

ADD-ONS EXPLANATIONS

- **Traffic Builder Package: \$2500**
 - 1 Meterboard (38.12" x 84" / JPG or print quality PDF)
 - 1 B+W workbook Insert (8.5" x 11" / JPG or print quality PDF)
 - 1 pre-conference email to NABD database with mutually agreed upon content
- **Digital Marketing:**
 - Eblasts:
 - \$1000 per email
 - Mutually agreed upon content (written article, no infomercials)
 - Web Banners:
 - Leaderboard Banner:
 - \$800/month (3 mo. Minimum) or \$1000/month (mo. to mo.)
 - Size: 1004x65 or 1004x355 (JPG or GIF)
 - Exclusive Banner units:
 - \$200 to \$500 / month depending on size and placement (3 month min.)
 - Size: various sizes available (JPG or GIF)
 - Scrolling Banner:
 - \$75/month (3 month min.)
 - Size: 220x145 (JPG or GIF)
- **Sponsored Events: \$2500**
 - Sponsor an event (i.e. Receptions, Coffee breaks, other)
 - Will be acknowledged with easel sign and workbook mention
- **New Products Showcase: \$1500**
 - Up to 5-10 minute announcement of your product(s) or services.
 - Describe the general benefits of your product, how it can help operators, why they need it now, and any special show offers. Your presentation will be designed to drive attendee traffic to your booth.
 - Submit PowerPoint Presentation in 16:9 format to nabdadmin@bhpevents.com.
- **Conference Display & Promotional Opportunities:**
 - Meterboards: \$1000 / unit (38.12" x 84" / JPG or print quality PDF)
- **Workbook Insert:**
 - Black & White: \$500/ insert (8.5" x 11" / JPG or print quality PDF)
 - Color: call for details (will need to coordinate with printer for pricing)
 - 1-page
- **Workbook Back Cover: \$1500**
 - Color (8.5" x 11" / JPG or Print Quality PDF)
- **Sponsored Exhibit Hall Unit Charging Stations(towers or chairs):**
 - \$1500/station

- **Sponsored Charging Station & Lounge:**
 - \$TBD
- **Sponsored Drink Ticket: \$1500**
 - Size:
 - Cut Size: 4.14" x 2.71"
 - Safe Size: 3.94" x 2.51"
 - Submit graphic (JPG – hi resolution- B+W or color) to be printed on back of all drink tickets
- **Sponsored Hotel Room Drop:**
 - Hotel will deliver materials to every attendee that is staying at the hotel (Wynn Encore) and place outside their room door.
 - \$TBD