

WALNUT LEVEL

OPENING SESSION - \$25,000

A representative from your company will have the honor of introducing the 2012 Convention Keynote Speaker at the Thursday, Opening Session. Sponsoring company will have meet and greet time with the Keynote Speaker and company recognition prominently displayed in the ballroom.

WELCOME RECEPTION - \$25,000

The Wednesday evening Welcome Reception will feature premium brand open bar, hors d'oeuvres and appropriate theme décor. Sponsoring company will receive name recognition and/or logo prominently displayed.

GRAND FINALE DINNER & ENTERTAINMENT - \$25,000

NHLA celebrates the Grand Finale of the 115th Annual Convention on Saturday evening. The sponsoring company will be recognized throughout dinner and attendees will take home a convention souvenir with the sponsoring company's logo. Eight complimentary grand finale tickets and a reserved table are also included.

EXHIBIT SHOWCASE LUNCH - \$20,000

Lunch will be provided in the Exhibit Showcase on Thursday afternoon for all registered attendees. The sponsoring company will receive name recognition and/or logo prominently displayed just give meBill, .

THURSDAY NIGHT RECEPTION - \$20,000

The reception will feature premium brand open bar, hors d'oeuvres and appropriate theme décor. Sponsoring company will receive name recognition and/or logo prominently displayed.

2ND KEYNOTE SPEAKER ON FRIDAY - \$20,000

A representative from your company will have the honor of introducing the 2012 Convention Keynote Speaker at the Friday, General Session. Sponsoring company will have meet and greet time with 2nd Keynote Speaker and company recognition prominently displayed in the ballroom.

NEW THIS YEAR! 3RD KEYNOTE SPEAKER ON SATURDAY - \$20,000

A representative from your company will have the honor of introducing the 2012 Convention Keynote Speaker at the Saturday, General Session. Sponsoring company will have meet and greet time with 3rd Keynote Speaker and company recognition prominently displayed in the ballroom.

FRIDAY NIGHT HAPPY HOUR - \$15,000

TGIF! The Happy Hour reception will feature beer, wine, cocktails and light snacks. Sponsoring company will receive name recognition and/or logo prominently displayed.

MAPLE LEVEL

WELCOME TO CHICAGO GIFT - \$6,000

Welcome 2012 NHLA Convention attendees to our host city of Chicago by giving them a customized Chicago gift with your company name, logo and welcome message. The personalized gift will be included in all convention registration bags.

SPOUSE & GUEST PROGRAM - \$6,000

NHLA has made special plans for spouses and guests of the 2012 NHLA Annual Convention. The sponsoring company will receive name recognition during the event. Two spouse/guest program tickets are also included.

NAME BADGE LANYARDS - \$6,000

Sponsoring company's name on lanyards given to all convention attendees.

OPENING SESSION BREAKFAST - \$6,000

A continental breakfast will be setup for all attendees as they gather to hear the 2012 NHLA Keynote Speaker on Thursday morning. The sponsoring company will receive name recognition on signage, coffee sleeves and napkins.

NEW THIS YEAR! CHICAGO CITY MAP - \$5,000

Give attendees something they need; a map of the city and the convention hotel. The sponsoring company will have name recognition on the front cover of the map. The personalized map will be included in all convention registration bags.

NEW THIS YEAR! FRIDAY AND SATURDAY MORNING COFFEE - \$5000 EACH DAY

Coffee will be served Friday and Saturday morning before the General Session begins. The sponsoring company will receive name recognition on signage and cups.

NHLA INSPECTOR TRAINING SCHOOL ALUMNI RECEPTION - \$5,000

Graduates of the Inspector Training School are invited to attend this very popular event. The sponsoring company will receive name recognition on the invitations and during the reception.

MEET THE NHLA INSPECTOR RECEPTION - \$5,000

Attendees will have the chance to meet the Chief and National Inspectors during this reception. The sponsoring company will receive name recognition during the event and a host bar will feature beer and wine.

2012 NHLA CONVENTION WEBSITE - \$5,000

All the latest news and online registration takes place at nhlaconvention.com. The sponsoring company will receive recognition on the site as the website sponsor with a link to the company's website.

SPONSOR LEVEL BENEFITS

	WALNUT	CHERRY	MAPLE	RED OAK
Sponsor name/logo and hyperlink on nhlaconvention.com	X	X	X	X
200 word description in the July, Convention Preview of Hardwood Matters	X	X	X	X
Recognition on convention related material	X	X	X	X
Sponsorship ribbon recognition with name badge	X	X	X	X
Promotional rights to the 2012 NHLA Annual Convention logo and meeting name	X	X	X	X
Complimentary convention registration*	4	2	1	
Complimentary full color ad in the July, Convention Preview of Hardwood Matters	FULL PG	HALF PG	QTR PG	
Reserved Table at Grand Finale Dinner	TABLE OF 8			

*Complimentary convention registration does not include tickets to special events such as; Grand Finale Dinner, Tours or Spouse/Guest Program.

200-word company descriptions and advertisements for the July issue of **Hardwood Matters** are due no later than June 1, 2012.

CHERRY LEVEL

CONVENTION PREVIEW SPECIAL EDITION OF HARDWOOD MATTERS - \$12,500

More than 4,000 industry leaders will receive this full color magazine devoted to the 2012 NHLA Annual Convention & Exhibit Showcase. The sponsoring company will receive a full page, full color ad in a premium location of choice along with a one page advertorial. Sponsoring company recognition will be given on the cover and within the publication.

HOST BAR AT GRAND FINALE DINNER - \$12,500

Host bars featuring premium liquor brands will be open during the entire event. The sponsoring company will receive name recognition on signage and napkins. Four complimentary grand finale tickets and a reserved table are also included.

NEW THIS YEAR! FRIDAY AUTOGRAPH SIGNING - \$12,000

A Baseball Hall of Famer will make an appearance and autograph baseballs on Friday in the Exhibit Showcase. The baseballs will be personalized with the sponsoring company's logo.

ON-SITE CONVENTION EVENT GUIDE - \$10,000

The Guide is a quick reference to the daily activities taking place at the 2012 NHLA Convention and is given to all convention attendees. The sponsoring company will receive name recognition on the cover and within the publication, along with a full color ad on the back cover of the 2012 Guide.

EXHIBIT SHOWCASE BEVERAGE BAR - \$7,500

Beverage bar will be setup inside the Exhibit Showcase all 3 days during show hours. The sponsoring company will receive recognition on signage, coffee sleeves, cups and napkins.

TRADER'S ALLEY - \$7,500

Trader's Alley is a designated area within the Exhibit Showcase where producers and distributors can gather, network and talk lumber. The sponsoring company will receive a complimentary booth space located in Trader's Alley and sponsorship signage inside the Exhibit Showcase.

WATER STATION - \$7,500

Portable event cooler will be wrapped featuring the sponsoring company's name/logo and filled with custom labeled bottled water.

CONVENTION REGISTRATION BAG - \$7500

Reusable NHLA Convention registration bag with the sponsoring company's name/logo will be given to all convention attendees.

CONVENTION REGISTRATION BAG PREMIUM INSERT - \$5,000

Sponsoring company's name/logo on chosen item and placed inside each convention registration bag. Choose from the following: **Tumbler • Coffee Mug • Chicago Keepsake Mint Tin**

NEW THIS YEAR! IN-ROOM AMENITIES - \$5000

Sponsor logoed items will be delivered to convention attendee guest rooms. Choose from the following: **Bottled Water • Chocolate Bar • Kettle Corn • Spicy Peanuts**

KEY CARD SLEEVE - \$3,000

Sponsoring company name/logo on hotel key card sleeve distributed by the Sheraton Hotel & Towers to guests upon check-in.

CITY TOURS - \$3,000

DIRECTIONAL FLOOR STICKERS - \$3,000

Lead the way! A sticker with the sponsoring company's name/logo or message will be created and placed on the floor of the Sheraton Hotel & Towers directing convention attendees from the registration desk, to the general session area to the Exhibit Showcase.

CONVENTION REGISTRATION BAG INSERT - \$3,000

Sponsoring company's name/logo on chosen item and placed inside each convention registration bag. Choose from the following:

Stainless steel pen • Ear buds with case • Book of sticky notes

RED OAK LEVEL

EDUCATIONAL SEMINAR - \$2,000 EACH

EXHIBIT SHOWCASE CASH DOOR PRIZE - \$1,000

LITERATURE INSERT - \$1,000

Advertise your company with literature insert placed inside all convention registration bags. Sponsoring company is responsible for printing and shipping materials to NHLA for inclusion no later than August 15, 2012. NHLA has full right of approval of inserted material. Literature insert must be 8x10 inches or smaller and under 10 pages.

CONVENTION INFORMATION

The **115th NHLA Annual Convention & Exhibit Showcase** will take place **September 12-15** in **Chicago, Illinois**.

Online convention registration and hotel reservations can be made at www.nhlaconvention.com. Registration will open April 2012.

Questions regarding Sponsorship & Exhibit Space should be directed to **John Hester, Marketing Director at 901-399-7558 or j.hester@nhla.com**

General convention questions should be directed to **Lisa Browne, Convention Director at 901-399-7567 or l.browne@nhla.com**

REGISTRATION FEES

	Member	Member Spouse	Non-Member	Non-Member Spouse
Early Bird (until June 30)	\$525	\$375	\$725	\$575
Regular (July 1 – Sept. 11)	\$575	\$425	\$775	\$625
On-Site (Sept. 12)	\$625	\$475	\$825	\$675

*convention attendees who stay at the official NHLA Convention Hotel, Sheraton Chicago Hotel & Towers will save \$100 on these convention registration fees!

HOTEL INFORMATION

The Sheraton Chicago Hotel & Towers is located in the heart of downtown Chicago; within walking distance of business, dining, entertainment and nightlife.

Sheraton Chicago Hotel & Towers | 301 East North Water Street | Chicago, Illinois 60611
1-877-242-2558 Reservations
1-312-464-1000 Main
www.sheratonchicago.com