



## 2021 MARKETING OPPORTUNITIES

|                                         | DESCRIPTION                                                                                                           | # AVAIL | LOCATION                           | COST      |
|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------------|---------|------------------------------------|-----------|
| NOTEPADS                                | 500 distributed at registration                                                                                       | 3       |                                    | \$275     |
| PENS                                    | 500 distributed at registration                                                                                       | 3       |                                    | \$275     |
| DIGITAL AD/VIDEO                        | Static ad 2X/min. or 10 sec. video/min.                                                                               | 2/loc.  | GT Grill or Horseshoe Café         | \$275/ea. |
| SOCIAL                                  | 5 native messages before & during show                                                                                | 10      | FB, TW                             | \$425     |
| HOST PRIVATE EVENT                      | Tues., Dec. 8   4 -6 pm or Wed., Dec. 9   4-6 pm                                                                      | 1/slot  | Nebraska Room [45' X 70']          | \$425/ea. |
| TOTE BAGS                               | 1,000 distributed at registration                                                                                     | 4       |                                    | \$500     |
| ONLINE REGISTRATION SPONSOR             | Logo on website & pre-registration tickets                                                                            | 1       |                                    | \$500     |
| A-FRAME                                 | A-frame insert [24 x 36] at 1 of 5 entrances                                                                          | 1/loc.  | Linc, P1/P4, P2 E,<br>P3 E or P4 S | \$500/ea. |
| SEMINAR SPONSOR                         | Logo by rooms, in show program & website                                                                              | 1       | P3 Café                            | \$500     |
| RETRACT/FLAG BANNER                     | Display in a high traffic area                                                                                        | 1/loc.  | P1/P2 or P2/P3 connector           | \$500/ea. |
| NAME BADGES                             | Logo printed on attendee name badges                                                                                  | 4       |                                    | \$500     |
| LANYARDS                                | 1,000 distributed to exhibitors                                                                                       | 4       |                                    | \$500     |
| LUNCH TABLE MKTG                        | 25, 2-sided inserts [8.5 x 11] for lunch tables                                                                       | 1/loc.  | P3 Café or P1, P2/MPA lunch        | \$510     |
| DIGITAL                                 | Ad/video on 80" digital screen                                                                                        | 1       | P1/P4 entrance                     | \$550     |
| BANNER                                  | Wall above LEC office – visible from Multi-Purpose Arena                                                              | 1       | Lincoln Room                       | \$595     |
| STICKY NOTE AD                          | Front page, full-color ad on cover of Midwest Messenger                                                               | 1       |                                    | \$595     |
| KTIC RADIO/NE & IA                      | Audio spotlight + 10 ads + 1 video social post                                                                        | 6       |                                    | \$600     |
| RESTROOM MKTG                           | 8 signs by restroom entrances [11 x 17]                                                                               | 4       |                                    | \$625     |
| KRVN RADIO/CENTRAL NE                   | Audio spotlight + 15 ads + 1 video social post                                                                        | 6       |                                    | \$800     |
| WORKFORCE DEVELOPMENT EXPLORATION EVENT | Sponsor this new event and get your company on the tour for the WF Dev attendees to stop at (expecting 500+ students) | 5       |                                    | \$1,000   |
| CAFÉ SPONSOR                            | Banner & table mktg. in café; logo in program, floor plans & way finder towers                                        | 4       | P3 Café                            | \$2,500   |
| KRVN/KTIC/KTMX RADIO                    | Increase exposure & booth traffic with an audio & video spotlight plus 25 ads                                         | 3       |                                    | \$2,500   |
| REGISTRATION TABLECLOTHS                | 3-sided cloths for registration tables                                                                                | 4       |                                    | \$2,575   |
| WHO REMOTE                              | "Big Show" broadcast from your booth during the show                                                                  | 3       |                                    | \$3,200   |



# 2021 ORDER FORM

## MARKETING OPPORTUNITIES

|                             |       |                                 |       |                             |         |
|-----------------------------|-------|---------------------------------|-------|-----------------------------|---------|
| Notepads                    | \$275 | A-Frame [P3 E]                  | \$500 | KTIC Radio/NE & IA          | \$600   |
| Pens                        | \$275 | A-Frame [P4 S]                  | \$500 | Restroom Mktg.              | \$625   |
| Digital Adv. [P1/P4]        | \$275 | Seminar Sponsor                 | \$500 | KRVN Radio/Central NE       | \$800   |
| Digital Adv. [MPA]          | \$275 | Retract/Flag Banner [P1/P2]     | \$500 | Workforce Development Event | \$1,000 |
| Social                      | \$425 | Retract/Flag Banner [P2/P3]     | \$500 | Café Sponsor [P3]           | \$2,500 |
| Nebraska Room [T]           | \$425 | Name Badges                     | \$500 | KRVN/KTIC/KTMX Radio        | \$2,500 |
| Nebraska Room [W]           | \$425 | Lanyards                        | \$500 | Registration Tablecloths    | \$2,575 |
| Tote Bags                   | \$500 | Lunch Table Mktg [P3]           | \$510 | WHO Remote                  | \$3,200 |
| Online Registration Sponsor | \$500 | Lunch Table Mktg [P1, P2 & MPA] | \$510 |                             |         |
| A-Frame [Lincoln]           | \$500 | Digital                         | \$550 |                             |         |
| A-Frame [P1/P4]             | \$500 | Sticky Note Ad                  | \$595 |                             |         |
| A-Frame [P2 E]              | \$500 | Banner                          | \$595 |                             |         |

| ADVANCE TICKETS | COMPANY NAME ON TICKET | COST/TICKET | # REQUESTED | TOTAL COST |
|-----------------|------------------------|-------------|-------------|------------|
| <100            |                        | \$4.00      |             |            |
| 101-200         |                        | \$3.50      |             |            |
| 201+            |                        | \$3.00      |             |            |

**MARKETING OPPORTUNITIES** \$ \_\_\_\_\_  
**ADVANCE TICKETS** \$ \_\_\_\_\_  
**ORDER TOTAL** \$ \_\_\_\_\_

### PAYMENT

**Credit Card or Check** [payable to NAE]: Mail this completed form with your payment to: INEDA | 8330 NW 54th Ave. | Johnston, IA 50131

Contact Name \_\_\_\_\_ Company \_\_\_\_\_ Booth Number(s) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_ Date \_\_\_\_\_

VISA/MC # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on CC (print) \_\_\_\_\_ Authorized Signature \_\_\_\_\_

*All opportunities are subject to change and pending availability. All signed agreements will be considered firm, and no cancellations are accepted.*