



2018

ELITE PARTNER

Program



18 and counting!

Planning is underway for the 2018 NEFF Demo Expo! season. Last year, we hosted a record number of events. This year, that number is growing. We are organizing events in a number of new cities and expecting participation from even more customer contacts and prospects.

This is the year we step it up.

The most common feedback we received from our post-event surveys was the desire for a more hands-on experience. Making that desire a reality is up to you. We are looking for our exhibitors to make your booths more of an experience in 2018.

This year there will be more than 20 events!

With over a thousand attendees and more than \$3 million in new business opportunities from our 2017 season, we are gearing up for 2018 with an even greater enthusiasm. (*see the full schedule included in this packet*). These events, again, will be broken into two categories:

Tier 1 Demo Expos:

Larger market events; expected attendance of 75+; opportunity to meet more NEFF staff and interact with more manufacturers.

Tier 2 Demo Expos:

Smaller markets added to reach customers who cannot attend Tier 1 events; expected attendance of 50 or less; if you can't attend, might be a good chance to sponsor/send a display and NEFF personnel will staff it for you.

Great exposure at a great price! Plus you get the attendee list!

It's easy to become a sponsor of 2018 NEFF Demo Expo! at any level you'd like – from a single event to the whole shebang! It's dirt cheap too (*we've included sponsorship prices in this packet*) but sponsorship opportunities are limited. And in addition to all the sales leads, Elite Sponsors also receive a complete attendee contact list after each show you sponsor.

So show your support of NEFF, grab your display and a stack of brochures and join us for 2018 NEFF Demo Expo!



2017 AT A GLANCE

18

Total events in 2017

1,000



Total Attendance



Overall attendee satisfaction

8.6



How likely are you to recommend this event to a colleague?

88%

Attendees who plan on engaging NEFF on a *NEW* project as a result of their attendance.

Need more hands on, put the product in the customers hands. Most people will be more open after they are allowed to test new products along with support in the room.

-Anonymous Attendee



2018 PROGRAM DETAILS

An incredible opportunity!

Every manufacturer that participated in last year's Demo Expo! events commented about how successful and beneficial they were – from the people they met to the leads they were able to initiate. Like we always say – *where else do you have the chance to make 100 qualified sales calls in a single day for such a low price?*

As an Elite Partner at 2018 NEFF Demo Expo!, you have the chance to showcase your products to the people who influence the purchasing decisions for those products every day. You have the chance to gain maximum exposure with them, talk with them, answer their questions, and when you pack up at the end of the day, leave with a complete list of all attendees and their contact information.

Elite Demo Expo! Partners receive:

- Listing in marketing material for each event
- Complete attendee contact list after each show
- Additional exposure on show materials
- Additional custom marketing opportunities
- 6' skirted table & chairs
- Identification Signage (based on venue)
- Electrical access

Elite Partnerships can be customized to meet specific manufacturer needs. Pricing for some sponsorship solutions has been included later in this packet and additional solutions can be discussed.

Any manufacturer can also participate as a Preferred Partner at **no cost, and will receive complimentary booth space, signage and company listing, and electrical access.** However, space is limited and total number of exhibitors will vary based on the capacity of each venue. In the event that exhibitors must be limited due to space, Elite Partners take precedent over other exhibitors.

If you are interested in being an Elite Partner, or otherwise participating in any of the 2018 NEFF Demo Expo! Events, please go online to www.neffautomation.com/demo-expo.

2018 Calendar

Date	Location	Tier
April		
24	Edinburgh, IN	2
26	Valparaiso, IN	2
May		
1	Jeffersonville, IN	1
3	Evansville, IN	1
17	Edison, NJ	2
24	Racine, WI	2
31	Franklin, MA	2
June		
7	Grand Rapids, MI	1
12	Wausau, WI	2
14	Mequon, WI	1
21	Cleveland, OH	1
28	Bethlehem, PA	2
July		
19	Indianapolis, IN	1
August		
16	Holland, MI	2
30	Buffalo, NY	2
September		
6	South Bend, IN	2
20	Kalamazoo, MI	2
27	Warrendale, PA	1
October		
4	Ft Wayne, IN	1



SPONSORSHIP OPPORTUNITIES

OPPORTUNITY	DESCRIPTION	SINGLE EVENT	ALL EVENTS
Major Season Sponsor	Your logo incorporated into all Demo Expo! material and registration page. Large signage and recognition at all events.	N/A	\$10,000
Title Seminar Sponsor	Special signage at all events with seminars. Opportunity to present the topic of your choosing at events with seminars planned.	N/A	\$5,000
Email Marketing 4 each	150x600 pixel ad at the bottom of every marketing email sent to NEFF customers with a link to your website. NEFF will rotate up to 4 sponsors in this slot.	N/A	\$1,000
Direct Mail	1in x 4in ad on every post card mailed to NEFF prospects promoting the upcoming event.	\$500	N/A
Registration Page 4 each	200x800 banner ad at the top of the online attendee registration page on the NEFF website. NEFF will rotate up to 4 sponsors in this slot.	N/A	\$500
Digital Collateral	Your logo on a USB flash drive that contains collateral from each exhibitor in the 2018 Demo Expo! season.	N/A	\$4,000
First 50 Guests 2 each	Your logo on a high-end promotional giveaway to the first 50 guests that arrive at each event. NEFF will rotate up to 2 sponsors in this slot.	N/A	\$2,000
Event Guide	5.5in x 8.5in ad on the back of the event guide handed out to each attendee at each expo.	\$250	N/A
Swag Bags 2 each	Your logo (with NEFF logo) on the reusable bags handed out to attendee at each expo. NEFF will rotate up to 2 sponsors in this slot.	N/A	\$1,000
Hats 2 each	Your logo (with NEFF logo) on baseball hats handed out to attendees at every event. NEFF will rotate up to 2 sponsors in this slot.	N/A	\$3,000
Pens 2 each	Your logo (with NEFF logo) on pens handed out to attendees at each expo. NEFF will rotate up to 2 sponsors in this slot.	N/A	\$1,000
Note Pads 2 each	Your logo (with NEFF logo) on note pads handed out to attendees at each expo. NEFF will rotate up to 2 sponsors in this slot.	N/A	\$1,000
T-Shirts 2 each	Your logo (with NEFF logo) incorporated into a design and message to be printed on shirts and handed out at each event. NEFF will rotate up to 2 sponsors in this slot.	N/A	\$2,000
NEFF Staff Apparel	Your logo (with NEFF logo) on polos to be worn by ALL NEFF staff at each every expo.	N/A	\$5,000
Breakfast & Coffee Station	Logo signage and recognition at breakfast station for the event of your choosing. You may also secure sponsorship for ALL events.	\$100	\$2,000
Lunch	large logo signage and recognition in lunch area for the event of your choosing. You may also secure sponsorship for ALL events.	\$500	\$10,000

Sponsorships will be granted on a first come, first served basis. NEFF reserves the right to deny sponsorship to any exhibitor or create a sponsorship outside of those listed above.



To learn more, go to neffautomation.com/demo-expo