

# SPONSOR PROSPECTUS

## 2023 ANNUAL MEETING *Miami Beach*

February 5-8

Loews Miami Beach Hotel



#NAPAAnnual





**ANNUAL  
MEETING  
ATTENDEES  
ARE YOUR  
*Customers***

NAPA's Annual Meeting is the place to deepen existing relationships and connect with new business partners. Reach top decision makers in the asphalt industry, from managers and supervisors with specifying authority to upper-level management and owners/operators authorizing major equipment and technology purchases.

The NAPA Annual Meeting provides the latest tools and insights to help you reach your goals in the asphalt pavement industry. General sessions, workshops, committee meetings, and invaluable industry networking make NAPA's Annual Meeting where the industry gathers to set its future.

**TAKE ADVANTAGE OF SPECIAL OPPORTUNITIES TO CONNECT WITH DECISION MAKERS—INCLUDING NEW AND UNIQUE OPTIONS FOR 2023.**

Sponsors have an open door to an exclusive audience of asphalt pavement industry leaders. Sponsorship puts your company's name foremost in the eyes of your customers, prospects, and key decision makers.

**CLAIM YOUR SPONSORSHIP**

- 1** Peruse this guide for new and updated offerings.
- 2** Visit [AsphaltPavement.org/Annual](https://AsphaltPavement.org/Annual) to check availability, see detailed event information, and register to attend.
- 3** Contact us to claim your sponsorship.

**CONTACT NAPA'S  
MANAGER, MEETINGS  
& EDUCATION:**

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(888) 468-6499



## SPONSORSHIP BENEFITS

Sponsorship enriches your marketing strategy and aligns your brand with NAPA’s mission to advance the asphalt pavement industry at the national level. As a 2023 Annual Meeting sponsor, you’ll receive these valuable benefits to help your company increase brand awareness and maximize visibility among industry peers.

### ALL SPONSORS RECEIVE:

#### Pre-event Marketing

- Company logo and link on meeting webpage
- Company logo and profile in 2023 Annual Meeting Mobile App

#### On-site Marketing

- Company logo in the 2023 Onsite Program (sponsorship must be purchased by January 9)
- Company logo on signage

#### Post-event Marketing

- Company logo on event webpage
- Company logo in 2024 NAPA Annual Meeting Sponsor Prospectus

## NEW SPONSORSHIP OPPORTUNITIES IN 2023

Explore these new and unique opportunities to make a lasting impression!

- Newbie Orientation Webinar
- Welcome Gift
- Graphic Recording
- Headshot Lounge
- LinkedIn Corner
- Hangover Hospital
- Past Presidents & Chairmen’s Luncheon
- Post-Meeting Recap
- Hydration Station
- Rise & Shine Yoga
- Sweet Dreams





## ALL 2023 SPONSORSHIP OPPORTUNITIES – BY TYPE

Check current availability at [AsphaltPavement.org/Annual](https://AsphaltPavement.org/Annual).

Opportunity	Tier	Investment	Number Available	More Info Page
<b>HOSPITALITY</b>				
Hotel Key Cards	2	\$12,500	1	6
<b>NEW</b> Welcome Gift	4	\$7,500	1	8
<b>NEW</b> Sweet Dreams	4	\$7,500	3	8
<b>EXPERIENCE</b>				
<b>NEW</b> Headshot Lounge	1	\$20,000	1	4
<b>NEW</b> Graphic Recording	1	\$17,500	1	4
<b>NEW</b> LinkedIn Corner	2	\$12,500	1	6
<b>TUESDAY NIGHT FUN</b>				
Dinner	1	\$30,000	1	5
Reception	1	\$20,000	1	5
Entertainment	1	\$20,000	1	5
<b>EDUCATION &amp; EVENTS</b>				
Opening General Session	1	\$25,000	1	5
Awards Breakfast	2	\$13,000	1	6
General Sessions	2	\$12,500	3	6
Concurrent Sessions	5	\$3,500	6	11
<b>NETWORKING</b>				
Welcome Reception	1	\$25,000	1	4
New Member & First-Time Attendee Reception	3	\$8,000	1	7
Breakfast for Attendees	4	\$7,500	2	8
Chairman's Reception	4	\$5,000	1	8
<b>NEW</b> Past Presidents & Chairmen's Luncheon	4	\$5,000	1	9
<b>GOLF TOURNAMENT</b>				
Lunch	4	\$7,500	1	9
Beverage Cart	4	\$7,500	1	9
Social Hour	4	\$7,500	1	9
Hole-in-One	4	\$5,000	1	9
Hole Sponsor	5	\$1,500	18	11
<b>COMFORT &amp; CONVENIENCE</b>				
Attendee Wi-Fi	3	\$10,000	1	7
Mobile Charging Station	3	\$8,000	1	7
<b>NEW</b> Hangover Hospital	4	\$7,500	1	9
Beverage Breaks	4	\$5,000	6	9
<b>NEW</b> Hydration Station	4	\$5,000	4	9
<b>NEW</b> Rise & Shine Yoga	5	\$2,500	2	11
<b>COMMUNICATIONS</b>				
<b>NEW</b> Post-Meeting Recap	3	\$10,000	1	7
Onsite Program	3	\$10,000	1	7
Mobile App	4	\$7,500	1	10
'Know Before You Go' Email	4	\$5,000	1	10
<b>NEW</b> Newbie Orientation Webinar	4	\$5,000	1	10

## TIER 1 SPONSORSHIP OPPORTUNITIES

TOTAL INVESTMENT:  
**\$15,000+**

### All Tier 1 Sponsors Receive:

- Oral recognition at the general sessions
- One 50-word profile in pre-meeting issue of *ActionNews*
- Access to final NAPA 2023 Annual Meeting Attendee List with mailing addresses (upon acceptance of Terms & Agreement)
- Opportunity to display promotional materials in designated area(s)

### EXPERIENCE

#### Headshot Lounge | *Exclusive* **\$20,000**

Attendees will associate your brand with their updated professional headshot portrait. Photographers will sport your logo as they work—be remembered for helping attendees look their best! Participants can instantly review and email photos to themselves in the Headshot Lounge. As exclusive sponsor, you also receive recognition on the emails containing their digital headshots.



#### Graphic Recording *Exclusive* **\$17,500**

It's been said that a picture is worth a thousand words. Link your brand with visual summaries that tell the stories of the general and concurrent sessions. While actively listening to presentations, a graphic artist synthesizes spoken words into illustrative texts and visuals. Speakers talk, they draw—it's awesome. As exclusive sponsor, you will receive company logo recognition via signage adjacent to graphic storyboard.



### NETWORKING

#### Welcome Reception | *Exclusive* **\$25,000**



Here's your chance to make a great first impression—welcoming all attendees with an evening celebration on February 5.

As exclusive sponsor, your company logo will be incorporated within the décor throughout the reception.



## TUESDAY NIGHT FUN

**Reception | *Exclusive***  
**\$20,000**

Host the cocktail hour where attendees mix and mingle at the beginning of an enjoyable evening. As exclusive sponsor, your company logo will be prominently built into the event décor. Raise your visibility even higher if you choose to greet guests at the reception entrance.



**Dinner | *Exclusive***  
**\$30,000**

This is the perfect opportunity for hosting one of NAPA's favorite attendee events. The dinner provides attendees with the sense of NAPA community like no other event. As exclusive sponsor, your company will receive logo recognition on signage along with VIP seating and oral recognition during dinner.



**Entertainment | *Exclusive***  
**\$20,000**

Entice attendees to dance the night away as the provider of the entertainment for the very popular dance floor. As exclusive sponsor, your company will receive logo recognition on signage along with oral recognition during the performance.



## EDUCATION & EVENTS

**Opening General Session | *Exclusive***  
**\$25,000**

Align your company with an event that leaves a lasting impression on attendees. In addition to having your company's brand associated with the keynote presentation, one exclusive sponsor will receive logo recognition on signage along with VIP seating and oral recognition during the session.

## TIER 2 SPONSORSHIP OPPORTUNITIES

TOTAL INVESTMENT:  
**\$12,500-14,999**

### All Tier 2 Sponsors Receive:

- Oral recognition at the general sessions
- Access to final NAPA 2023 Annual Meeting Attendee List with mailing addresses (upon acceptance of Terms & Agreement)
- Opportunity to display promotional materials in designated area(s)

## HOSPITALITY

Hotel Key Cards | *Exclusive*  
**\$12,500**



This sponsorship literally places your company brand into the hands of attendees. As exclusive sponsor, your

logo appears on hotel guest room keys and coordinating sleeves.

## EXPERIENCE

LinkedIn Corner | *Exclusive*  
**\$12,500**

Achieve branding visibility by hosting the LinkedIn Corner. Your company's brand will be connected to this valuable service that offers attendees insight on how to use the social media network to market their businesses more effectively. As exclusive sponsor, your company's logo will be displayed on event signage as well as the tech guru apparel.



## EVENTS & EDUCATION

Awards Breakfast | *Exclusive*  
**\$13,000**

Enjoy this opportunity for your company to be associated with the best of the best in the industry at the much-anticipated Awards Breakfast on February 7. As exclusive sponsor, your company receives logo recognition on signage, oral recognition from the grand stage, and VIP seating.



General Sessions | *3 Opportunities*  
**\$12,500 each**

Sponsoring a general session puts your company in front of all meeting attendees. As a sponsor, your company receives logo recognition on signage, oral recognition from the grand stage, and VIP seating.

## TIER 3 SPONSORSHIP OPPORTUNITIES

TOTAL INVESTMENT:  
**\$8,000-12,499**

### All Tier 3 Sponsors Receive:

- Access to final NAPA 2023 Annual Meeting Attendee List with mailing addresses (upon acceptance of Terms & Agreement)
- Opportunity to display promotional materials in designated area(s)

## NETWORKING

### New Member & First-Time Attendee Reception | *Exclusive* **\$8,000**

Here's an opportunity to welcome new members and help first-time attendees make the most of their Annual Meeting experience. As exclusive sponsor, you will have the opportunity to welcome newcomers and have your logo prominently incorporated into the event décor. Plus, your company representatives may attend the reception to extend a personalized welcome.



## COMFORT & CONVENIENCE

### Attendee Wi-Fi | *Exclusive* **\$10,000**

Keep everyone connected as exclusive sponsor of conference Wi-Fi. With your company name as the password, you will be recognized when attendees connect.

### Mobile Charging Station | *Exclusive* **\$8,000**

Keep attendees' devices charged up and running. As exclusive sponsor, your company logo will be connected to a valuable service that is always in demand by attendees.

## COMMUNICATIONS

### Post-Meeting Recap | *Exclusive* **\$10,000**

Help attendees remember and relive the 2023 Annual Meeting! As exclusive sponsor, you receive logo recognition on the post-meeting email sent to all registered attendees.



### Onsite Program | *Exclusive* **\$10,000**

Get your name in front of attendees during and after the conference with this hands-on resource. The printed Onsite Program is the book attendees turn to for information on meetings, sessions, and schedules. As exclusive sponsor, the back cover is available for your company's personalized message. (New in 2023: no other advertising will appear in the Onsite Program.)

## TIER 4 SPONSORSHIP OPPORTUNITIES

TOTAL INVESTMENT:  
**\$5,000-7,999**

### All Tier 4 Sponsors Receive:

- Opportunity to display promotional materials in designated area(s)

### HOSPITALITY

#### Welcome Gift | *Exclusive* **\$7,500**

Welcome meeting attendees with a giveaway when they pick up their badge at registration. As exclusive sponsor, your company receives logo recognition on signage.

#### Sweet Dreams | *3 Opportunities* **\$7,500 each**

Help attendees top off their night with sweet treats on Sunday, Monday, or Tuesday evening. Sponsoring companies benefit from three opportunities to bid attendees good night with logo recognition on signage at giveaway station.



### NETWORKING

#### Breakfast for Attendees | *2 Opportunities* **\$7,500 each**

A good breakfast not only nourishes the heart and soul, but also encourages early networking opportunities. Sponsoring companies receive logo recognition on signage and can display promotional materials in the breakfast area.



#### Chairman's Reception | *Exclusive* **\$5,000**

The Chairman's Reception is an opportunity to honor and thank current and past leadership for their dedicated service to NAPA and the industry. As exclusive sponsor, you will be recognized on print and digital materials, including the invitation and on-site signage. You also have the opportunity to display promotional materials during this invitation-only event.

**Past Presidents & Chairmen's Luncheon**  
*Exclusive*  
**\$5,000**

The Past Presidents & Chairmen's Luncheon is an opportunity to honor and thank leadership for their dedicated service to NAPA and the industry. As exclusive sponsor, you will be recognized on print and digital materials, including the invitation and on-site signage. You also have the opportunity to display promotional materials during this invitation-only event.

**GOLF TOURNAMENT**

**Lunch | *Exclusive***  
**\$7,500**

Jump start the afternoon with a hearty lunch that will get the golfers ready for 18 holes of play. As exclusive sponsor,



you receive logo recognition on signage.

**Beverage Cart**  
*Exclusive*  
**\$7,500**

Keep players hydrated by providing beverages on the course! As exclusive sponsor, you receive

logo recognition on each beverage cart.

**Social Hour | *Exclusive***  
**\$7,500**

Provide golfers with refreshments to enjoy after the tournament. As exclusive sponsor, you receive logo recognition on signage.

**Hole-in-One | *Exclusive***  
**\$5,000**

As exclusive sponsor, receive oral recognition when holes-in-one are acknowledged.

***Hole Sponsorships also available!***  
***See Tier 5, page 11.***

**COMFORT & CONVENIENCE**

**Hangover Hospital | *Exclusive***  
**\$7,500**

No matter what the day does out, Hangover Hospital is here to help. Stocked with complimentary first-aid products, this tongue-in-cheek self-help station is sure to delight attendees while helping them rest and recover with ease. As exclusive sponsor, you receive logo recognition on signage.

**Beverage Breaks | *6 Opportunities***  
**\$5,000 each**

A break re-energizes attendees and provides an opportunity to network. Sponsoring companies receive logo recognition on napkins and signage in the break area.

**Hydration Station | *4 Opportunities***  
**\$5,000 each**

Miami is hot, even in February! You can be remembered for quenching thirsts. Sponsoring companies help attendees stay hydrated during the meeting and will be recognized on signage and water coolers throughout meeting space. Four opportunities spanned over the full meeting offer desirable and visible opportunities to display your company logo.



## COMMUNICATIONS

### Mobile App | *Exclusive* \$7,500

Put your company's brand right in attendees' hands with the NAPA Annual Meeting mobile app. This one-stop portal offers attendees the ability to access the meeting schedule, up-to-date attendee listing, meeting agendas, session presentations, committee check-ins, and more. As exclusive sponsor, your company logo will be prominently displayed each time attendees access this useful and popular tool.

### 'Know Before You Go' Email | *Exclusive* \$5,000

Put your company front and center in the 'Know Before You Go' email! Prior to coming onsite, attendees will receive a helpful email message with information about registration, featured sessions, special events, travel tips, and more. As exclusive sponsor, your company receives logo recognition in the message.

### Newbie Orientation Webinar | *Exclusive* \$5,000

Make an impression on first-time attendees as they prepare for the meeting. The orientation webinar offers tips and insights for first-timers to make the most of their experience. As exclusive



sponsor, your company will receive logo recognition at beginning and end of the presentation deck and via the moderator during the webinar.

## NAPA'S 2023 ANNUAL MEETING WILL OPEN YOUR WORLD TO:

- 800+ executives, engineers, estimators, advocacy proponents, business development gurus, health and safety professionals, and industry partners
- inspiring general sessions, including Olympic skier **Lindsey Vonn**
- educational workshops
- networking opportunities
- celebrating the best in asphalt pavement with our awards program
- an exciting and beautiful destination
- optional golf and tours



## TIER 5 SPONSORSHIP OPPORTUNITIES

TOTAL INVESTMENT:  
UP TO \$4,999

### EDUCATION & EVENTS

**Concurrent Sessions | 6 Opportunities**  
**\$3,500 each**

Concurrent sessions on Monday and Tuesday are always well attended. Sponsoring a session puts your company in front of focused attendees inside individual sessions. Sponsoring companies receive logo recognition on signage and screen as attendees enter along with oral recognition during the session.



### GOLF TOURNAMENT

**Hole Sponsor | 18 Opportunities**  
**\$1,500 each**

Sponsor a hole of your choice and receive your company logo recognition on signage.

### COMFORT & CONVENIENCE

**Rise & Shine Yoga | 2 Opportunities**  
**\$2,500 each**

Attendees will have two opportunities to participate in morning meditation and guided flow. Yoga offers a healthy opportunity for attendees to start their day and join industry peers in a physically and mentally relaxing environment. In addition to being associated with helping attendees start their day, as sponsor, you will receive company logo recognition via signage.



## WHY SPONSOR NAPA'S ANNUAL MEETING?

- 1 Connect with new business partners
- 2 Spotlight important initiatives and key executives
- 3 Increase brand exposure
- 4 Reinforce your position as a thought leader
- 5 Enhance customer relationships
- 6 Build awareness of your elite services



## THANKS TO OUR 2022 ANNUAL MEETING SPONSORS



### CLAIM YOUR 2023 SPONSORSHIP

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- 2 Visit [AsphaltPavement.org/Annual](https://AsphaltPavement.org/Annual) to check availability, see detailed event information, and register to attend.
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### CONTACT NAPA'S MANAGER, MEETINGS & EDUCATION:

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