



# UNITED

## ATLANTIC CITY 2024

SEPT. 23-26 • SHERATON ATLANTIC CITY • ATLANTIC CITY CONVENTION CENTER



## 2024 United Convention & Exposition

Atlantic City, NJ

September 23-26, 2024

Sponsorship  
Opportunities



**Increase revenue  
by up to 23%**

when you present your brand  
consistently across platforms

*(Source: Forbes)*

## Elevate Your Brand at the United Convention in Atlantic City!

Join forces with NAEC, CECA, IAEC and Elevator U for an exclusive sponsorship opportunity that promises to be a **game-changer** in the industry.

Convention sponsorship isn't just about visibility; it's about **investing in relationships, fostering connections, and driving tangible results** that propel your brand forward in the marketplace.

For more information,  
contact Lori Wolking, National Development Officer,  
at [lori@naec.org](mailto:lori@naec.org) or 301-852-8110.

# SPONSORSHIP LEVELS

Sponsorship levels are determined by the **total amount spent** and custom packages can be created to fit your company needs.

<b>Boardwalk Benefactor</b> <b>(\$10,000+)</b>	<b>Marina Maven</b> <b>(\$9,999-\$5,000)</b>	<b>Seaside Supporter</b> <b>(\$4,999-\$1,001)</b>	<b>Atlantic Ambassador</b> <b>(\$1,000 or less)</b>
<ul style="list-style-type: none"> <li>• Recognition on the NAEC website with a link to your company's website</li> <li>• Recognition on social media platforms (Face Book, LinkedIn and Instagram) and emails</li> <li>• Recognition in the digital pre-show brochure, digital onsite program and convention app</li> <li>• Ability to get in front of customers with Pre-Show Email List</li> <li>• Recognition at the Opening Breakfast</li> <li>• Signage in the registration area and recognition throughout the meeting</li> <li>• One full-page color advertisement in the Winter edition of <i>Mainline</i></li> <li>• One 50-word sponsor showcase in a pre-meeting email to members</li> </ul>	<ul style="list-style-type: none"> <li>• Recognition on the NAEC website with a link to your company's website</li> <li>• Recognition on social media platforms (Face Book, LinkedIn and Instagram) and emails</li> <li>• Recognition in the digital pre-show brochure, digital onsite program and convention app</li> <li>• Recognition at the Opening Breakfast</li> <li>• Signage in the registration area and recognition throughout the meeting</li> <li>• One half-page color advertisement in the Winter edition of <i>Mainline</i></li> </ul>	<ul style="list-style-type: none"> <li>• Recognition on the NAEC website with a link to your company's website</li> <li>• Recognition on social media platforms (Face Book, LinkedIn and Instagram) and emails</li> <li>• Recognition in the digital pre-show brochure, digital onsite program and convention app</li> <li>• Recognition at the Opening Breakfast</li> <li>• Recognition throughout the meeting</li> </ul>	<ul style="list-style-type: none"> <li>• Sponsor specific branding (golf hole, digital brochure ad, etc.)</li> </ul>

# BRANDING OPPORTUNITIES

## Welcome Reception (Hosted by IAEC)

**\$10,000**

The International Association of Elevator Consultants (IAEC) will help us kick off United 2024 with the welcome reception where we will commemorate an uplifting moment in innovation—the invention of the elevator—from the 1854 World’s Fair. Signage with company logo at the event. Cocktail napkins will be imprinted with company logo. You will have the opportunity to welcome guests from the stage. A signature cocktail named for the sponsor with corresponding signage is also included!

## NAEC Breakfast and General Business Session (Exclusive for NAEC Members) (2 Available) (1 SOLD)

**\$5,000**

Attendees will start the conference day with your sponsored breakfast. Branded signage will remind participants of your hospitality and sponsorship. Immediately following breakfast will be the annual NAEC General Business Session where members will be given updates and hear from the association’s leadership on future initiatives. Sponsors will also receive table-top recognition and a VIP table for your guests!

## Keynote Luncheon (Hosted by Elevator U) (2 Available)

**\$7,500**

Elevator U takes us back to college during this keynote luncheon. Join us on an enlightening journey through the history of elevators with Dr. Lee Gray, an acclaimed expert and historian in the field of vertical transportation. Room will be dynamically branded with the Sponsor logo. Tabletop recognition with VIP table for Sponsor(s) during event. Recognition from the stage.



**Exhibit Hall Opening Reception (Hosted by CECA) (SOLD)**

**\$10,000**

Join us we trade the bright lights of Atlantic City for the glowing hues of the northern lights for a captivating evening that celebrates the heart and soul of Canada with the Canadian Elevator Contractors Association (CECA!) A great opportunity to showcase your brand and make a toast as attendees kick back, relax, and enjoy cocktails and hors d'oeuvres.

**United Awards Breakfast (2 available) (1 SOLD)**

**\$5,000**

All member organizations will gather for a combined awards breakfast to recognize the contributions of each association's members and supporters to celebrate annual achievements. Room will be dynamically branded with the Sponsor logo. Tabletop recognition with VIP table for Sponsor(s) for event. Recognition from the stage.

**Dregs Party (2 Available) (Hosted by NAEC)**

**\$15,000**

In the heart of the Wild West, adventure meets fun as NAEC hosts the annual Dregs Party. Experience the thrill of the Wild West, complete with themed decor, games, live music, and performances. The party will be dynamically branded with your branding throughout the party.

**New Member/First Time Attendee Reception (2 Available)**

**\$2,500**

This special event is open to all new United partner members, first time attendees and leadership. The reception will be branded with your logo.

**Attitude Adjustment Station (SOLD)**

**\$5,000**

Give attendees the necessities that they need from long days and long nights including rewetting drops, Emergen-C, headache meds, lip balm, and more!



**Contractor, Supplier and Associate Member Sessions Coffee Break (SOLD)**  
**\$3,000**

Learning is hard work and people need a break. Be the hero, while gaining premium exposure, by offering convention attendees before the member sessions for that much-needed cup of coffee. Your company logo will appear on signage posted at the coffee station as well as on napkins.

**Education Package (SOLD)**  
**\$10,000**

Multi-dimensional meter board signage at the convention sessions and includes a sponsored coffee hour during a convention session! A branded banner will be over the Education Pavilions on the show floor and the sponsor will be given an opportunity to have a speaker based on topic and availability.

**Elevator Cling at Hotel (SOLD)**  
**\$3,000**

Get your brand in front of attendees on an elevator cling!

**“Know Before You Go” Email (SOLD)**  
**\$2,000**

The “Know Before You Go” attendee email will be sent to all attendees approximately one week prior to the Convention and will be branded with your logo! It includes important information and tips that will help attendees prepare for and enjoy the Convention!

**Lanyards (SOLD)**  
**\$5,000**

Display your company logo on lanyards given to attendees at registration!



**Floor Cling in High Traffic Area (2 Available) (2 SOLD)**

**\$3,500**

Get your brand in front of all attendees on a floor cling in a high traffic area!

**Meter Board Sign (8 Available) (5 SOLD)**

**\$2,000**

Get your brand in front of attendees on a meter board sign in a high traffic area!

**Notepads and Pens (SOLD)**

**\$2,000**

Branded pens and notepads provided by the sponsor for attendees to take notes during the conference.

**Attendee Convention Bags (SOLD)**

**\$6,000**

This is an exceptional corporate promotional opportunity, as the sponsor logo is strategically placed on convention bags given to attendees. The sponsorship yields maximum corporate visibility for the entire meeting and beyond, as most registrants continue to use the bags after the event!

**Pre-Show Digital Brochure**

**\$2,500**

The pre-show digital brochure is the Convention brochure attendees receive prior to the event. A comprehensive look at what to expect in Atlantic City, it will be used by attendees to prepare for their week!

**CECA Annual General Business Meeting (SOLD)**

**\$1,500**

The CECA General Business Session is where CECA members will be given updates and hear from the association's leadership on future initiatives. Sponsors will receive verbal recognition and signage.



### **“Thank You For Joining Us” Post-Show Email (SOLD)**

**\$1,500**

Your branding will be front and center on the “Thank Your for Joining Us” post-show email that will be sent to all attendees after the conference. It will include a conference survey while thanking them for their attendance!

### **Ribbon Wall**

**\$3,000**

Attendees love to customize their name badges with ribbons that highlight their achievements and personality. Become the official sponsor of the ribbon station and showcase your company through this unique opportunity.

## **EXHIBIT HALL OPPORTUNITIES**

### **Mini Lounge in Exhibit Hall \$5,000 (3 Available) (1 SOLD)**

Fun and Delight! Each will include a themed snack and/or giveaway.

### **Food Court in Exhibit Hall \$2,000 (2 Available) (2 SOLD)**

Don't miss the opportunity to be a part of the culinary experience by sponsoring the Food Court in the Exhibit Hall!

### **Show Floor Logo in Exhibit Hall \$2,000 (3 Available) (3 SOLD)**

Get your brand in front of all attendees on show floor logo!

### **Coffee Cart in Exhibit Hall \$4,000 (2 Available)**

Delightful and Fun! Sponsor a coffee cart in the Exhibit Hall.

### **Aisle Sign \$2,500 (8 Available) (4 SOLD)**

A strategic way to direct prospects to your booth, connect your customizable sign to the aisle signs used by attendees for wayfinding around the show.





# GOLF TOURNAMENT OPPORTUNITIES

## **Golf Tournament Hole Sponsors (18 available) (3 SOLD)**

**\$1,000 (signage)/\$1500 (signage and table for tchotchkes)**

Get your brand in front of the players with signage and sponsor a hole at the golf tournament! Upgrade to an enhanced sponsorship that will include a table at the golf hole where sponsors can give out tchotchkes (golf balls, towels, etc.) No food or beverage allowed.

## **Golf Tournament Hole-in-One Sponsor**

**\$2,500**

Give golfers a chance to win \$50,000 in cash if they get a hole-in-one! Signage will be displayed at the assigned golf hole.

## **Golf Tournament Golf Cart Sponsor (SOLD)**

**\$3,000**

Have your brand in front of all players with your logo on all of the golf carts!

## **Golf Tournament Breakfast Sponsor**

**\$2,500**

Before the tournament, provide the group with a breakfast! Company name and logo will be displayed through signage.

## **Golf Tournament Boxed Lunch Sponsor (SOLD)**

**\$3,000**

After the tournament, provide the group with a boxed lunch! Company name and logo will be displayed through signage.

## **Golf Tournament Beverage Carts**

**\$5,000**

Provide your fellow golfers with beverages on the course. Your company name and logo will be displayed on each beverage cart through specialty signage.



## Mobile App Digital Advertising

### Mobile App (SOLD)

**\$2,500**

As the sponsor of the United Convention mobile app, your company artwork will be displayed prominently in multiple places on the app, including a banner ad at the top or bottom of the screen. All ads will hyperlink to the URL of your choice and post-show analytics will be provided.

### Mobile App Banner Ad (3 available) (3 SOLD)

**\$1,000**

Welcome attendees with an ad on the mobile app! Your banner ad will be displayed in rotation on the top or bottom of the mobile app screen and will hyperlink to the URL of your choice.

## Program Book Digital Advertising

### Digital Program Book Full Page (8 available) (3 SOLD)

**\$1,000**

The Digital Convention Program Book is a complete guide to the 2024 United Convention & Exposition. Emailed to all attendees, it provides detailed information on exhibitors, speakers, education sessions, and special events. Special positions will be filled on a first-come, first-served basis, so get your order in soon!





STEEL PIER

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# THANK YOU FOR YOUR SUPPORT!

For more information,  
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National Development Officer, at  
[lori@naec.org](mailto:lori@naec.org) or 301-852-8110.