NLSC and TECHSPO 2022
Marketing Promotional Opportunities (MPOs)
## MPOs

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Branding – Print

Attendees will be traveling throughout all 3 halls during NLSC and the escalators are the primary source of travel. Have your brand literally at the fingertips of the attendees!

1 runner per escalator = $2,500
2 runners per escalator = $3,500*

*If an escalator has 2 runners, both must be purchased by the same sponsor

Step and repeat with the SkillsUSA conference branding. Have your full-color logo and booth number placed in each of the sponsored sections.

See Location Map HERE
Branding – Print

These halls are big spaces and directing traffic between Halls A and B is key to driving attendees to your booth!

Have your full-color logo, and booth number placed on directional arrows to guide attendees toward your booth!

2 sponsorships:
- 8 arrows from Hall A to Hall B = $4,000
- 8 arrows from Hall B to Hall A = $4,000

The full size of the print is 4’x6’, sponsor receives their logo and booth number within the 4’x3’ space similar as shown.

See Location Map [HERE](#)
Door Clings

Branding – Print

24” x 24” clings (double-sided)

2 clings = $500  **Sold Out!**

Multiple locations available in the main entrances of:
- Building A
- Building B

Branding artwork provided by sponsor for SkillsUSA approval. Sponsor to submit high-resolution PDF for production.

See Location Map [HERE](#)
Branding – Print

Building B Lobby – near the social kitchen area

Full cling is 994”w x 33”h

This will be an exclusive co-branded area shared (similar to shown) with SkillsUSA conference branding.

Exclusive sponsorship = $7,000 Sold!

Branding artwork provided by sponsor for approval by SkillsUSA.

- Sponsor has seven branding blocks
  - Each block is 71”w x 33”h
  - Blocks can be identical or unique
Charging Stations

Branding – Print

Be the official sponsor of several cellphone or personal device charging stations throughout the venue!

• There are 8 units included in this sponsorship.
• Your full-color logo will be placed on the signs as shown, along with SkillsUSA conference branding.

Exclusive sponsorship = $1,500

Sold Out!
Branding – Digital Screens

Your still ad will be in the rotation on all 5 large LED wall screens throughout the venue.

9 sponsor opportunities = $2,500 each

• Each 10-second ad will be on all 5 screens.
• Full loop is 180 seconds, including overall conference messaging.

Size: 11.5’ x 6.5’
1920x1080 @96dpi JPG/MP4
Branding – Digital Screens

Your compiled video content will be displayed in full on a single sided 55” floor monitor display.

Displays will be placed throughout the conference by show management. Preferred general locations based on availability.

10 sponsored opportunities = $2,500 each

- USB plug & play
- 1080x1920 @96dpi JPG/MP4
Networking

Entertain and network with your adult conference guests in style! Reserve one of a few selected suites for each of our agenda events taking place at the State Farm Arena.

16 suite opportunities = $2,500 each

Physical seating for 12 people plus standing room for others

You will receive 15 wristbands for your suite for each of the events at State Farm Arena:

- Tuesday – Opening Session 7 p.m.
- Wednesday – Recognition Event 6:30 p.m.
- Friday – Awards Ceremony 5 p.m.

The attendees to your suite should assume that this is their seat for the event, as full seating throughout the venue may be limited based on registration. Access to suite is available when doors open for all attendees.

Food and beverage can be purchased separately. Alcoholic consumption will be restricted to inside the suite and not stadium seating, due to minors within the full arena.
Networking

Entertain and network with your adult conference guests in style! Reserve an exclusive selected suite for each of our agenda events taking place at the State Farm Arena.

Exclusive suite opportunity = $6,000  **Sold Out!**

Physical seating for 27 people plus standing room for others
You will receive 35 wristbands for your suite for each of the events at State Farm Arena:

- Tuesday – Opening Session 7 p.m. – 8:30 p.m.
- Wednesday – Recognition Event 6:30 p.m. – 9:30 p.m.
- Friday – Awards Ceremony 5 p.m. – 8:30 p.m.

The attendees to your suite should assume that this is their seat for the event, as full seating throughout the venue may be limited based on registration. Access to suite is available when doors open for all attendees.

Food and beverage can be purchased separately. Alcoholic consumption will be restricted to inside the suite and not stadium seating, due to minors within the full arena.
Luxury Suite Map

Seating capacity

<table>
<thead>
<tr>
<th>Suite</th>
<th>Capacity</th>
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<tbody>
<tr>
<td>V4</td>
<td>12</td>
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<tr>
<td>V5</td>
<td>12</td>
</tr>
<tr>
<td>V6</td>
<td>12</td>
</tr>
<tr>
<td>V7</td>
<td>12</td>
</tr>
<tr>
<td>V8</td>
<td>12</td>
</tr>
<tr>
<td>V9</td>
<td>12</td>
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<tr>
<td>V10</td>
<td>12</td>
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<tr>
<td>V11</td>
<td>12</td>
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<td>V18</td>
<td>12</td>
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<tr>
<td>V19</td>
<td>15</td>
</tr>
<tr>
<td>V20</td>
<td>27</td>
</tr>
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Branding – NLSC Mobile App

Compliment your exhibitor listing with the following:

- Enhanced listing icon in exhibitor listing
- Your logo
- Url, address and contact info
- Additional online character count (1,000 characters)
- Videos (2)
  - Also seen in main video gallery
- Digital product showcase (5)
  - Also seen in main product gallery
- Show specials (5)
- Press releases (5)

Enhanced listing = $500
Branding – NLSC Mobile App

Have your curated short message pushed to the attendees through the mobile app at NLSC.

Do you have a drawing at your booth, a special callout, or even a session you would like to promote? Lock in one of few sponsored push notifications we have during NLSC to get your message out there!

**6 sponsored opportunities = $1,500 each**

Each opportunity includes 1 push notification on one of the days below. Select the day and morning or afternoon you wish:

- 1 available Tuesday 6/21 (morning)
- 1 available Tuesday 6/21 (afternoon) Sold!
- 1 available Wednesday 6/22 (morning) Sold!
- 1 available Wednesday 6/22 (afternoon) Sold!
- 1 available Thursday 6/23 (morning)
- 1 available Thursday 6/23 (afternoon)
Branding – Social Media

Get your social media messages out to our audiences! Share your messages at NLSC and SkillsUSA TECHSPO through our channels.

You can provide ready-to-go posts or the messages and photos, and our team will help pull it together and share via one of our platforms (Instagram, Facebook, Twitter, YouTube and/or LinkedIn).

Sponsorship package includes three separate social posts:

• 1 pre-conference
• 1 during conference
• 1 post-conference

3 sponsorship opportunities = $2,000 each package
Have your logo on the back of t-shirts worn by our Courtesy Corp team throughout the event!

**Premium Sponsorship – 1 available = $25,000**
- Your logo on one premium day and also on Sunday, Monday and Friday of the event

**Sponsorship – 3 available = $10,000**
- Your logo on one premium day
- Based on availability
- Color of shirts are only representative, they may change

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tues</th>
<th>Wed</th>
<th>Thur</th>
<th>Fri</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>SOLD</td>
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Please visit the full SkillsUSA Partnership Opportunities book for more opportunities at NLSC and throughout the year.

Below are a handful of the opportunities found within the full book:

• Business and Industry Pins (Deadline to order is 5/1/22)
• Digital Awards and Recognition Book
• State Directors or Business Partner Lounge Sponsorship
• Courtesy Corps or National Education Team (t-shirt branding opportunity)

Next Steps:
• MPOs are on a first come, first serve basis.
• Select deadlines are in early April.
• Act quickly before opportunities are taken!

Click HERE

Please reach out to your Business Partnership Development team to secure sponsorship and MPOs: bpd@skillsusa.org