

SPONSORSHIP PROSPECTUS

CONNECT
WITH NEW
BUSINESS
PARTNERS

SPOTLIGHT
IMPORTANT
INITIATIVES

INCREASE
BRAND
EXPOSURE

BUILD
AWARENESS
OF YOUR
ELITE
SERVICES

REINFORCE
YOUR
POSITION
AS A
THOUGHT
LEADER

ENHANCE
CUSTOMER
RELATIONSHIPS



Nashville

JULY 18-21
2021

RENAISSANCE
NASHVILLE HOTEL

For more information, contact Liz Price, Manager of Meetings and Education, at lprice@AsphaltPavement.org or by phone at 888-468-6499.

PRINT AND DIGITAL SPONSORSHIP OPPORTUNITIES

“KNOW BEFORE YOU GO” ATTENDEE EMAIL

\$1,500 SOLD

The “Know Before You Go” attendee email will be sent to all attendees approximately one week prior to the Midyear Meeting. It includes important information and tips that will help attendees prepare for and enjoy the conference.

PRE-SHOW PLANNER (DIGITAL)

\$3,000 SOLD

The 2021 Midyear Meeting Pre-Show Planner is the conference brochure attendees receive prior to the event. A comprehensive look at what to expect in Nashville, it will be used by attendees to prepare for their activities onsite.

ON-SITE PROGRAM BOOK

\$3,500 SOLD

Promote your company on the official Program Book given to all attendees at registration. Your sponsor logo will be printed on the outside front cover of the book and a full-page ad will be included within the book.

MOBILE APP

\$3,000 SOLD

This unique opportunity will give you direct access to attendees through their mobile phones. NAPA’s mobile app will be accessible to attendees before, during, and after the meeting extending the value of your sponsorship beyond the meeting dates. Your company logo, along with the conference logo, will be featured on all pages of the mobile app.

ON-SITE BRANDING AND GIVEAWAY OPPORTUNITIES

PENS

\$1,000 SOLD

Display your company logo on pens given to attendees at registration.

HOTEL KEY ENVELOPE

\$2,000 SOLD

Protect the hotel key cards with a custom printed key card envelope. These envelopes give the key cards a neat, professional appearance. Customize the envelopes with your company name and logo.

CHARGING STATIONS

\$2,000

Give attendees the opportunity to charge their mobile devices while on site at the conference. The mobile charging station will be placed in a high-traffic area which is sure to draw attention AND appreciation from attendees as you rescue them from the dreaded “Low Battery” signal.

HOTEL MAGNETIZED KEY CARDS

\$5,000 SOLD

As the exclusive sponsor of the hotel key cards, you’ll be “in the hands” (or pockets) of every attendee. Your company logo along with conference logo will be displayed on all attendee hotel room keys.

INTERNET IN MEETING ROOMS

\$2,000 SOLD

Provide attendees with Internet access in all areas of the meeting space. Your company logo will be prominently displayed on the Wireless Internet landing page and signage will be displayed in the foyer space.

LANYARDS

\$2,500 SOLD

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

WATER BOTTLES

\$2,000 SOLD

Be remembered as a sustainable maven by providing branded water bottles to all attendees. Water bottles can be filled at stations surrounding the meeting.

NETWORKING EVENT OPPORTUNITIES

WELCOME RECEPTION

\$5,000 SOLD

Signage with company logo at the event. Cocktail and beverage napkins will be imprinted with company logo along with branded floor clings to remind people to social distance.

MONDAY REFRESHMENT BREAK

\$2,000 SOLD

Signage with company name and logo will be displayed at beverage stations. Coffee sleeves will be imprinted with company logo along with branded floor clings to remind people to social distance.

TUESDAY REFRESHMENT BREAK

\$2,000 SOLD

Signage with company name and logo will be displayed at beverage stations. Coffee sleeves will be imprinted with company logo along with branded floor clings to remind people to social distance.

IMPACT LEADERSHIP GROUP EVENT **SOLD**

CONTACT LIZ PRICE TO DISCUSS THIS OPPORTUNITY

For this year's networking event, we are creating a one-of-a-kind Music City experience for our attendees. Keep an eye on this opportunity! More to come.

EDUCATION PROGRAMMING OPPORTUNITIES

MONDAY GENERAL SESSION AND LUNCH

\$5,000 SOLD

Opportunity to announce the keynote speaker, signage with company logo at the session, opportunity for one promotional flyer on the chairs (subject to NAPA approval), verbal recognition from the podium and company logo will be displayed on the screens.

TUESDAY GENERAL SESSION AND BREAKFAST

\$3,000 SOLD

Opportunity to announce the keynote speaker, signage with company logo at the session, opportunity for one promotional flyer on the chairs (subject to NAPA approval), verbal recognition from the podium and company logo will be displayed on the screens.

30-MINUTE MICRO SESSIONS MEETING ROOM

\$3,000

Signage with company logo in the meeting room where the micro sessions will be held on Monday and Tuesday. Verbal recognition from the podium and company logo will be displayed on the screen.

TABLETOP EXHIBITS

\$650

Any sponsorship of \$3000+ will entitle you to a tabletop exhibit in the lunch and break area. Tabletops will be offered to others after the sponsors have confirmed their spots.



ONSITE PROGRAM BOOK ADVERTISING

The On-Site Program Book is a complete guide to the 2021 Midyear Meeting. Distributed to all attendees, it provides detailed information on speakers, education sessions, and special events.

Special positions will be filled on a first-come, first-served basis, so get your order in soon!

All ads are 4-color.

PLACEMENT	DIMENSIONS (WxD)	RATE
Back Cover	5.5" x 8.5" trim*	\$750 SOLD
Inside Front Cover	5.5" x 8.5" trim*	\$500 SOLD
Inside Back Cover	5.5" x 8.5" trim*	\$500 SOLD
Full Page	5" x 8"	\$400
Half Page	5" x 3.875"	\$250

* Cover ads must also have .125" bleed on all sides. Live copy should not be closer than .25" from trim.