

# nsc Safety Congress & Expo

Orlando, FL

2021

Congress & Expo: Oct. 11-13

## 2021 Sponsorship and Marketing Opportunities

**Stand out from your competition.**

Showcase your brand to thousands of industry professionals.  
Look inside for great opportunities to promote your organization.



**Fact\***

A well-designed sponsorship can increase  
the attraction of your target audience by 104%

\*Center for Exhibition Industry Research

**nsc**  
National Safety Council



MAKE CONNECTIONS

[congress.nsc.org/sponsor](https://congress.nsc.org/sponsor)

## Sponsorship Benefits

All 2021 NSC Safety Congress & Expo sponsors receive the benefits listed below. Additional benefits are added for the level of your sponsorship investment. You must be an exhibitor to sponsor the items included in this brochure.

### BENEFITS INCLUDE:

#### BRONZE

**Sponsorship packages totaling \$3,000 - \$4,999**

- Promotion on the official 2021 NSC Safety Congress & Expo website – congress.nsc.org
- Acknowledgment in the Final Program

#### SILVER

**Sponsorship packages totaling \$5,000 - \$14,999**

- All items in Bronze package
- Thank you ad in *Safety+Health*® magazine
- Pre-show attendee mailing list - one-time use
- Logo recognition at Opening Session
- Onsite thank you panel

#### GOLD

**Sponsorship packages totaling \$15,000 - \$49,999**

- All items in Silver and Bronze packages
- Company logo to online profile
- Post-show attendee mailing list – one-time use
- Online video
- Onsite thank you panel

#### PLATINUM

**Sponsorship packages totaling more than \$50,000 - \$74,999**

- All items in Gold, Silver and Bronze packages
- Ad in Final Program
- Company logo next to Final Program listing
- Priority listing on onsite signage
- Pre-show email blast to registered attendees – one-time use
- Onsite thank you panel

#### DIAMOND

**Sponsorship packages totaling more than \$75,000**

- All items in Platinum, Gold, Silver and Bronze packages
- Priority logo recognition at Opening Session
- Lobby banner
- Conference program recognition
- Post-show email blast to registered attendees - one-time use
- Onsite thank you panel

## Pre-Show Opportunities

#### MONTHLY ATTENDEE PROSPECT EMAIL

Build brand recognition before NSC Safety Congress & Expo begins. The monthly attendee prospect email is a highly read publication among approximately 30,000 potential attendees. Your company will have a noticeable presence with a four-color banner linking to your company's website.

**Multiple Opportunities: \$4,000 per month  
(Available July - September)**

#### NSC CONGRESS & EXPO WEBSITE BANNER AD

Take part in this exclusive sponsorship to advertise your company to more than 20,000 monthly visitors.

**Multiple Opportunities: \$4,000 per month  
(Available May - October)**

#### ATTENDEE REGISTRATION CONFIRMATION (SOLD)

Reach all registered attendees without having to produce a special piece or incur mailing costs. The top half of every online confirmation will include your company logo with a link to your company's website.

**Exclusive Opportunity: \$5,000**

#### REGISTRATION OPEN EMAIL BANNER AD

Be recognized by approximately 50,000 potential attendees as the exclusive sponsor of this important pre-promotional marketing piece. Your four-color banner ad will link to your company's website.

**Exclusive Opportunity: \$5,000 (June only)**

#### PRELIMINARY PROGRAM - FULL PAGE AD

Increase your exposure to approximately 50,000 potential attendees by placing a four-color, full page ad in the Preliminary Program.

**2 Opportunities: \$6,000 each**

#### PRELIMINARY PROGRAM - INSIDE FRONT COVER AD

**Exclusive Opportunity: \$7,500**

#### PRELIMINARY PROGRAM - INSIDE BACK COVER AD

**Exclusive Opportunity: \$7,500**

#### MOBILE APP (SOLD)

Attendees can now have their plan in the palm of their hand. The mobile app includes exhibitor, speaker and session information, with your company's four-color logo at the bottom of each screen.

**Exclusive Opportunity: \$10,000**

#### BANNER ON EXPO FLOOR PLAN

Reach attendees looking to build their expo floor plan agenda prior to arriving onsite. Your four-color banner will link to your company's website.

**Exclusive Opportunity: \$10,000**

## Final Program - Year Round Buyer's Guide

Official Conference  
Program/Exhibitor Guide

#### FOUR-COLOR BOOKMARK

**4 Opportunities: \$3,000 each**

#### FINAL PROGRAM TWO-COLOR ADS

**5 Opportunities: \$3,500 each**

#### FOUR-COLOR FULL PAGE TAB AD

**14 Opportunities: \$5,000 each**

#### FOUR-COLOR INSIDE FRONT COVER AD

**Exclusive Opportunity: \$6,000**

#### FOUR-COLOR INSIDE BACK COVER AD

**Exclusive Opportunity: \$6,000**

#### ADHESIVE COVER AD (SOLD)

**Exclusive Opportunity: \$10,000**

#### FOUR-COLOR BACK COVER AD

**Exclusive Opportunity: \$12,000**

[congress.nsc.org/sponsor](http://congress.nsc.org/sponsor)

## Onsite Opportunities



### Exhibitor Carpet Graphics

Lead buyers directly to your booth. Floor graphics are the ideal way to drive traffic to you.

Multiple Opportunities: \$3,000 each



### Shuttle Bus Vinyl Stairs

Have your brand be the first thing attendees see while riding the shuttle buses to and from the convention center!

Exclusive Opportunity: \$8,000



### NSC Time Out Lounge

Located in a prime area on the Expo floor, attendees will use this area as a meeting place to do business as well as a pit stop for a quick refreshment. This area will also contain televisions streaming sports coverage throughout the day. Your company information will be the talk of the show.

Multiple Opportunities: \$10,000



### Shuttle Bus Banner

Attendees will be sure to see your message when they board the shuttle bus to and from the 2021 NSC Safety Congress & Expo.

Exclusive Opportunity: \$25,000



### Attendee Passport

As one of the sponsors of the attendee passport, you will have the opportunity to meet potential customers face to face. Attendees must visit all passport sponsored booths to qualify for the prize drawing.

24 Opportunities: \$5,000 each



### Standing Sign Boards

Obtain eye-level exposure in high traffic areas with your company's ad on a 3' by 8' board.

Multiple Opportunities: \$6,000 each



### Lanyard

Make each attendee a walking billboard for your company and you'll have nonstop exposure. Your company logo(s) will be repeated on the strap.

Exclusive Opportunity: \$25,000



### Hotel Room Key Card

Attendees staying at official 2021 NSC Safety Congress & Expo hotels will see your company's four-color logo and message on their room key. This is a great opportunity to attract leads outside the Expo floor.

Exclusive Opportunity: \$20,000



### Registration Panel Banner

If you want visibility in a high traffic area, the registration counter panel is the sponsorship for you. Your four-color company logo and message will be imprinted on the panel.

4 Opportunities: \$5,000 each



### Registration Bag Insert

Place your company's product information in the hands of qualified buyers. Your four-color, pre-printed piece will be inserted in each registration bag.

5 Opportunities: \$7,500 each



### Registration Bag

Get carried away! Bags bearing your logo will be distributed to all registered attendees.

Exclusive Opportunity: \$40,000



### Expo Hall Aisle Sign

Dominate the aisle(s) of the Expo Hall with a four-color, double-sided banner featuring your company's logo and booth number.

Multiple Opportunities: Call for pricing

## Exhibit, Marketing and Sponsorship Sales

### Bill Steinbach

Phone: (630) 775-2403

Fax: (630) 285-0798

Email: bill.steinbach@nsc.org

### Joe Valentino

Phone: (630) 775-2339

Fax: (630) 285-0798

Email: joe.valentino@nsc.org

## Onsite Opportunities (cont'd)

### GLASS DOOR CLINGS

Have your company name and booth number be the first thing participants see when they enter Orange County Convention Center. This is a great opportunity to drive participants to your booth to capture leads.

**Multiple Opportunities: \$3,000**

### LOBBY BANNERS

Capture the undivided attention of attendees each day as they travel to and from educational opportunities and the expo.

**Multiple Opportunities: Call for Pricing**

### ESCALATOR CLINGS

Capture the undivided attention of attendees each day as they ride up and down the escalator banks to and from educational opportunities and the Expo.

**Multiple Opportunities: Call for pricing**



## Marketing Opportunities

**Please note:** The following opportunities do not receive the same recognition as the sponsorship packages. These are additional opportunities to promote your presence at the 2021 NSC Safety Congress & Expo.

### LOGO INSERTION – FINAL PROGRAM AND ONLINE COMPANY PROFILE

Stand out from the crowd! Add your company logo next to your listing in the official 2021 NSC Safety Congress & Expo Final Program and website.

**Opportunity: \$200 per listing (\$400 for both)**



### NEW PRODUCT SHOWCASE – “BEST IN SHOW” PROGRAM

Make sure you give your new products the exposure they need to succeed. The New Product Showcase is a great way to meet one of the top needs of our attendees and to officially introduce your new products to the marketplace.

**Shared: \$750 per product**

**Exclusive: \$1,200 per product**

**Non-Enclosed Exclusive: \$1,200 per product\***



### NEW PRODUCT SHOWCASE CARPET STICKER

Drive traffic to your featured product in the New Product Showcase.

**Opportunity: \$250 per additional sticker (one included with entry)**



### VIDEO SHOWCASE

Promote your company and product to attendees before the show. Post a 2-3 minute video. A special icon, showing attendees you have enhanced content, will appear in your Online Booth Profile. Videos are proven to increase your online traffic 35% or more.

Plus, all videos will be featured in a special video section of the 2021 NSC Safety Congress & Expo Mobile App.

**Opportunity: \$500 limit one per company**

\* NSC will not be sanitizing any products

# nsc Safety Congress & Expo

Orlando, FL

2021

**Professional Development Seminars: Oct. 8-10 and 13-14**  
**Congress & Expo: Oct. 11-13**

**This year's premier safety event!**

[congress.nsc.org/sponsor](https://congress.nsc.org/sponsor)



# Sponsorship and Marketing Contract

## PRE-SHOW SPONSORSHIP OPPORTUNITIES | INVESTMENT

____ Monthly Attendee Prospect Email.....	Multiple Opportunities: \$4,000 per month (July-Sept.)
____ NSC Congress & Expo Website Banner Ad.....	Multiple Opportunities: \$4,000 per month (May-Oct.)
____ Attendee Registration Confirmation (SOLD).....	Exclusive Opportunity: \$5,000
____ Registration Open Email Banner Ad.....	Exclusive Opportunity: \$5,000 (June only)
____ Preliminary Program: Full Page 4-color Ad.....	2 Opportunities: \$6,000 each
____ Preliminary Program: Inside Front Cover Ad.....	Exclusive Opportunity: \$7,500
____ Preliminary Program: Inside Back Cover Ad.....	Exclusive Opportunity: \$7,500
____ Mobile App (SOLD).....	Exclusive Opportunity: \$10,000
____ Banner on Expo Floor Plan.....	Exclusive Opportunity: \$10,000

## ONSITE SPONSORSHIP OPPORTUNITIES

____ Glass Door Clings.....	Multiple Opportunities: \$3,000 each
____ Exhibitor Carpet Graphics.....	Multiple Opportunities: \$3,000 each
____ Attendee Passport.....	24 Opportunities: \$5,000 each
____ Registration Panel Banner.....	4 Opportunities: \$5,000 each
____ Standing Sign Boards.....	Multiple Opportunities: \$6,000 each
____ Registration Bag Insert.....	5 Opportunities: \$7,500 each
____ Shuttle Bus Vinyl Stairs.....	Exclusive Opportunity: \$8,000
____ NSC Time Out Lounge.....	Multiple Opportunities: \$10,000
____ Hotel Room Key Card.....	Exclusive Opportunity: \$20,000
____ Lanyard (SOLD).....	Exclusive Opportunity: \$25,000
____ Shuttle Bus Banner.....	Exclusive Opportunity: \$25,000
____ Registration Bag (SOLD).....	Exclusive Opportunity: \$40,000
____ Expo Hall Aisle Sign.....	Multiple Opportunities: Call for pricing
____ Lobby Banners.....	Multiple Opportunities: Call for pricing
____ Escalator Clings.....	Multiple Opportunities: Call for pricing

## FINAL PROGRAM – YEAR-ROUND BUYER'S GUIDE

____ Bookmark.....	4 Opportunities: \$3,000 each
____ Full Page 2-color Ad.....	5 Opportunities: \$3,500 each
____ Full Page 4-color Tab Ad.....	14 Opportunities: \$5,000 each
____ Inside Front Cover Ad.....	Exclusive Opportunity: \$6,000
____ Inside Back Cover Ad.....	Exclusive Opportunity: \$6,000
____ Adhesive Cover Ad (SOLD).....	Exclusive Opportunity: \$10,000
____ Back Cover Ad.....	Exclusive Opportunity: \$12,000

CONTACT NAME (All communications regarding this order will be sent to your attention.)

COMPANY NAME BOOTH # (If applicable)

COMPANY ADDRESS

CITY/STATE/ZIP/COUNTRY

PHONE EMAIL

Credit Card (In order to protect your credit card information, an invoice will be sent with instructions on how to submit payment.) Thank you!

Please email to [nscexpo@nsc.org](mailto:nscexpo@nsc.org).

Stand out from your competition.

Sponsors from the 2021 NSC Safety Congress & Expo have first right of renewal. Multiple sponsorships may be purchased. Sponsorship details and artwork specifications will be forwarded after sponsorship contract is signed and deposit is received. Exhibitor will be liable for 50% of the total sponsorship cost due at form signing; remaining balance is due by May 21, 2021. Sponsors who secure a sponsorship after May 21, 2021 will be required to submit full payment with signed contract. Should an Exhibitor cancel their exhibit space, their sponsorship will likewise be canceled. In such case, Exhibitor will be liable for 50% of the total cost of the sponsorship fee, if written notice of cancellation is received by NSC on or before April 30, 2021. If cancellation is received after April 30, 2021, the Exhibitor will be liable for 100% of the total sponsorship fee. We understand this application is a legally binding contract. An invoice for payment will be sent upon request.

# nsc Safety Congress & Expo

Orlando, FL 2021

Professional Development Seminars: Oct. 8-10 and 13-14  
Congress & Expo: Oct. 11-13

## MARKETING OPPORTUNITIES

(PLEASE NOTE THE FOLLOWING ITEMS  
DO NOT RECEIVE SPONSORSHIP BENEFITS.)

### Logo Insertion

- \_\_\_\_ Final Program
- \_\_\_\_ Online Company Profile
- \_\_\_\_ \$200 per listing \_\_\_\_ \$400 for both

### New Product Showcase

- \_\_\_\_ Shared \$750 per product
- \_\_\_\_ Exclusive \$1,200 per product
- \_\_\_\_ Non-Enclosed Exclusive \$1,200 per product
- \_\_\_\_ New Product Showcase  
Carpet Sticker \$250 per additional sticker
- \_\_\_\_ Video Showcase \$500 limit one

## EXHIBIT, MARKETING AND SPONSORSHIP SALES

### Bill Steinbach

Phone: (630) 775-2403  
Fax: (630) 285-0798  
Email: [bill.steinbach@nsc.org](mailto:bill.steinbach@nsc.org)

### Joe Valentino

Phone: (630) 775-2339  
Fax: (630) 285-0798  
Email: [joe.valentino@nsc.org](mailto:joe.valentino@nsc.org)

### NATIONAL SAFETY COUNCIL USE ONLY:

Date Received \_\_\_\_\_

Sponsorship Assigned \_\_\_\_\_

Payment Received \_\_\_\_\_

Check # / Date \_\_\_\_\_

Sold by \_\_\_\_\_