



2019  **NHLA**

Annual Convention and Exhibit Showcase

New Orleans

October 2-4

Big Business in the Big Easy

{ SPONSORSHIP OPPORTUNITIES }



Welcome to New Orleans

Get Down to Business & Join the Show

THE GLOBAL GATHERING OF THE HARDWOOD COMMUNITY

The NHLA Annual Convention & Exhibit Showcase is the largest gathering of the hardwood industry in North America. Now in its 122nd year, the Annual Convention brings together virtually every aspect of the hardwood lumber industry and is the “must attend” event of the year. The industry’s top decision makers and opinion leaders attend every year and the Convention provides unrivaled networking opportunities; a perfect showcase for buyers, suppliers and manufacturers looking to develop new markets.

IF YOU ARE INTERESTED IN A SPONSORSHIP PLEASE CONTACT

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What People Have to Say:

“*Being a member of NHLA provides us with an opportunity to network with different aspects of the lumber industry that we may not have affiliation with during the course of our regular business endeavors. In addition, attending a NHLA convention creates the occasion to form relationships with customers that often result in life-time friendships that extend beyond the parameters of the working world.*”

—Sally Johnson, Batey Ltd.

“*As a freight forwarder, our NHLA membership allows us to connect with customers and stay current on industry trends. We find the NHLA convention especially valuable as we are able to interact with customers face to face and build stronger relationships.*”

—Curtis Struyk, TMX Shipping

“*SII has been exposed to many potential customers that we otherwise may never have met which is a huge benefit. We have enjoyed the fellowship with friends throughout the industry and the NHLA annual meeting is a place that brings us all together. As managers, not salesmen, we find it difficult to get out of the office and visit with our customers and the national meeting affords our management personnel the chance to meet with customers face to face.*”

—Dan Mathews, Sii Dry Kilns

“*When I went to the NHLA school in the spring of 1982, I had no idea that I was becoming part of such a wonderful industry. But more so a family of like minded people, who not only care about making a living, but truly care about one another, the Environment, and the future of our Industry. This annual convention allows us to get together and work, play, unite, and possibly keep this Industry strong. Keep it going, please.*”

—Convention Attendee, Survey 2018

Premier Sponsorship

{1 Available}



- Recognition as the Premier Sponsor on NHLA generated Convention material (print and online) to include: Convention website/header, cover of July Convention Preview Edition of *Hardwood Matters*, and Convention Enewsletter.
- Recognition on NHLA generated onsite Convention material to include: NHLA Registration Area, Exhibit Showcase Entrance, Welcome Banner, and where appropriate.
- Eleven full-page ads in *Hardwood Matters*
- Full-page ad in 2019 edition of *International Hardwood Matters*.
- 2-page advertorial in July Convention Preview of *Hardwood Matters*.
- Reserved table at Grand Finale.
- 10 minutes at Opening Session for presentation.
- 10 complimentary Convention registrations.
- NHLA.com Skyscraper Ad for 12 months.

**Complimentary convention registrations exclude add-on events.*

SOLD

Previous sponsor has first right of refusal by April 1, 2019.

Walnut Level Sponsorship

{4 Available}

ALL WALNUT LEVEL SPONSORS RECEIVE:

- Three complimentary convention registrations*
- Full page, full color ad in the July, Convention Preview Special Edition of *Hardwood Matters*.
- Reserved seating at the Opening Session and General Session.
- Sponsor Ribbon

**Complimentary convention registrations exclude add-on events.*



WELCOME RECEPTION - \$25,000 **SOLD**

The Welcome Reception officially kicks-off the NHLA Annual Convention and with 1,000+ registrants in attendance, this is the perfect way to start your company's convention experience off with a bang while garnering lots of goodwill and exposure for your company.

As the exclusive sponsor of the Welcome Reception, your company will be recognized in pre-convention marketing materials including the July edition of *Hardwood Matters*, pre-convention e-newsletters and in the printed On-site Pocket Program. Your company name/logo will be prominently displayed during the event including table tents, napkins, banners, ballroom screens and more.

OPENING SESSION KEYNOTE - \$25,000

By sponsoring the Opening Session Keynote Speaker – the largest session of the convention, you're putting your brand in front of hundreds of attendees gathering to kick-off the day and discuss some of the most timely issues, challenges, and solutions facing our industry.

As the sponsor, a representative of your company will have the opportunity to take the stage and introduce the Opening Session Keynote Speaker, while putting your brand in front of hundreds of attendees. The Sponsor receives recognition in the July edition of *Hardwood Matters*, pre-convention e-newsletters and in the printed On-site Pocket Program. Your company name/logo will be featured on signage thanking and recognizing our sponsors. Materials of the sponsor's choice* are distributed to all attendees at the opening session – the perfect way to drive more traffic to your booth and/or raise awareness and interest of your company.

**Materials must be supplied by sponsor.*

EXHIBIT SHOWCASE RECEPTION - \$20,000

Be the exclusive sponsor of the Thursday Evening Reception inside the Exhibit Showcase, where attendees mingle with exhibitors in a fun and relaxed environment. This is a great networking experience for all. Food and beverage stations and themed décor are spread throughout the exhibit showcase.

Your company will be recognized in pre-convention marketing materials including the July edition of *Hardwood Matters*, pre-convention e-newsletters and in the printed On-site Pocket Program. During the event, your company name/logo will be prominently displayed including table tents, napkins, banners, and more.

CLOSING PARTY AT THE WWII MUSEUM - \$20,000

The National WWII Museum's US Freedom Pavilion: The Boeing Center will serve as the backdrop for this year's Closing Party. Hundreds of convention attendees will be awestruck as WWII planes hang suspended in midair, creating a truly picturesque party for the books. The expansive space features elevated visitor "catwalks" for a dramatic view of the aircraft as well as LED screens with your company name/logo displayed and/or your company video playing.

As the exclusive sponsor of the Closing Party, your company will be recognized in pre-convention marketing materials including the July edition of *Hardwood Matters*, pre-convention e-newsletters and in the printed On-site Pocket Program. Your company name/logo will be prominently displayed during the event including table tents, napkins, menu cards, take-home gift, banners and more. Additionally, the sponsoring company has the opportunity to address attendees.

Previous sponsor has first right of refusal by April 1, 2019.



Cherry Level Sponsorship

{10 Available}

ALL CHERRY LEVEL SPONSORS RECEIVE:

- Two complimentary convention registrations*
- Half page, full color ad in the July, Convention Preview Special Edition of *Hardwood Matters*.
- Sponsor Ribbon

**Complimentary convention registrations exclude add-on events.*

GENERAL SESSION KEYNOTE - \$12,500

As the sponsor, a representative of your company will have the opportunity to take the stage and introduce the General Session Keynote Speaker, while putting your brand in front of hundreds of attendees. The Sponsor also receives recognition in the July edition of *Hardwood Matters*, pre-convention e-newsletters and in the printed On-site Pocket Program. Your company name/logo will be featured on signage thanking and recognizing our sponsors. Materials of the sponsor's choice* can be distributed to all attendees at the general session – the perfect way to drive more traffic to your booth and raise awareness and interest in your company.

ON-SITE EVENT GUIDE - \$12,500 **SOLD**

The Guide is a quick reference to the daily activities taking place at the 2019 NHLA Convention and given to all convention attendees as part of their registration materials. Exclusive sponsorship of the on-site event guide gives your company visibility throughout the show. Full color ad on the back cover, company name/logo on the front cover and throughout the inside of the guide.

**Materials must be supplied by sponsor.*

INSPECTOR TRAINING SCHOOL ALUMNI RECEPTION - \$9,000 **SOLD**

Your generous hosting of this event allows graduates of the NHLA Inspector Training School the opportunity to network, socialize and build relationships with other graduates. As the sponsor, your company name/logo will be displayed prominently during the event and will also receive recognition in the July edition of *Hardwood Matters*, pre-convention e-newsletters and in the printed On-site Pocket Program.

NAME BADGE LANYARDS- \$9,000 **SOLD**

Maximize your brand at the show by displaying your company logo or tag line on the sponsored lanyard worn by every attendee.

WELCOME TO NEW ORLEANS GIFT - \$9,000

Welcome 2019 NHLA Convention attendees to our host city of New Orleans by giving them a customized New Orleans themed gift with your company name, logo, and welcome message. This personalized gift will be included in all convention attendee registration bags.

NHLA CONVENTION WEBSITE - \$9,000 **SOLD**

Grab the attention of attendees even before they travel to New Orleans by being the exclusive sponsor of the NHLA Convention website which features conference registration and the latest convention news. The sponsor will receive a skyscraper banner ad on the convention website with a link to the url of your choice.

HOTEL KEYCARD - \$8,000

Introduce your company to attendees right when they check into their hotel by sponsoring the official room key. Company name/logo will appear on one side and given to all attendees at the Sheraton Hotel.

LEARNING LOUNGE “NEW THIS YEAR!” - \$8,000

Just steps off the Exhibit floor is the new NHLA Learning Lounge. Throughout the day, a panel of exhibitor experts will discuss different industry topics and attendees will have the chance to ask questions of the panel experts. The Lounge will also provide a place for attendees to post questions about their day-to-day challenges on a specific topic and will serve as a knowledge den for deeper conversations on challenges facing the hardwood industry. Beverages and snacks will be available throughout the day. As the sponsor, your company name/logo will be displayed prominently during the event and will also receive recognition in the July edition of *Hardwood Matters*, pre-convention e-newsletters and in the printed On-site Pocket Program.

CONVENTION REGISTRATION BAG- \$7,500

Imagine every conference attendee carrying your logo – from the moment they check in at registration, and months after the show! Upon registration, each NHLA Convention attendee will receive a registration bag to carry important materials throughout the conference and exhibition. Your logo will appear along with the NHLA show logo. You can also include the materials of your choice to be placed in the bag – great on-site and post-show exposure!

FLOOR STICKERS - \$7,000 **SOLD**

Maximize your exposure at the NHLA Annual Convention and receive huge visibility with floor stickers directing attendees to your booth inside the Exhibit Showcase. This is a terrific way to make an impression. Maximum number of stickers is 7.

Previous sponsor has first right of refusal by April 1, 2019.



Maple Level Sponsorship

{7 Available}

ALL MAPLE LEVEL SPONSORS RECEIVE:

- One complimentary convention registration*
- Quarter page, full color ad in the July, Convention Preview Special Edition of *Hardwood Matters*.
- Sponsor Ribbon

**Complimentary convention registrations exclude add-on events.*

IN-ROOM AMENITY - \$6,000

Say goodnight to all attendees with a branded amenity item placed in all attendee rooms on the first night of the Convention. Choose from bottled water or premium snack.

BREAKFAST - \$5,000 *(Multiple Opportunities Available)*

Mom was right . . . breakfast IS the most important meal of the day! Help attendees get their eyes open and their bodies going by providing coffee, pastries, and other delicious food and beverages. Set in a high-traffic gathering area that leads to the Opening and General Session, these sponsored breakfasts offer terrific visibility and generate plenty of recognition and appreciation from attendees. This amazing sponsorship will include branded signage, table tents and recognition in the on-site event guide. Available on Thursday and Friday



EXHIBIT SHOWCASE LUNCH - \$5,000 *(Multiple Opportunities Available)*

We keep attendees full, happy and on the exhibit floor by providing lunch each day of the convention. Your company name/logo prominently displayed.

NEW ORLEANS MAP - \$5,000 **SOLD**

Direct attendees toward your company when you sponsor the area map of downtown New Orleans. Your company name/logo displayed on the map.

BLOODY MARY BAR - \$5,000

In New Orleans, the morning Bloody Mary is almost a ritual sacrament. This sponsorship includes the ability to name the bloody mary and includes branded stir sticks and cocktail napkins with each drink served. Signage will be provided. Available on Thursday and Friday

COFFEE STATION - \$5,000

Served in the exhibit hall or outside the main meeting room – the coffee station sponsorship is highly valued by attendees. Sponsor Signage will be placed at the location and placed on appropriate branded items such as coffee sleeves or napkins. Available on Thursday and Friday.

EXHIBIT SHOWCASE RECEPTION: BOOTH BAR STOP - \$5,000 *(Multiple Opportunities Available)*

Attendees at the NHLA Convention will gather to network on Thursday evening, inside the Exhibit Showcase. Exhibiting companies can sponsor a booth bar stop and receive additional exposure. Your company will have a signature drink served at a bar near your booth.

Previous sponsor has first right of refusal by April 1, 2019.

A photograph of a city skyline at sunset, with a purple diagonal line separating it from the white background. The skyline includes several tall skyscrapers and a river with a boat in the foreground.

Red Oak Level Sponsorship

{9 Available}

EDUCATIONAL SEMINARS - \$3,000 (4 Available)

Ed sessions during the NHLA Convention focus on the most impactful topics to the hardwood industry. These sessions last 60 minutes with time for Q&A. As a sponsor, your company will be listed as part of the daily schedule, receive recognition in the July edition of *Hardwood Matters*, in the printed On-Site Pocket Program and whenever the particular ed session is referenced in pre-convention marketing. Your company name/logo will appear on Educational Session signage.

FOR EXHIBITORS ONLY - EXHIBIT HALL PASSPORT - \$3,000 (Multiple Opportunities Available)

Attract attendees to your booth and build brand awareness when you sponsor the Passport to Prizes. Your 100-word company description, booth number and logo are included. Each attendee will receive a passport with their registration materials. Attendees must stop by each participating exhibiting company's booth to receive a passport stamp.

ELEVATOR DOOR WRAP- \$3,000 *(10 Available)*

Capture the attention of convention attendees as they wait for the elevator to arrive. This is a great way to spread your company's branding message, showcase a product/service, or drive traffic to your exhibit booth. Elevator banks are located on the 3rd floor, Exhibit Showcase level. Wraps are 44" wide x 48" tall – approximately half the size of the elevator door. A full wrap can be purchased for an additional cost and multiple elevators can be purchased at a discount.

PALM READER - \$3,000

Create some excitement, increase foot traffic and have some fun when you sponsor a Palm Reader in the Exhibit Showcase. Your company name/logo will be prominently displayed with the entertainer and in the On-Site Pocket Program.

EXHIBIT SHOWCASE COLUMN WRAP - \$2,000

You cannot be missed with this outstanding sponsorship! Get high visibility in the Exhibit foyer area by including your branding and targeted message right on the columns located in this high-traffic area. *(at 4 feet high by 13 feet wide)*

THIRD FLOOR ESCALATOR BANNER CLING - \$1,500

(Multiple Opportunities Available)

Grab the attention of attendees as they travel up and down the escalator to the show floor on level 3 with an escalator branding cling. *(at 3 feet high by 5 feet wide)*



SUPPLIED PRODUCT OR LITERATURE FOR REGISTRATION

BAG - \$1,500 *(Multiple Opportunities Available)*

What a great way to advertise your booth location or supply attendees with your product brochure. NHLA must approve inserts prior to August 20, 2019 and inserts must be shipped to and received by NHLA no later than September 1, 2019.

GENERAL SPONSORSHIP- \$1,500 *(Multiple Opportunities Available)*

General Sponsors support the overall NHLA Convention and receive recognition in the July edition of *Hardwood Matters*, in the printed On-Site Pocket Program and will be recognized on signage thanking and recognizing our sponsors.

Previous sponsor has first right of refusal by April 1, 2019.