



NACE VIRTUAL 2021

April 19-22, 2021

Sponsorship & Exhibitor Prospectus

Your Customers & Prospects will be here virtually!

**County/Parish Engineers | Road Supervisors | Public Works Directors | Highway Commissioners |
Highway Superintendents**

NACE 2021 attendees are the primary decision-makers for buying and recommending your products or services. Counties own and maintain 46% of the nation's roads and 40% of the nation's bridges, making them the single largest stakeholder in local road and bridge construction, rehabilitation, expansion, and maintenance. Our members rely on NACE for information on and awareness of the latest innovations in engineering technology, best practices, management systems, and software. By exhibiting at NACE your company will gain access to county governments, as well as connect with those that would be the principals charged with purchasing your products and services.

Schedule-At-A-Glance

April 19-22 Eastern Time Zone

Monday, April 19

11:00 am – 2:00 pm	NACE Board Meeting #1 General Session
3:00 pm – 5:00 pm	Welcome from President McGolpin Keynote Speaker: Congressman Salud Carbajal (CA- 24 th) Corporate Member Recognition

Tuesday, April 20

11:00 am – Noon	Technical Sessions
12:15 pm – 1:15 pm	Technical Sessions
1:30 pm – 2:30 pm	Dedicated Exhibit Hall Hours
2:45 pm – 3:45 pm	Technical Sessions
4:00 pm – 5:00 pm	Technical Sessions
5:15 pm – 6:15 pm	Networking Social Hour

Wednesday, April 21

11:00 am – Noon	Technical Sessions
12:15 pm – 1:15 pm	Dedicated Exhibit Hall Hours
1:30 pm – 2:30 pm	Technical Sessions
2:45 pm – 3:45 pm	Technical Sessions
4:00 pm – 4:30 pm	Committee Meetings
4:45 pm – 5:15 pm	Committee Meetings

Thursday, April 22

11:30 am – 12:30 pm	Technical Sessions
12:45 pm – 1:45 pm	Technical Sessions
2:00 pm – 4:00 pm	Annual Business Meeting and Officer Installation
4:00 pm – 5:00 pm	NFL Zoom (invitation only)



Info Session for Exhibitors and Potential Exhibitors
March 16 | 3:00pm EDT

Walk-thru the exhibit platform and Q&A
Host: Staci Morgan, NACE Conference & Membership Director

Platform

Event Rebels

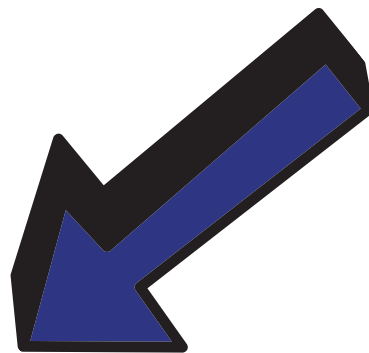
NACE chose the virtual platform Event Rebels. This easy-to-use platform offers robust features for exhibitors to connect with their clients and easily display their product information and resources.

The platform will be available for 30 days past the close of the virtual conference, extending your reach and exposure well past April 22!



While meeting in person is the best way to get in front of potential and existing customers, there are some advantages to using a virtual platform.

- Reach beyond the walls of a physical exhibit hall to engage with customers who are not confined by time or location.
- Educate potential buyers with demonstration videos, and downloads of your sales collateral- and with no waste and less opportunity for attendees to misplace your company's information.
- Gather analytics and contact information from attendees visiting your booth for follow-up during and after the conference (30 days post-conference)
- Be visible on the NACE Virtual 2021 platform website long after the last day of the conference.
- Pitch your products and services during exclusive exhibit hall hours during the conference.

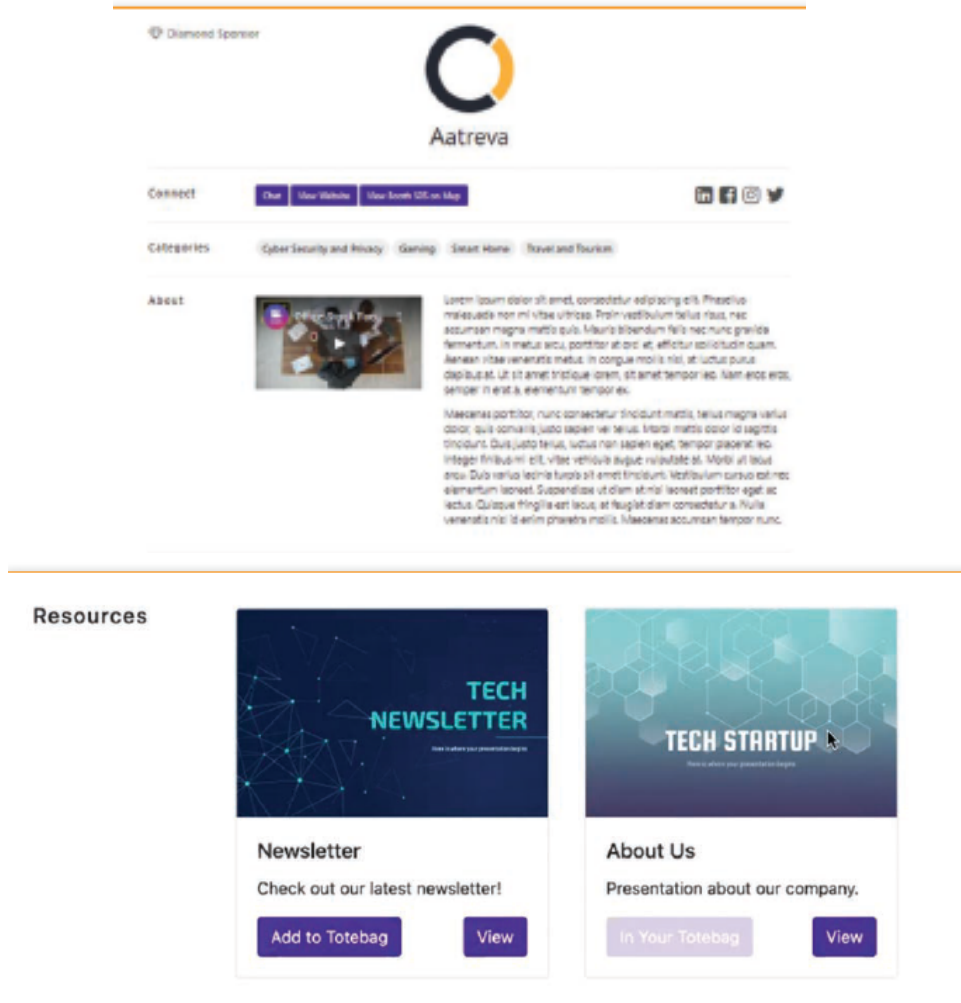


NACE Corporate Members- Platinum, Diamond & Gold receive one complimentary virtual exhibit booth

Virtual Booth Pricing

\$150

Sample booth



Your virtual exhibit space includes:

- Unlimited exhibit-only registrations
- Company logo, contact information, and description
- Opportunity to text chat with attendees during dedicated booth times
- Analytics on attendees who took action while they visited your booth so you may follow up with them!
- Upload a short pre-recorded Welcome video for attendees to view
- Social media links
- Your booth visitors can download handouts and watch a video about your product or service to their virtual tote bag

Sponsorship Opportunities

Presenting Sponsor.....\$3,500 (5 available)

Presenting sponsors will have their logo on the main virtual platform page throughout the conference alongside the official NACE Virtual 2021 logo. This sponsorship includes providing content for a 1-hour webinar on April 20, 21, or 22 during the conference hours. *Includes 3 full conference registrations*

General Session Sponsor.....\$2,000 (1 available)

The General Session sponsor will have logo recognition on the Opening General Session webinar slides as well as a 5-minute time slot for remarks during the session. This session is on the afternoon of April 19th.

Registration Confirmation & Credentials Email Sponsor.....\$750 (1 available)

This exclusive sponsorship will place the sponsor's logo or banner ad in the confirmation and credential emails sent from NACE. Logo or banner can be hyperlinked but is not trackable.

General Conference Sponsor.....\$500 (10 available)

Logo recognition throughout the conference and in pre-conference marketing materials.

All sponsors receive the following:

- Complimentary virtual exhibit space
- Pre-show registration list
- Digital Tote Bag Insert (pre-loaded for all attendees)- Examples include: gift cards, booth giveaway instructions, special offers, coupons, and marketing collateral



NACE Contact: Staci Morgan , Conference and Membership Director
c: 202-255-4379 | staci@countyengineers.org

#NACE2021