

Sponsorship Opportunities

INNOVATE

NHHLA²⁰²¹

Annual Convention & Exhibit Showcase

Turning the Tide with Innovation!

September 22-24, 2021

West Palm Beach, Florida





Welcome

Turning the Tide with Innovation

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 124th 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

John Hester at 901-399-7558 | j.hester@nhla.com

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“The NHLA Convention is a must attend event. You’ve got people from all over the world in one place to network. Come to the Convention next year and see what membership is all about!”

— Wesley Robinson, Robinson Lumber Company



“We feel it’s important to exhibit at the NHLA Convention because we have a lot of customers who attend, and we can see them all in a short amount of time. We also display new products and get our message across in an efficient manner. We see all of our customers who are usually stuck in mills, and we get to establish that relationship face-to-face.”

— Chris Fehr, U-C Coatings, LLC

Walnut Level Sponsorship

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

On the lawn of the Hilton West Palm Beach

The Welcome Reception officially kicks-off the NHLA Annual Convention! 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 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


STEVE ROBINSON

Former Executive Vice President and Chief Marketing Officer of Chick-fil-A, Inc.

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 Steve Robinson 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.





“The best thing about the NHLA Convention is how it brings us together with so many other businesses that share our values and vision for the future. We attend every NHLA Convention we can, and it’s always a great experience.”

— Henry German, TallyExpress

THURSDAY NIGHT RECEPTION AT THE SKY ROOM - \$20,000

Cheers to Craft Beer. Be the sponsor of our Ale Trail themed Reception! The Palm Beach area has more than 19 breweries and on Thursday evening we will bring a sampling of this local craft to Convention Attendees. The event will take place outside, weather permitting, at the Palm County Convention Center. As the exclusive sponsor of the Thursday night 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.

CLOSING PARTY - \$20,000

Ballroom at the Convention Center

Be the exclusive sponsor of the Closing Night Party. Representatives from the sponsoring company will be invited to the stage to briefly address the audience. This opportunity may be used to conduct a drawing and announce winners or simply to express well wishes. Admission to Closing Party for 10 sponsor leadership/staff members is included. One table for 10 next to the dance floor will be reserved. 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.

Cherry Level Sponsorship

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

The Guide is a quick reference to the daily activities taking place at the 2021 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.

CONVENTION CENTER WIFI - \$10,000

Help all attendees get connected at the Annual Convention as the Official WiFi sponsor. WiFi access areas will include all of the Annual Convention public areas, exhibit hall and meeting rooms at the Palm County Convention Center. Benefits include: Custom wireless network, company logo on splash page, logo on signage located around the convention center.

HOTEL KEYCARD AT HILTON & MARRIOTT - \$10,000

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 is given to all attendees at the Hilton and the Marriott. Different artwork on each key is available.

INSPECTOR TRAINING SCHOOL ALUMNI RECEPTION - \$9,000

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

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

NHLA CONVENTION WEBSITE - \$9,000

Grab the attention of attendees even before they travel to West Palm Beach, Florida 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.

CONVENTION REGISTRATION BAG- \$9,000

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!

IN-ROOM AMENITY AT THE HILTON & MARRIOTT - \$8,000

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 AT THE CONVENTION CENTER 1 DAY - \$7,500

(2 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. Sponsored breakfast offers terrific visibility and generates 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.

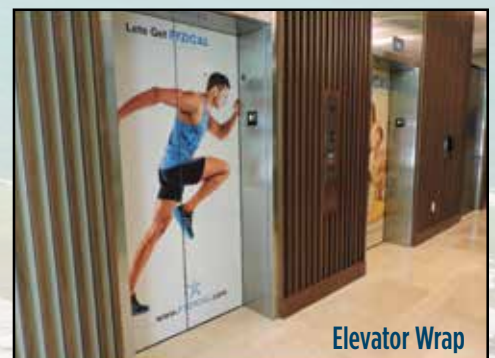
ELEVATOR WRAP AT THE HILTON - \$7,500

(Full size is 84" x 42")

Be bold, stand out . . . Be the center of attention when you become the exclusive elevator sponsor at the Hilton West Palm Beach. Wrap 4 elevator banks with your customized message.

BLOODY MARY BAR IN THE EXHIBIT HALL - 1 DAY \$7,000 OR 2 DAYS \$12,000

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.



Elevator Wrap



Maple Level Sponsorship

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 AT THE HILTON ONLY - \$6,000

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

IN-ROOM AMENITY AT THE MARRIOTT ONLY - \$6,000

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

COFFEE STATION AT THE CONVENTION CENTER - 1 DAY \$6,000 OR 2 DAYS \$10,000

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.



“Attending the Convention is one of our most valuable benefits as members of NHLA. We have customers all over the country, so being able to meet up with them all in one central location, us getting to meet them and introduce ourselves face-to-face is a huge benefit for us.”

— Sam Lacey, HUB Industrial Exhibitor



Palm Deck Window Clings

PALM DECK WINDOW CLINGS AT THE HILTON - \$6,000

(24" x 30" Clings)

Attendees will catch a glimpse from every direction of your company logo as it is prominently displayed.

DOWNTOWN WEST PALM BEACH MAP - \$5,000

Direct attendees toward your company when you sponsor the area map of downtown West Palm Beach. The customized map with your company name/logo will be included in all convention attendee registration bags.

LUNCH AT THE CONVENTION CENTER - \$5,000

(Multiple Opportunities Available)

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

FLOOR STICKERS AT THE CONVENTION CENTER - \$5,000

(Total of 10 Clings)

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 10.

CONFERENCE PATH WINDOWS AT THE HILTON - \$4,000

(24" x 30")

Guide the attendees to the main event while introducing your company to them along the way.

Conference Path Windows





Red Oak Level Sponsorship

EDUCATIONAL SEMINARS - \$4,000

(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 BOOTH 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.

SUPPLIED PRODUCT OR LITERATURE FOR REGISTRATION BAG - \$1,500

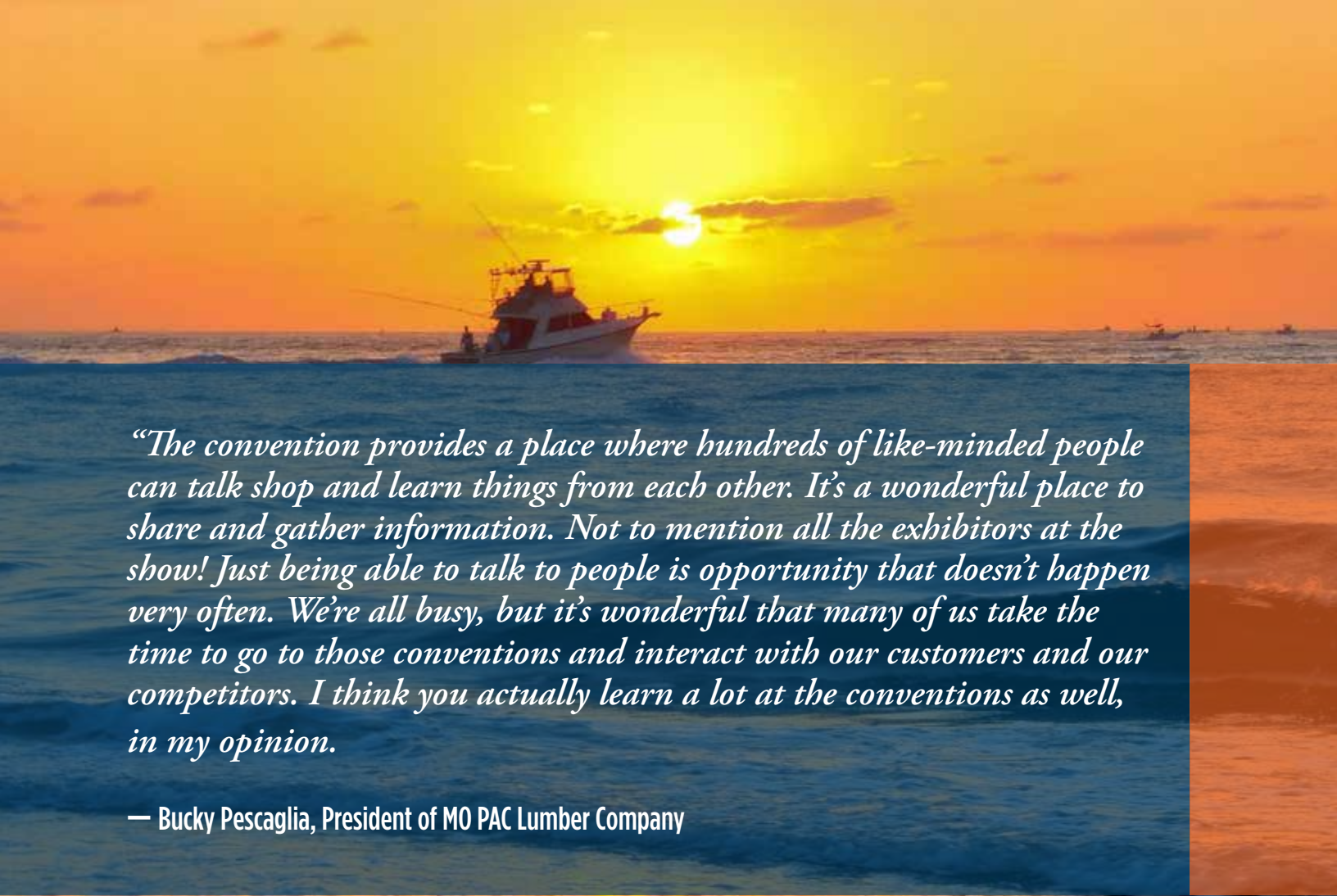
(Multiple Opportunities Available)

What a great way to advertise your booth location or supply attendees with your product brochure. NHLA must approve inserts prior to August 20, 2021 and inserts must be shipped to and received by NHLA no later than September 1, 2021.

GENERAL SPONSORSHIP- \$1,000

(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.

A photograph of a boat on the ocean at sunset. The sun is low on the horizon, creating a bright orange and yellow glow. The boat is in the center, and the water is dark blue. The sky is filled with soft, orange clouds.

“The convention provides a place where hundreds of like-minded people can talk shop and learn things from each other. It’s a wonderful place to share and gather information. Not to mention all the exhibitors at the show! Just being able to talk to people is opportunity that doesn’t happen very often. We’re all busy, but it’s wonderful that many of us take the time to go to those conventions and interact with our customers and our competitors. I think you actually learn a lot at the conventions as well, in my opinion.


— Bucky Pescaglia, President of MO PAC Lumber Company

A solid dark blue horizontal bar.

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A photograph of a beach with waves crashing onto the shore. The water is white with foam, and the sand is visible in the foreground. The background is a clear blue sky.

The banner features a background of palm trees. The left side is a dark blue gradient, and the right side is a solid orange gradient. The text is centered over the palm trees.

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WWW.NHHLA.COM