

# BRAND AWARENESS



	TOTAL AMOUNT	Base Package	Digital Marketing	Enhanced Onsite Branding	Education or Speaking Opportunities
EXHIBITOR LOUNGE	\$3,000			■	
WASTE RECEPTACLES	\$3,000			■	
PENNY MACHINE	\$4,500	■		■	
LEARNING LOUNGE	\$4,500	■		■	■
CHARGING STATIONS	\$5,000	■		■	
RANCH HOW	\$5,500	■		■	■
INFORMATION KIOSK	\$7,500	■		■	
TELL US WHERE YOU'RE FROM MAP	\$7,500	■	■	■	
ASK ANTONIO CHAT BOT	\$7,500	■	■	■	
SCOOTAROUND SCOOTER RENTALS	\$10,000	■		■	
GOLF CARTS	\$15,000	■		■	
TRADE SHOW LOUNGES	\$10,000	■		■	
SELFIE STATIONS	\$10,000	■	■	■	
NATIONAL ANTHEM CONTEST	\$10,000	■	■	■	
BEER STOP	\$10,000	■		■	
R&R LOUNGE	\$10,000	■		■	
BEST OF BEEF DISPLAY	\$10,000	■	■	■	
RIDE AND DRIVE	\$10,000	■		■	
GO-CUP SPONSORSHIP	\$12,000	■		■	
CONVENTION SCHOLARSHIP PROGRAM	\$12,500	■	■	■	■
CAFÉ BEIGN-YAY!	\$15,000	■		■	
SHOW FLOOR SHUTTLE	\$15,000	■		■	
EVENT INFLUENCER PROGRAM	\$15,000	■	■	■	
CONVENTION INTERNS	\$15,000	■	■	■	■
BOOT SHINE STATION	\$15,000	■		■	
CONVENTION FIRST TIMER PROGRAM AND RECEPTION	\$15,000	■	■	■	■
GATOR CAFE	\$20,000	■		■	
LANYARDS	\$20,000	■		■	
WIFI IN CONVENTION CENTER	\$20,000	■	■	■	
COMMEMORATIVE PRINT	\$25,000	■		■	
SNACK SHACK	\$30,000	■		■	
TRADE SHOW LOUNGE	\$10,000/lounge (three available)	■		■	
SAND SCULPTURE	Call for pricing	■		■	
HEALTHY HERD PROGRAM	Call for pricing	■	■	■	
BRANDED LUGGAGE TAG STATION	Call for pricing	■		■	

Base Package includes logo on marketing materials, signage, the Beef Resource Guide, the annual convention website and sponsor ribbons.

## EXHIBITOR LOUNGE

Throughout the duration of the trade show, the exhibitor lounge provides refreshments exclusively for exhibitors.

**Investment: \$3,000**

## WASTE RECEPTACLES

Located throughout the convention center these waste receptacles will get your brand seen throughout the convention center.

**Investment: \$3,000**

## PENNY MACHINE

A souvenir penny machine will be in your booth, pennies will be branded with your logo.

**Investment: \$4,500**



## LEARNING LOUNGE

A 35-minute educational session on a topic of the sponsor's choosing. The Learning Lounge is located on the NCBA Trade Show floor. Limited availability.

**Investment: \$4,500 per session**

## CHARGING STATIONS

Located throughout the convention center these built in charging stations allow for branding outside the show floor.

**Investment: \$5,000**

## RANCH HOW (HANDS ON WORKSHOP)

A hands-on product demonstration on the trade show floor. Limited spots available.

**Investment: \$5,500**

## INFORMATION KIOSK

The Information Kiosk is available for attendees to ask questions about NCBA membership and convention events.

**Investment: \$7,500**

## TELL US WHERE YOU'RE FROM MAP

An interactive map in the registration area, where attendees can place a pin to denote their hometown.

**Investment: \$7,500**



## ASK ANTONIO CHAT BOT

Have a convention-related question? With Ask Antonio the official Chat Bot of Convention, help is just a text or instant message away.

**Investment: \$7,500**

## SCOOTAROUND SCOOTER RENTALS

Not all attendees want to count their steps. Scooter rentals help attendees spend more time on the show floor and help expand your brand as they cruise the convention center.

**Investment: \$10,000**

## TRADE SHOW LOUNGES

Three different lounges located right on the show floor.

**Investment: \$10,000/lounge**

## **SELFIE STATIONS**

Selfie Stations are placed throughout the convention center and hotel, and are photo-ops for attendees.

**Investment: \$10,000**

## **NATIONAL ANTHEM CONTEST**

The National Anthem Contest is a popular social media contest, and the winner performs at several convention events.

**Investment: \$10,000**

## **BEER STOP**

Attendees will stop in for a cold one and to rest their feet in this unique lounge setting.

**Investment: \$10,000**

## **R&R LOUNGE**

Rest and recharge lounges located on the trade show floor allow attendees to take a break and charge up.

**Investment: \$10,000**

## **BEST OF BEEF DISPLAY**

Celebrating the best of the beef industry. This display is in recognition of industry award winners.

**Investment: \$10,000**

## **RIDE AND DRIVE**

Let attendees get behind with wheel! Attendees will have an opportunity to test drive your equipment/vehicle. Includes an outdoor display location.

**Investment: \$10,000**

## **GO-CUP SPONSORSHIP**

A New Orleans tradition-take your drink on the go. These cups can be used in the convention center.

**Investment: \$12,000**

## **CONVENTION SCHOLARSHIP PROGRAM**

Sponsorship provides eleven attendee scholarships in various categories, each valued at \$1,025.

**Investment: \$12,500**

## **GOLF CARTS**

A supplement to the convention shuttle, these branded golf carts will help attendees quickly move between the convention center and hotels.

**Investment: \$15,000**

## **EVENT INFLUENCER PROGRAM**

Event influencers are selected through an application process to promote the convention and trade show, along with your company, through various digital properties, before, after and during the show.

**Investment: \$15,000**

## **CONVENTION INTERNS**

These are prestigious internships for college students looking to network and meet industry leaders, while assisting with all aspects of convention.

**Investment: \$15,000**

## **SHOW FLOOR SHUTTLE**

Help attendees mooove from one side of the hall to the other on the show floor shuttle! The shuttle will pick up/drop off at the main entrance and will run down the main aisle of the show.

**Investment: \$15,000**



## **BOOT SHINE STATION**

Provide a complimentary boot shine for attendees. Vouchers will be passed out at sponsor booth.

**Investment: \$15,000**

### **CAFÉ BEIGN-YAY!**

Nothing says New Orleans like a hot, fresh beignet and a cup of chicory coffee! Treat customers to this location delicacy. Located right on the trade show floor.

**Investment: \$15,000**

### **GATOR CAFE**

The Gator Cafe is the lunch area for all registered attendees and is located on the trade show floor.

**Investment: \$20,000**

### **LANYARDS**

Branded lanyards will hold attendee ID badges.

**Investment: \$20,000**

### **WIFI IN CONVENTION CENTER**

Help attendees stay connected and check on the operation back home with the WiFi sponsorship.

**Investment: \$20,000**



### **COMMEMORATIVE PRINT**

This keepsake is a custom piece of art that includes the sponsor logo in the border and is complimentary for all attendees from the sponsor booth.

**Investment: \$25,000**

### **SNACK SHACK**

Located in the main lobby the snack shack will provide attendees a pick me up with some tasty treats and a place to rest their feet.

**Investment: \$30,000**



### **SAND SCULPTURE**

Back by popular demand! A sandcastle will be located on the show floor and will feature a fun unique design as well as the sponsor logo.

**Investment: Call for pricing**

### **HEALTHY HERD PROGRAM**

This is vital to attendees. Branding throughout the center, trade show and meeting space. May include hand sanitizer, masks, washing stations etc.

**Investment: Call for pricing**

### **BRAND THE BIG EASY - BRANDED LUGGAGE TAG STATION**

This unique sponsorship will be the talk of the convention. Sponsorship includes custom branded luggage tags along with a unique insert to the onsite program used to drive traffic to your booth. Luggage tags are branded to order onsite.

**Investment: Call for pricing**