: \$4,500

Provide attendee lanyards for show management to distribute in the registration area to attendees. Production and delivery are the sponsor's responsibility. 4,000 lanyards recommended.



PEN SPONSOR: \$2,000

Provide the right tool for the job by sponsoring pens/mechanical pencils used by attendees during and after the show. Sponsor is responsible for providing pens/pencils. Pens/pencils will be distributed at the registration desk and in conference sessions.



SHOW BAG SPONSOR: \$4,500

Spread your message to each corner of the show floor as the Show Bag Sponsor. Your bags will be distributed to attendees. Production and delivery are the sponsor's responsibility. Recommend 3,500 bags



STAIR GRAPHIC SPONSORSHIP: \$15,000

Have the most prominent visibility as attendees walk up to the expo entrance. Sponsorship includes all production and installation.



DIGITAL SCREEN ADVERTISEMENT: \$TBD

- 50" screen - \$950
- 120" screen - \$1,300

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SINGLE SIDED ABOVE BOOTH BANNER:

A. 10X5 FT – \$1,995 B. 10X10 FT – \$2,495 C. 10X20 FT – \$6,395

Point attendees right to your booth with a banner promoting your brand. Choose from three different size banners. Add includes full production, installation, and removal.



SINGLE ROUNDED ABOVE THE BOOTH BANNER (10X4): \$3,500

Includes full production, installation, and removal



SINGLE SQUARE ABOVE THE BOOTH BANNER (10X3): \$3,600

Includes full production, installation, and removal



THE OFFICIAL SHOW T-SHIRT AT NPE SPONSOR: \$2,000

Sponsor to provide 500 branded t-shirts to giveaway to the first 500 attendees. Shirt will include company logo as well as National Pavement Expo logo.



Courtesy of Caterpillar

KEYNOTE SPONSOR (EXCLUSIVE): \$2,500

- Seat drop/Table drop with marketing collateral, one page
- Logo on Placeholder Screen before presentation
- 1-minute promotional video played before presentation
- Logo included on Keynote signage and digital promotions

CONTACT US

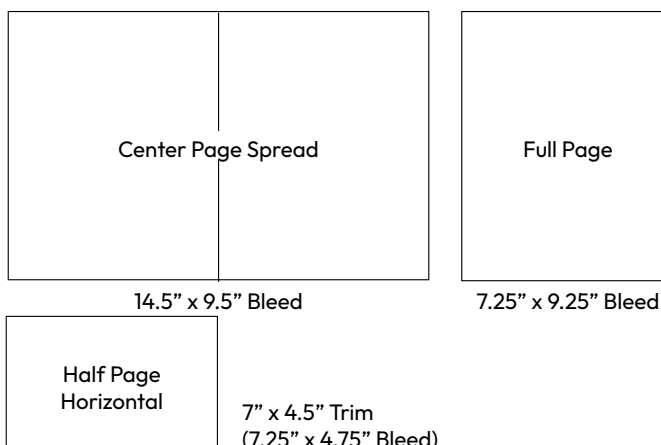
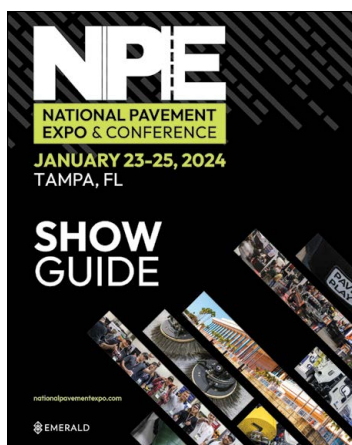
2024 **SPONSORSHIP** AND **MARKETING** OPPORTUNITIES

PRINT

SHOW GUIDE ADVERTISING:

Deadline for artwork: **December 5th**

Sizing	Price	Dimensions
Center Page Spread	\$2,100	14.5" x 9.5" Bleed
Inside Front Cover	\$1,800	7.25" x 9.25" Bleed
Inside Back Cover	\$1,600	7.25" x 9.25" Bleed
Full Page	\$1,300	7.25" x 9.25" Bleed
Premium placement full page (towards front) 3 available	\$1,450	
1/2 Page Horizontal	\$900	7" x 4.5" Trim
Logo next to company listing	\$150	



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PARTY SPONSOR ITEMS



OPENING NIGHT PARTY ON RIVER WALK

(Pirate themed)



BRANDED NAPKINS: \$1,995

*NPE produces



METERBOARDS: \$1,100



GIVEAWAY STATION \$1,500

*Sponsor provides swag



Emerald/NPE

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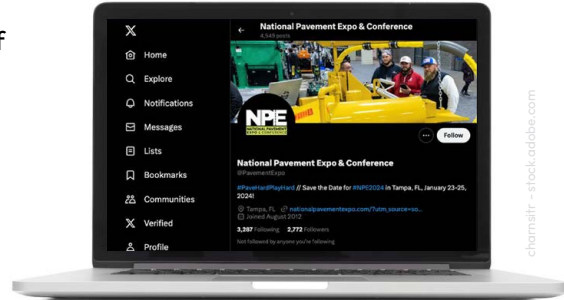
SOCIAL MEDIA

SOCIAL MEDIA FEATURED POSTS: \$549

Expand your reach during the show with extra promotion of your booth through our featured social media posts. A photo of your booth, team and product will be posted to the NPE social media accounts.

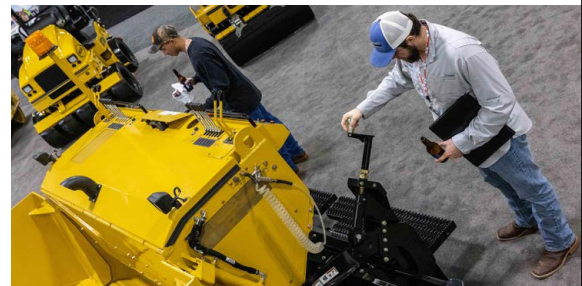
We will send our official show photographer to your booth to capture multiple photos of your booth, team, product, and customer interactions. During the event, the official NPE social media account will share these images alongside a descriptive post about your company.

Post availability is limited. Sign up today!



YOUR SOCIAL MEDIA POST SERVICE INCLUDES:

- Up to 3 professionally photographed images of your booth, team, and product.*
- One post on each official NPE social media network including Facebook, Twitter, LinkedIn, and Instagram.
- Each post will include company/product description with booth number and contact information.
- Links to your company website and respective social media accounts.
- Post integration with official NPE attendee app.
- Instructions on how to share your posts for optimal exposure.



***NPE reserves the right to make final selection on all photographs and copy.**



Social media sponsorships continue on page 10

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SOCIAL MEDIA

LIVE ON LOCATION SOCIAL MEDIA POSTS: \$2,500

Reach NPE attendees and non-attendees from your booth with a live Social Media interview at NPE. Build your authority and tell your story straight from the show floor with this 3-4 minute live interview. The live interview will be conducted from your booth and will receive exposure on NPE social media accounts.

Did you know? According to a study reported on Forbes.com, Live video is more appealing to brand audiences: 80% would rather watch live video than read a blog, and 82% prefer live video to social posts.

Not only will your live social media video be streamed to thousands of NPE social media followers, you'll also be able to share this video and embed it on your website after the tradeshow is over.



There are only a limited number of interview time spots available.

Be sure to submit your interview application today!

YOUR LIVE ON LOCATION SOCIAL MEDIA VIDEO SERVICE INCLUDES:

- Pre-event online interview questions to ensure we highlight your company's strengths.
- A set time for the interview with tips on how to prepare and what to expect.
- A live 3-4 minute interview in your booth conducted by an official representative of NPE.
- Exposure on the official social media accounts of NPW reaching thousands of followers on Facebook, Twitter, Instagram and LinkedIn.
- A linked featured post about your company with contact information.
- An instruction guide with clear instructions on how to get more views and reach more followers with your video.
- One re-share of your video on NPE's social media channels after the event has passed.
- Hosting of the video on the NPPE YouTube account.



Interview Spots are Limited! Apply for Your Interview Today!



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SOCIAL TARGETING EXTENSION (STEP) PROGRAM

In our STEP program, we design & implement a social media campaign, to increase awareness of your products & engagement with the NPE audience.

The advertiser's content is promoted via a paid Facebook & Instagram S.T.E.P. campaign, leveraging NPE's account with a target audience comprised of NPE readers. A custom look-a-like audience of NPE's database is created from our 1st party data. Custom segments specific to your ideal customer (ie. pavers, sealcoaters, sweepers, etc.) can be created along with custom segments with readers who have engaged with our site.

NPE HAS **93,425+**
AVERAGE IMPRESSIONS
PER MONTH.



OUR PROCESS

We have a knowledgeable social media team who works hand-in-hand with you to launch your ads on Facebook and/or Instagram:

- We place a Facebook pixel on our sites so when people visit the site, their web browser picks up the pixel (like a cookie)
- This enables us to later target these same people with ads built in our Facebook Ads Manager account
- You purchase a set number of impressions per month on a CPM basis – from 20,000 impressions per month to 200,000 or more
- For the ad content, you can either send us creatives (images/video and text) or you can send just the URL that you want the ads to link to and we will build draft ads for your review
- The ads can link to any URL that you provide
- Once you approve the ads, we will run and optimize the campaign to deliver the impressions
- At the end of the month, we will send you a performance report
- You can then decide if you want to run the same ads the next month or make changes to the campaign

COSTS AND ADD-ONS

CAMPAIGN COST

The STEP campaign is \$55 CPM. Minimum is 25,000 impressions per campaign. If you want to run a campaign at 50,000 monthly impressions, the cost per month would be \$5,500.

ADD-ONS

Piece together your needs & let our expert team take it from there:

Landing Page - \$1,500 | Content Creation - \$2,500
Change in collateral - \$300 | Sweepstakes - \$2,500

CONTACT US:

Questions or want to learn more?
Contact [DAN MOORE](#)



CONTACT US

2024 **SPONSORSHIP AND MARKETING OPPORTUNITIES**

CONTACT US



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SAVE THE DATE

JANUARY 23-25, 2024

TAMPA CONVENTION CENTER | TAMPA, FL



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