



nsc Safety Congress & Expo

Indianapolis, IN

2026

Congress & Expo: Sept. 14-16

Sponsorship and Marketing Opportunities

Take your brand
to the next level!



Fact*

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

**Center for Exhibition Industry Research*



congress.nsc.org/sponsor

Sponsorship Benefits

All 2026 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 2026 NSC Safety Congress & Expo website – congress.nsc.org

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
- Featured listing
- Post-show attendee mailing list – one-time use
- Online video

Platinum

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

- All items in Gold, Silver and Bronze packages
- Priority listing on onsite signage
- Pre-show email blast to registered attendees – one-time use
- Mobile App Rotating banner

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 pre-show program recognition
- Post-show email blast to registered attendees - one-time use

Pre-Show Opportunities

Registration Pages Banner Ad

Reach attendees while they register. Place your logo with a link to your company's website at the bottom of each registration page.

Exclusive Opportunity: \$4,000

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 50,000 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 June - August)**

NSC Safety 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 February - September)**

Registration Confirmation Email

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

Exclusive Opportunity: \$5,000

Hotel Registration Confirmation

Reach all registered attendees without having to produce a special piece or incur mailing costs. 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 (May only)

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 online listing.

3 Opportunities: \$4,000 per banner

Onsite Opportunities



Standard Carpet Graphic

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

18 Opportunities: \$4,000 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



NSC Time Out Cafe

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.

6 Opportunities: \$10,000



Shuttle Bus Side Banner

Attendees will be sure to see your message when they board the shuttle bus to and from the convention center.

Exclusive Opportunity: \$25,000



Attendee Passport to Prizes

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.

30 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



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 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: \$30,000



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

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

Exclusive Opportunity: \$50,000



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

(630) 775-2403

bill.steinbach@nsc.org

Mikel Gabrielson

(630) 775-2383

mikel.gabrielson@nsc.org

congress.nsc.org/sponsor

Onsite Opportunities (cont'd)

Mobile App Rotating Banner

Showcase your brand to registered attendees with a four-color rotating banner ad on the navigation and landing screens of our Mobile App.

Multiple Opportunities: \$3,000 each

Lighted Sign Box Banner

See your company name in lights by adding your company banner to our Lighted Sign Box.

Multiple Opportunities: \$7,500

Mobile App

Attendees 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: \$15,000

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

Stand out to 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

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

NSC Safety Huddle Presentation NEW

Gain visibility in front of a captive audience and show leadership, build trust and support in an environment where people are focused on safety.

Multiple Opportunities: Call for Pricing

Digital Signage

Attract the eyes of attendees as they walk through the Indiana Convention Center.

Multiple Opportunities: Call for Pricing

Wellness Lounge

Capture the undivided attention of attendees as they regroup, pause and pamper themselves.

Multiple Opportunities: Call for Pricing

In-Booth Digital Gamification

Increase booth traffic with digital games that educate, entertain and drive traffic where and when you want it.

Multiple Opportunities: Call for Pricing

Safety Sam

Visitors to our website will have Safety Sam, our AI chatbot, answer any questions they may have. Your company name will be on all correspondences.

Exclusive: Call for Pricing

Wayfinder/Digital Kiosk NEW

Guide attendees while providing targeted messaging and brand high-visibility.

Multiple Opportunities: Call for Pricing

Custom Carpet Graphic NEW

Showcase your brand with your logo displayed on custom-sized carpet graphic.

Multiple Opportunities: Call for Pricing

Meeting Opportunities

Looking to meet with your team(s) or customer(s)? Secure one of the following. Opportunities do not receive sponsorship recognition.

Exhibitor Meeting Space: Call for Pricing

NEW Exhibitor Meeting Hub: 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 2026 NSC Safety Congress & Expo.

Email to Attendees

Highlight your company to attendees prior to them arriving onsite.

Opportunity: \$1,000 per email

Featured Online Company Listing

Stand out from the crowd! Your company profile will be placed in the new Featured section of the online Exhibitor Directory.

Opportunity: \$500 per listing

Online Profile Video

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 2025 NSC Safety Congress & Expo Mobile App.

Opportunity: \$500 limit one per company



Online Profile Package - Featured Listing and Video

Showcase your brand by having your online company profile placed in the new Featured section of the online Exhibitor Directory and by adding a video.

Opportunity: \$900



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: \$850 per product**
- **Exclusive: \$1,300 per showcase**
- **Non-Enclosed Exclusive: \$1,300 per showcase**
- **Digital Safety Software Showcase Exclusive: \$1,300 per showcase**



Live Product Demonstration NEW

Place your brand and product front and center, showcase real-world value to an attentive audience.

Opportunity: \$4,000 per demonstration

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)

Safety+Health Magazine

Expand your reach to the *Safety+Health* audience by placing your ads in the special pre-show and show issues. Visit safetyandhealthmagazine.com/advertise for more information.

Sponsorship and Marketing Contract

Pre-Show Sponsorship Opportunities | Investment

___ Registration Pages Banner Ad.....	Exclusive Opportunity: \$4,000
___ Monthly Attendee Prospect Email.....	Multiple Opportunities: \$4,000 per month (June - Aug.)
___ NSC Congress & Expo Website Banner Ad.....	Multiple Opportunities: \$4,000 per month (Feb. - Sept.)
___ Banner on Expo Floor Plan.....	3 Opportunities: \$4,000 per banner
___ Registration Confirmation Email.....	Exclusive Opportunity: \$5,000
___ Hotel Registration Confirmation.....	Exclusive Opportunity: \$5,000
___ Registration Open Email Banner Ad.....	Exclusive Opportunity: \$5,000 (May Only)

Onsite Sponsorship Opportunities

___ Standard Carpet Graphics.....	18 Opportunities: \$4,000 each
___ Mobile App Rotating Banner.....	Multiple Opportunities: \$3,000
___ Attendee Passport to Prizes.....	30 Opportunities: \$5,000 each
___ Registration Panel Banner.....	4 Opportunities: \$5,000 each
___ Standing Sign Boards.....	Multiple Opportunities: \$6,000 each
___ Lighted Sign Box Banner.....	Multiple Opportunities: \$7,500 each
___ Registration Bag Insert.....	5 Opportunities: \$7,500 each
___ NSC Time Out Cafe.....	6 Opportunities: \$10,000
___ Mobile App.....	Exclusive Opportunity: \$15,000
___ Lanyard.....	Exclusive Opportunity: \$25,000
___ Shuttle Bus Side Banner.....	Exclusive Opportunity: \$25,000
___ Hotel Room Key Card.....	Exclusive Opportunity: \$30,000
___ Registration Bag.....	Exclusive Opportunity: \$50,000
___ In-Booth Digital Gamification.....	Multiple Opportunities: Call for Pricing
___ Expo Hall Aisle Sign.....	Multiple Opportunities: Call for pricing
___ Lobby Banners.....	Multiple Opportunities: Call for pricing
___ Escalator Clings.....	Multiple Opportunities: Call for pricing
___ Digital Signage.....	Multiple Opportunities: Call for pricing
___ Wellness Lounge.....	Multiple Opportunities: Call for pricing
___ NSC Learning Lab.....	Multiple Opportunities: Call for Pricing
___ NSC Safety Huddle Presentation NEW	Multiple Opportunities: Call for Pricing
___ Safety Sam (AI chatbot).....	Exclusive Opportunity: Call for Pricing
___ Wayfinder/Digital Kiosk NEW	Multiple Opportunities: Call for Pricing
___ Custom Carpet Graphic NEW	Multiple Opportunities: Call for Pricing

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

Stand out from your competition.

Sponsors from the 2026 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 1, 2026. Sponsors who secure a sponsorship after May 1, 2026 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 25% of the total cost of the sponsorship fee, if written notice of cancellation is received by NSC on or before April 3, 2026. If cancellation is received after April 3, 2026, 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.

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2026

Professional Development Seminars: Sept. 11-13 and 16-17
Congress & Expo: Sept. 14-16

Marketing Opportunities

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

___ Email to Attendees
Opportunity: \$1,000

Featured Listing and Video Options

___ Featured Online Company Listing
\$500 per listing

___ Online Profile Video \$500

___ Online Profile Package - Featured Listing and Video \$900

New Product Showcase

___ Standard \$850 per product

___ Exclusive \$1,300 per showcase

___ Non-Enclosed Exclusive
\$1,300 per showcase

___ Digital Safety Software Exclusive
\$1,300 per showcase

___ Live Product Demonstration **NEW**
Opportunity: \$4,000 per demonstration

___ New Product Showcase
Carpet Sticker \$250 per additional sticker
(one included with entry)

Meeting Opportunities

___ Exhibitor Meeting Space
Multiple Opportunities: Call for Pricing

___ Exhibitor Meeting Hub
Multiple Opportunities: Call for Pricing

Exhibit, Marketing and Sponsorship Sales

Contact:

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Mikel Gabrielson
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mikel.gabrielson@nsc.org

NATIONAL SAFETY COUNCIL USE ONLY:

Date Received _____

Sponsorship Assigned _____

Payment Received _____

Check # / Date _____

Sold by _____