



# NSC

## Congress & Expo

**HOUSTON** **2018**

George R. Brown Convention Center  
Congress: October 20-26  
Expo: October 22-24



## 2018 SPONSORSHIP AND MARKETING OPPORTUNITIES

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Stand out from your competition while showcasing your brand to more than 14,000 industry professionals.

We offer numerous opportunities for all companies, large and small. Find an opportunity that best fits your company's branding strategy from the options listed or contact us with your own ideas.

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

*\*Center for Exhibition Industry Research*

## Sponsorship Benefits Package

All 2018 NSC 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 NSC Congress & Expo website – [congress.nsc.org](http://congress.nsc.org)
- Onsite thank you panel
- Acknowledgement in the Final Program

#### SILVER

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

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

#### GOLD

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

- All items including Silver and Bronze packages
- Company logo to online profile
- Post-show attendee mailing list – one time use
- Online video

#### PLATINUM

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

- All items including 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

#### DIAMOND

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

- All items including 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

## Pre-show Opportunities

### MONTHLY ATTENDEE PROSPECT EMAIL

Build brand recognition before NSC Congress & Expo begins. The monthly attendee prospect email is a highly read publication among approximately 55,000 potential attendees. Your company will have a noticeable presence with a four-color banner linking to your company's website.

**Exclusive Opportunity: \$4,000 per month**  
(Available June – October)

### NSC CONGRESS & EXPO WEBSITE BANNER AD

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

**Exclusive Opportunity: \$4,000 per month**  
(Available May – October)

### ONLINE ATTENDEE REGISTRATION CONFIRMATION

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**

### ELECTRONIC LAUNCH OF THE 2018 NSC CONGRESS & EXPO CAMPAIGN BANNER AD

Be recognized by approximately 55,000 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 (Available only in May)**

### PRELIMINARY PROGRAM - FULL PAGE AD

Increase your exposure to approximately 150,000 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

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

### FOUR-COLOR BOOK MARK

**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

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

### FOUR-COLOR BACK COVER AD

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

# 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**



## 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**



## Hotel Room Key Card

Attendees staying at official NSC 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 Bag

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

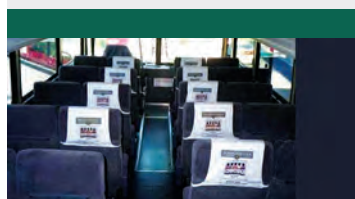
**Exclusive Opportunity: \$40,000**



## 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**



## Shuttle Bus Headrest Cover

Attendees on shuttle buses to and from official show hotels will see your logo at least twice a day. Headrest covers will include your four-color company logo and message.

**Exclusive Opportunity: \$20,000**



## Escalator Clings

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

**Multiple Opportunities: Call for Pricing**



## 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 Panel

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**



## Lanyard

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

**Exclusive Opportunity: \$25,000**



## 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**



## 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**



## Attendee Lunch

This is your opportunity to take credit for a FREE lunch! Your company name and booth number will appear on the lunch ticket each attendee receives. (This opportunity is available for Monday and/or Tuesday.)

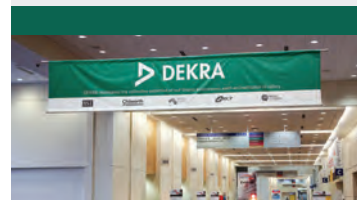
**Multiple Opportunities: \$5,000**



## Shuttle Bus Banner

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

**Exclusive Opportunity: \$25,000**



## Lobby Banners

Premium banner advertising is the best way to increase booth traffic and to distinguish your brand from your competitors. Your banner will be the first thing the attendees see.

**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 the George R. Brown Convention Center. This is a great opportunity to drive participants to your booth to capture leads.

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

### COLUMN WRAPS NEW

Build brand awareness and lead attendees to your booth.

**Multiple Opportunities: \$7,500**

### CONVENTION CENTER/HILTON SKYBRIDGE SIGNAGE NEW

Feature your message on the skybridge glass doors as attendees travel between the convention center and the Hilton Americas.

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

### NSC TIME OUT LOUNGE NEW

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**

### VIP CLUB FOR CORPORATE GROUP PARTICIPANTS NEW

Networking is one of the top reasons attendees come to the NSC Congress & Expo. The VIP Club was launched to accommodate the numerous meetings, introductions and interactions that take place. Your name will appear in the space occupied by large corporations and influencers.

**Multiple Opportunities: \$10,000**

### DIGITAL PACKAGE NEW

See your message in lights. Catch the attention of attendees on digital screens throughout the convention center.

**Multiple Opportunities: \$15,000**

### HYDRATION PACKAGE NEW

A unique opportunity to hydrate attendees during the day.

**Exclusive Opportunity: \$15,000**

### SKYBRIDGE SIGNAGE NEW

As attendees travel through the skybridges between the convention center and the Hilton Americas or the Marriott Marquis, enhance their journey by featuring your message on featured signage.

**Multiple Opportunities: Call for pricing**

### ESCALATOR LANDING BANNERS NEW

Capture attendee's attention heading to and from educational opportunities. Your company information featured on a large single-sided banner will face the escalators that move attendees between all levels.

**Multiple Opportunities: Call for pricing**

### NSC LEARNING LAB

By sponsoring the NSC Learning Lab, you'll have a captive audience as they listen to the multiple sessions in this area.

**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 2018 NSC 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 2018 NSC 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 sticker**



### 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 NSC Congress & Expo Mobile App.

**Opportunity: \$500 limit one**

# Sponsorship and Marketing Contract

## PRE-SHOW SPONSORSHIP OPPORTUNITIES | INVESTMENT

_____ Monthly Attendee Prospect Email.....	Exclusive Opportunity: <b>\$4,000 per month</b> (June-Oct.)
_____ NSC Congress & Expo Website Banner Ad .....	Exclusive Opportunity: <b>\$4,000 per month</b> (May-Oct.)
_____ Online Attendee Registration Confirmation.....	Exclusive Opportunity: <b>\$5,000</b>
_____ Electronic Launch of 2018 Campaign Banner Ad.....	Exclusive Opportunity: <b>\$5,000</b> (May only)
_____ Preliminary Program: Full Page 4-color Ad.....	2 Opportunities: <b>\$6,000 each</b>
_____ Preliminary Program: Inside Front Cover Ad.....	Exclusive Opportunity: <b>\$7,500</b>
_____ Preliminary Program: Inside Back Cover Ad.....	Exclusive Opportunity: <b>\$7,500</b>
_____ Mobile App.....	Exclusive Opportunity: <b>\$10,000</b>
_____ Banner on Expo Floor Plan.....	Exclusive Opportunity: <b>\$10,000</b>

## ONSITE SPONSORSHIP OPPORTUNITIES

_____ Glass Door Clings.....	2 Opportunities: <b>\$3,000 each</b>
_____ Exhibitor Carpet Graphics.....	Multiple Opportunities: <b>\$3,000</b>
_____ Attendee Passport.....	24 Opportunities: <b>\$5,000 each</b>
_____ Attendee Lunch.....	Multiple Opportunities: <b>\$5,000</b>
_____ Registration Panel.....	4 Opportunities: <b>\$5,000 each</b>
_____ Standing Sign Boards.....	Multiple Opportunities: <b>\$6,000</b>
_____ Column Wraps "NEW".....	Multiple Opportunities: <b>\$7,500</b>
_____ Registration Bag Insert.....	5 Opportunities: <b>\$7,500 each</b>
_____ Shuttle Bus Vinyl Stairs.....	Exclusive Opportunity: <b>\$8,000</b>
_____ Convention Center/Hilton Skybridge Signage "NEW".....	Exclusive Opportunity: <b>\$10,000</b>
_____ NSC Time Out Lounge "NEW".....	Multiple Opportunities: <b>\$10,000</b>
_____ VIP Club for Corporate Group Participants "NEW".....	Multiple Opportunities: <b>\$10,000</b>
_____ Digital Package "NEW".....	Multiple Opportunities: <b>\$15,000</b>
_____ Hydration Package "NEW".....	Multiple Opportunities: <b>\$15,000</b>
_____ Shuttle Bus Headrest Cover.....	Exclusive Opportunity: <b>\$20,000</b>
_____ Hotel Room Key Card.....	Exclusive Opportunity: <b>\$20,000</b>
_____ Lanyard.....	Exclusive Opportunity: <b>\$25,000</b>
_____ Shuttle Bus Banner.....	Exclusive Opportunity: <b>\$25,000</b>
_____ Registration Bag.....	Exclusive Opportunity: <b>\$40,000</b>
_____ Expo Hall Aisle Sign.....	Multiple Opportunities: <b>Call for pricing</b>
_____ Skybridge Signage "NEW".....	Multiple Opportunities: <b>Call for pricing</b>
_____ Escalator Landing Banners "NEW".....	Multiple Opportunities: <b>Call for pricing</b>
_____ NSC Learning Lab.....	Multiple Opportunities: <b>Call for pricing</b>
_____ Lobby Banners.....	Multiple Opportunities: <b>Call for pricing</b>
_____ Escalator Clings.....	Multiple Opportunities: <b>Call for pricing</b>

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

_____ Book Mark.....	4 Opportunities: <b>\$3,000 each</b>
_____ Full Page 2-color Ad.....	5 Opportunities: <b>\$3,500 each</b>
_____ Full Page 4-color Tab Ad.....	14 Opportunities: <b>\$5,000 each</b>
_____ Inside Front Cover Ad.....	Exclusive Opportunity: <b>\$6,000</b>
_____ Inside Back Cover Ad.....	Exclusive Opportunity: <b>\$6,000</b>
_____ Adhesive Cover Ad.....	Exclusive Opportunity: <b>\$10,000</b>
_____ Back Cover Ad.....	Exclusive Opportunity: <b>\$12,000</b>

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 \_\_\_\_\_

### PAYMENT INFORMATION

AMEX  Discover  MC  Visa

Name as it Appears on Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVV #: \_\_\_\_\_

### CARD BILLING ADDRESS

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Cardholder's Signature: \_\_\_\_\_

Sponsors from the 2017 NSC 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 18, 2018. Sponsors who secure a sponsorship after May 18, 2018 will be required to submit full payment with signed contract. Should an Exhibitor cancel their exhibit space, their sponsorship will likewise be cancelled. 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 May 4, 2018. If cancellation is received after May 4, 2018, 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.



**HOUSTON 2018**

**George R. Brown Convention Center**  
Congress: **October 20-26**  
Expo: **October 22-24**

Please fax to  
**(630) 285-0798**

or email to  
**nscexpo@nsc.org**

## MARKETING OPPORTUNITIES

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

### Logo Insertion

- \_\_\_\_\_ **Final Program** \$200 per listing
- \_\_\_\_\_ **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 sticker
- \_\_\_\_\_ **Video Showcase** \$500 limit one

## EXHIBIT, MARKETING AND SPONSORSHIP SALES

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### NATIONAL SAFETY COUNCIL USE ONLY:

Date Received \_\_\_\_\_  
Sponsorship Assigned \_\_\_\_\_  
Payment Received \_\_\_\_\_  
Check # / Date \_\_\_\_\_  
Sold by \_\_\_\_\_