

NAMA   
COFFEE TEA & WATER
EDUCATION • NETWORKING • GROWTH
NOV. 12 - 14 • 2018
Hyatt Regency, New Orleans



MARKETING & SPONSORSHIP BROCHURE

CTW 2018 MARKETING & SPONSORSHIPS

Engage Beyond Your Booth for Maximum ROI!

NAMA Coffee Tea and Water Show 2018 (CTW) is a three-day conference packed with networking, education and engagement. The trade show component offers a full day for buyers to shop the aisles for new products and equipment. Take advantage of the opportunity to highlight your brand before, during and after the event. Maximize your ROI by choosing the right sponsorship tool to meet your marketing, lead generation and sales goals.



Stand out from your competition.



Attract and engage customers with your brand and product offerings.



Gain recognition before and during the show.

NAMA Customized Annual Marketing Programs

CTW is a strong conference and trade show with high quality attendees. NAMA's highly customized annual marketing programs have driven results higher than expected. Call so we can best understand your goals, preferred media and communications vehicles. We can quickly craft a marketing and sponsorship program just for you – laser focused on delivering ROI and supporting your specific goals and objectives.

“NAMA talked with me to best understand our company goals, objectives and preferred marketing channels. They created a custom marketing and sponsorship package. Our show results were excellent. We are convinced our exhibiting combined with the targeted campaign generated exceptional leads and sales results.”

Vince Lyons,
Ferrara Candy Company

2018 Individual Sponsorships

Keynote Speaker *exclusive* \$7,500

Your sponsorship and logo mentioned/ included in all press releases, blast emails, website and other show promotion regarding the featured keynote address at CTW.

On-site Event Promotion:

- Program guide article with your logo
- Logo included on keynote session signage
- Logo included in the keynote Powerpoint presentation
- Thank you to your company from the podium during speaker introduction

Thought Leadership Session Sponsorship \$5,000 (2 opportunities)

Thought leadership sponsors will have the ability to program one session, to include speakers and proprietary content. Session content will be approved by NAMA. This exclusive sponsorship provides the opportunity to put your brand and your information in front of CTW attendees, which include buyers, owners and operators.

Keycards *exclusive* \$4,000

Every CTW attendee staying at the Hyatt Regency New Orleans will carry your promotion on their guest room keycard. This will be a constant reminder of your brand as well as your presence at the conference and trade show.

Networking Lunch Sponsorship \$4,000 (during Expo hours) (2 opportunities)

Everyone loves and appreciates a free lunch! Take "credit" for that wonderful treat with your logo on all signage promoting the lunch on the exhibit floor and on each lunch table.

Welcome Reception \$3,500 (2 opportunities)

Align your company with one of the biggest social gatherings at CTW by sponsoring the Welcome Reception that takes place after the opening keynote on Monday. Your logo will be affiliated with all mentions of this party before and during the event.

Product Zone & People's Choice Awards *new*

\$500 per entry (multiple entries permitted)
Include your product in this new and dynamic promotional opportunity that showcases live new products in a featured area on the show floor where attendees can learn about and then vote for their favorite products. The "People's Choice Awards" will be announced at the close of the show and promoted in post-show communication.

Buyer Registration Confirmation \$1,000, (limited to 3 companies)

Be the first and exclusive brand to welcome buyer-registrants of CTW. Pre-event registrants are sent an email registration confirmation immediately upon completing registration and again approximately 10 days prior to the show. Your logo, booth visit invitation and hyperlink are included in this marketing sponsorship.

NAMA365 Mobile App Banner Ad (4 available) \$1,000

A dynamic year-round mobile app complete with all CTW 2018 information and details. A limited number of sponsors will be promoted on this well-used technology in advance, on-site and after this year's event.

Footprint Conference to Show \$2,000 (2 opportunities)

Floor decals will be placed from the heavily trafficked conference area to the trade show entrance and to your booth. A very hot and in-demand branding sponsorship!

Online Show Floor Map (3 opportunities) \$995

Your banner ad will appear before, during and after the event on the CTW trade show floor plan page on the CTW website. This page is one of the most frequently viewed and offers great visibility for your brand.

Lanyards *exclusive* \$3,500

Attendees at CTW are required to wear their badge credentials throughout the conference, networking and trade show. Your branded badge lanyard will be connected to each badge, with your branded lanyard attached. Sponsor to provide lanyard.

Sample Bag – One sponsor logo \$3,000

Your brand on this sample bag distributed to operator attendees at the entrance to the exhibit hall as they enter CTW. This is a popular promotion which that operators use to carry exhibit literature and samples. Sponsor must provide bag that includes CTW logo.

Sample Bag Inserts \$750 – flyer (10 opportunities) \$1,250 – product (6 opportunities)

NAMA will insert your sample, ad specialty, trinket or brochure into sample bags distributed to operators at the entrance to CTW trade show.

2018 Individual Sponsorships

CTW CAFÉ

The CTW Café is a dynamic face-to-face sampling area held every day at CTW. Greet OCS, vending, micro market and pantry operators who are seeking new and unique beverages, creamers and sweeteners like yours.

Beverages

\$1,500 (8 opportunities)

Your beverage products served every day of the event in the CTW Café.

Sugar/Sweetener

\$995 (2 opportunities)

Your products served on the condiments table every day of the event in the CTW Café.

Creamer

\$995 (2 opportunities)

Your products served on the condiments table every day of the event in the CTW Café.

PROGRAM GUIDE ADVERTISING

The Coffee Tea and Water 2018 Program Guide will be distributed to all on-site attendees. The Guide contains the comprehensive schedules, session information, select sponsor highlights, exhibitor list and floor plan. Advertising space is available. Space deadline is Thursday, September 13, 2018, and material deadline Thursday, September 27, 2018.

Ad Sizes and Placement

Back Cover	\$ 950
Inside Front Cover	\$ 750
Full Page	\$ 200 (run of program placement)
Half Page	\$ 900 (run of program placement)

Sold

MEETING ROOMS

Many meeting rooms are needed by exhibitors and attendees during CTW. Meeting rooms are available through CTW; contact us for day/time requests.

Full Day (8 hours) – \$1,500
Half Day (4 hours) – \$750
Quarter Day (2 hours) – \$350

Let us customize the perfect solution for your company!

Our CTW Sponsorship Team is dedicated to delivering strong value. We have taken suggestions, opinions and ideas from our CTW exhibitors and created many impactful opportunities for 2018.

Please call to discuss your exhibiting goals so that we may customize a marketing and sponsorship opportunity to achieve your objectives.



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