

INTERNATIONAL CONCRETE EXPOSITION



## ICON EXPO 2018

### Sponsorship and Marketing Opportunities

Westin Hotel (NCMA Annual Convention) &  
Indianapolis Convention Center (Trade Show)

## NCMA Annual Convention Sponsorship Opportunities

### NCMA Member Networking Reception

Wednesday, February 7

6:00 PM – 7:00 PM

Premium Sponsor (Exclusive) \$6,500

Supporting Sponsors \$1,500

The NCMA Member Networking Reception has traditionally been one of the most popular events and provides participants a chance to network and connect outside of the meeting room. Your company will co-host the group as they enjoy cocktails, hors d'oeuvres, networking and will kick off this exciting week ahead beginning with the NCMA Convention leading right into the ICON EXPO!

- Premium sponsors receive a marketing opportunity throughout the reception i.e., pop up banners, giveaways. Expense covered by sponsor.
- All sponsors' logo/link will be prominently featured on the NCMA and ICON EXPO websites, e-News and ICON EXPO Show Guide.

### NCMA Business Lunch

Thursday, February 8

12:00 PM – 2:00 PM

Premium Sponsor (Exclusive) \$5,500

Supporting Sponsors \$3,500

New this year, keynote presenter, Mark Mitchell, a building materials sales and marketing consulting executive and business strategist that brands himself as the "Whizard". Mark is the author of the well-known book *Building Materials Channel Marketing* and hosts the "Building Materials Sales and Marketing Workshop". The Business Lunch is always highly attended and historically features timely industry topics of interest.

- Premium sponsor will receive signed book copies of Mark's ever-popular book and will handle his formal introduction.
- All sponsors will be visually recognized on the screen during the Business Lunch.
- All sponsors' logo/link will be prominently featured on the NCMA and ICON EXPO websites, e-News and ICON EXPO Show Guide.



### NCMA Pocket Guide

Exclusive Sponsorship \$1,500 **SOLD**

The Pocket Guide is a handy printed agenda and a must-have for all convention attendees. The pocket guide will be distributed at hotel registration during the NCMA Annual Convention.

- All sponsor's logo/link will be prominently featured on the NCMA and ICON EXPO websites, e-News and ICON EXPO Show Guide.

### NCMA Town Hall Meeting

Wednesday, February 7

8:00 AM - 9:00 AM

Multiple Sponsors \$1,000

Always a highly anticipated event, providing a forum for members to exchange ideas, discuss trends and hot issues, and other relevant industry topics.

- All sponsors will be visually recognized on the screen during the Town Hall.
- All sponsors' logo/link will be prominently featured on the NCMA and ICON EXPO websites, e-News and ICON EXPO Show Guide.

### NCMA Hospitality and Refreshment Breaks (3 Days)

Multiple Sponsors \$500/day

Tuesday, February 6: 9:00 AM – 6:00 PM

Wednesday, February 7: 7:00 AM – 6:00 PM

Thursday, February 8: 7:00 AM – 5:00 PM

Meeting attendees are greeted daily by your company logo displayed on signage at morning and afternoon refreshment breaks.

- Sponsors will have their company logo displayed on daily signage at registration.
- All sponsor's logo/link will be prominently featured on the NCMA and ICON EXPO websites, e-News and ICON EXPO Show Guide.

## ICON EXPO Sponsorship Opportunities

### ICON EXPO Opening Brunch & Featured Speaker

Friday, February 9

9:00 AM – 12:00 PM

Premium Sponsor (Exclusive) \$6,500 **SOLD**

Supporting Sponsors \$2,000



Herman "Herm" Edwards will open ICON EXPO 2018 as a featured speaker during the Kick-off Brunch – you will not want to miss this exciting event! Through his experience as a professional athlete, NFL coach and ESPN analyst, Edwards has gained valuable experience in building relationships and getting ahead in business. He will energize the audience with motivational ideas on how to establish a vision and the steps needed to execute through his speech titled: "Doing the Little Things and Executing Vision".

- The Premium sponsor will welcome attendees to the ICON EXPO Opening Brunch, as well as announce the *one and only* Herm Edwards.
- Each sponsoring company will have the opportunity to meet Herm and have their picture taken with him (limited seating).
- Each sponsoring company will be given an opportunity to seat 10 individuals at reserved table in the front row.
- All sponsors will be visually recognized on the screen during the Brunch. Sponsors' logo/link will be prominently featured on the NCMA and ICON EXPO websites, e-News and ICON EXPO Show Guide.

### **ICON EXPO Networking Reception**

**Friday, February 9**

**5:00 PM – 6:00 PM**

**Multiple Sponsors \$1,000**

Celebrate the first day of the EXPO with all industry professionals gathered on the trade show floor. By becoming an ICON EXPO Reception Sponsor, you will be a part of celebrating and the launch of ICON EXPO Machinery & Equipment Show. This reception provides an opportunity for your company to connect with old and new industry individuals as well as all trade show attendees.

- All sponsors' logo/link will be prominently featured on the NCMA and ICON EXPO websites, e-News and ICON EXPO Show Guide.

### **ICON EXPO/NCMA Annual Convention Registration**

**Exclusive Sponsorship \$3,000**

Prominent recognition of the sponsor's logo, which will link to sponsor's company website, will be presented on the ICON EXPO registration splash page that resides on the ICON EXPO website. The sponsor's logo will be displayed on-site at the ICON EXPO registration kiosk, both at the Westin Hotel (NCMA Convention Registration) and at the Indianapolis Convention Center (ICON EXPO Registration).

- Sponsor logo/link will be prominently featured on the NCMA and ICON EXPO websites, e-News and ICON EXPO Show Guide.

### **ICON EXPO Floor Plan in the Show Guide**

**Exclusive Sponsorship \$2,500**

The ICON EXPO 2018 Show's floor plan and exhibitor list will be a stand alone piece as well and the center spread of the ICON EXPO Show Guide. Show your support for the show and sponsor the floor plan an important tool for all tradeshow attendees. The stand-alone piece will be distributed to attendees throughout the show.

- All sponsors' logo/link will be prominently featured on the NCMA and ICON EXPO websites, e-News and ICON EXPO Show Guide.

### **ICON EXPO Tote Bags**

**Exclusive Sponsorship \$2,500**

Sponsor's logo prominently displayed on the official show bag along with the ICON EXPO logo. Listing in ICON EXPO Show Guide. Company logo linking to your website will also be displayed on the NCMA and ICON EXPO websites. Prior approval by NCMA is required. The sponsor is responsible for the production and costs of the tote bags.

- Sponsor logo/link will be prominently featured on the NCMA and ICON EXPO websites, e-News and ICON EXPO Show Guide.

### **ICON EXPO Rest & Recharge Lounges (3 available)**

**Multiple Sponsorships \$1,500**

There are various locations throughout the show floor for networking and relaxing. Your sponsorship provides a comfortable location for all attendees to network and relax while taking a break during their nonstop day! Those attendees that stop by are provided the opportunity to charge their electronic devices while taking a break from the show floor! Additional costs incurred for furnishing the lounge.

- All sponsors' logo/link will be prominently featured on the NCMA and ICON EXPO websites, e-News and ICON EXPO Show Guide.

# **ICON EXPO & NCMA Annual Convention Sponsorship Opportunity**

## **Registration Giveaways at ICON EXPO & NCMA Annual Convention Multiple Opportunities \$300/per item**

This is a simple, yet effective opportunity for your company to deliver its message to both conference attendees as well as ICON EXPO's registrants. Have your company's sales and marketing collateral distributed during both registration locations. Examples/but not limited to: Pens, calculators, key chains, phone accessories, etc. All items must be approved by NCMA before acceptance of the sponsorship. Once approved, sponsoring company is responsible for all costs to produce these items as well as shipping to the meeting site. All sponsor' logo/link will be prominently featured on the NCMA and ICON EXPO websites, E-news and ICON EXPO Show Guide.

## **Additional Educational Sponsorship Opportunities**

Each conference sponsor will have the opportunity to introduce and welcome conference attendees. Your logo will appear on screen as well as the logo/link being prominently featured on the NCMA and ICON EXPO websites, e-News and ICON EXPO Show Guide. In addition to the education sponsorship opportunities, you have the option to present conference attendees with a marketing item. Examples/but not limited to: Pens, calculators, key chains, phone accessories, etc. All items must be approved by NCMA before acceptance of the sponsorship. Once approved, sponsoring company is responsible for all costs incurred to produce these items as well as shipping to the meeting site.

### **MaSS (Masonry Systems Selling Conference) – 3 Day Conference**

**Exclusive Sponsorship \$1,000**

**Thursday, February 8, 12:00 PM – 5:00 PM**

**Friday, February 9, 7:00 AM – 4:00 PM**

**Saturday, February 10, 8:00 AM – 5:30 PM**

Help educate the industry to sell more block! The MaSS Conference will provide sales personnel with the tools they need to more effectively sell concrete masonry wall systems.

### **Segmental Retaining Wall Professional Certification Program**

**Exclusive Sponsorship \$750**

**Saturday, February 10, 8:00 AM – 3:00 PM**

With the industry gathering around the SRW "zero-failures" campaign, the Sales Professional and Installer Certification Program will help increase their industry knowledge of SRW design, construction and safety practices. Be a part of educating this vital segment of the industry.

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### **Knowledge Garden Education**

**Multiple Sponsorships \$750**

**Friday, February 9, 1:00 – 4:30 pm**

**Saturday, February 10, 10:00 am – 11:00 pm and 1:00 – 3:30 pm**

30-minute lightening talks about industry trends and hot topics. Educational opportunities are provided on the tradeshow floor throughout show days. Become a sponsor that is interested in helping the industry gain valuable knowledge. Sponsor's company logo will be prominently featured throughout the knowledge garden, and will be published in e-News, the NCMA and ICON EXPO websites and ICON EXPO Show Guide.

## Joint NCMA/ICPI Hotel Marketing Opportunities

Take advantage of the many opportunities offered for your company to gain high impact during the NCMA Annual Convention, ICON EXPO, and ICPI Annual Meeting! All options offer your organization great exposure and are available February 6 – 13. All sponsor' logo/link will be prominently featured on the NCMA and ICON EXPO websites, E-news and ICON EXPO Show Guide. Each sponsor will be responsible for all costs for production and installation of artwork through FedEx on property at the Westin.

**\*\*\*PLEASE NOTE: ALL HOTEL MARKETING OPPORTUNITIES ARE ONLY AVAILABE FOR ICON EXPO EXHIBITORS, NCMA MEMBERS AND ICPI MEMBERS**

### Key Card

**Exclusive Sponsorship \$2,000 SOLD**

Each time attendees reach for their key to open their hotel room they will be reminded of the sponsoring company's logo printed on their key card. Additional cost incurred in processing artwork.

### Dark Channels (2 Available)

**Multiple Sponsorship \$1,500**

Reach meeting attendees in the comfort of their hotel rooms by advertising on the hotel's exclusive channel. You will receive exclusive coverage for the duration of the event starting with the NCMA Annual Convention through ICPI Annual Convention. Prior approval by NCMA is required. You must to submit your video to the hotel who will facilitate the setup. All costs for production and installation of the videos at the sponsors' expense.

### Media Wall (14 Available)

Everyone entering the hotel will immediately focus on this remarkable lobby media wall. Your company logo can be placed in a variety of locations on the wall in varying sizes.

**NCMA 1 – 7**

**ICPI 8 – 14**

**Multiple Sponsorship \$500**



### Escalators (2 Available)

Two sponsorship options are available on the escalators going up or down to the meeting space and returning to the main lobby area. This is an amazing opportunity for branding your company.

**Multiple Sponsorship \$2,000**



**Columns (8 Available)**

Both first floor (off lobby area) and second floor (meeting space) offer sizable columns that can be utilized in varying sizes-your choice (4 columns on each floor).



First Floor

**Multiple Sponsorship \$2,000**



Second Floor

**Glass Railings**

Second floor meeting space area – exclusive sponsor will brand their company on all three railings.

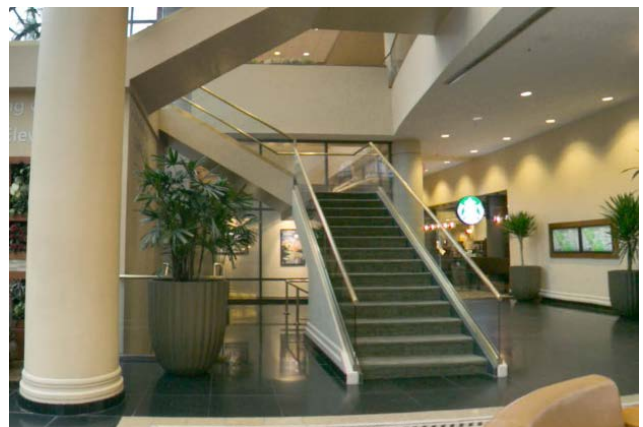
**Exclusive Sponsor \$2,000 SOLD**



**Stairs in Main Lobby (2 Available)**

Being a high traffic area through lobby, the stair case leading up to Shula's Restaurant is a fantastic opportunity to display creative messages or company logo.

**Multiple Opportunities \$2,000**





**ICON EXPO 2018**

**Sponsorship and Marketing Opportunities Form**

<b>NCMA Member Networking Reception</b>		
Premium Sponsor (Exclusive)		\$6,500 _____
Supporting Sponsors (Multiple)		\$1,500 _____
<b>NCMA Business Lunch</b>		
Premium Sponsor (Exclusive)		\$5,500 _____
Supporting Sponsors (Multiple)		\$3,500 _____
NCMA Pocket Guide (Exclusive)		\$1,500 <b>SOLD</b>
NCMA Town Hall Meeting (Multiple)		\$1,000 _____
NCMA Hospitality & Refreshment Breaks (3 days/Multiple)	_____ days @ \$500 per day	_____
<b>ICON EXPO Opening Brunch &amp; Featured Speaker</b>		
Premium Sponsor (Exclusive)		\$6,500 <b>SOLD</b>
Supporting Sponsors (Multiple)		\$2,000 _____
ICON EXPO Networking Reception (Multiple)		\$1,000 _____
ICON EXPO/NCMA Annual Convention (Exclusive)		\$3,000 _____
ICON EXPO Floor Plan (Exclusive)		\$2,500 _____
ICON EXPO Tote Bags (Exclusive)		\$2,500 _____
ICON EXPO Rest & Recharge Lounges (3 Available)		\$1,500 _____
Registration Giveaways at ICON EXPO & NCMA Annual Convention (Multiple)	\$300 per item	_____
MaSS (Masonry Systems Selling Conference) – 3 Day Conference		\$1,000 _____
Segmental Retaining Wall Professional Certification Program		\$750 _____
Knowledge Garden Education		\$750 _____

**ICON EXPO 2018**

**NCMA/ICPI Joint Sponsorship and Marketing Opportunities Form**

Key Card (Exclusive)		\$2,000 <b>SOLD</b>
Dark Channels (2 Available) <b>1 LEFT</b>		\$1,500 _____
Media Wall (14 Available)	Select number 1-7 (see picture in description) _____	\$500 _____
Escalators (2 Available)		\$2,000 _____
Columns (8 Available)		\$2,000 _____
Glass Railings (Exclusive)		\$2,000 <b>SOLD</b>
Stairs in Main Lobby (2 Available)		\$2,000 _____

**Sponsorship Grand Total \$ \_\_\_\_\_**



Please select sponsorships above – E-mail form to:  
[jmason@ncma.org](mailto:jmason@ncma.org) or [dsheehan@ncma.org](mailto:dsheehan@ncma.org)

CHECKS MADE PAYABLE TO NCMA

Payment Options: Check \_\_\_\_\_ Credit Card \_\_\_\_\_ (MC/Amex/Visa/Discover) Invoice \_\_\_\_\_

Company \_\_\_\_\_ Contact Person \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Credit Card Security # \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Deadline is **December 15, 2017**

Cancellation Policy: All Sales are Final

Contact: Denise Sheehan ([dsheehan@ncma.org](mailto:dsheehan@ncma.org)) (703) 713-1900 Ext. 139

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