

# nsc Safety Congress & Expo

Orlando, FL

2024

Congress & Expo: Sept. 16-18

Orange County Convention Center

## 2024 Sponsorship and Marketing Opportunities

Be a safety stand out



Showcase your brand to thousands of safety professionals  
with one of these NSC sponsorship opportunities.

**Fact\***

A well-designed sponsorship can increase  
the attraction of your target audience by 104%

\*Center for Exhibition Industry Research

X in f ig MAKE CONNECTIONS

**nsc**  
National Safety Council

[congress.nsc.org/sponsor](https://congress.nsc.org/sponsor)

## Sponsorship Benefits

All 2024 NSC Safety Congress & Expo sponsors receive the benefits listed below. Additional benefits are added for the level of your sponsorship investment. You must be an exhibitor to sponsor the items included in this brochure.

### Benefits Include

#### Bronze

**Sponsorship packages totaling \$3,000 - \$4,999**

- Promotion on the official 2024 NSC Safety Congress & Expo website – [congress.nsc.org](http://congress.nsc.org)

#### Silver

**Sponsorship packages totaling \$5,000 - \$14,999**

- All items in Bronze package
- Thank you ad in *Safety+Health*® magazine
- Pre-show attendee mailing list - one-time use
- Logo recognition at Opening Session
- Onsite thank you panel

#### Gold

**Sponsorship packages totaling \$15,000 - \$49,999**

- All items in Silver and Bronze packages
- Featured listing
- Post-show attendee mailing list – one-time use
- Online video

#### Platinum

**Sponsorship packages totaling more than \$50,000 - \$74,999**

- All items in Gold, Silver and Bronze packages
- Priority listing on onsite signage
- Pre-show email blast to registered attendees – one-time use
- Mobile App Rotating banner

#### Diamond

**Sponsorship packages totaling more than \$75,000**

- All items in Platinum, Gold, Silver and Bronze packages
- Priority logo recognition at Opening Session
- Lobby banner
- Conference pre-show program recognition
- Post-show email blast to registered attendees - one-time use

## Pre-Show Opportunities

#### Registration Pages Banner Ad

Reach attendees while they register. Place your logo with a link to your company's website at the bottom of each registration page.

**Exclusive Opportunity: \$4,000**

#### Monthly Attendee Prospect Email

Build brand recognition before NSC Safety Congress & Expo begins. The monthly attendee prospect email is a highly read publication among approximately 50,000 potential attendees. Your company will have a noticeable presence with a four-color banner linking to your company's website.

**Multiple Opportunities: \$4,000 per month  
(Available June - August)**

#### NSC Safety Congress & Expo Website Banner Ad

Take part in this exclusive sponsorship to advertise your company to more than 20,000 monthly visitors.

**Multiple Opportunities: \$4,000 per month  
(Available February - September)**

#### Registration Confirmation Email

Reach all registered attendees without having to produce a special piece or incur mailing costs. Every online confirmation will include your company logo with a link to your company's website.

**Exclusive Opportunity: \$5,000**

#### Hotel Registration Confirmation

Reach all registered attendees without having to produce a special piece or incur mailing costs. Every online confirmation will include your company logo with a link to your company's website.

**Exclusive Opportunity: \$5,000**

#### Registration Open Email Banner Ad

Be recognized by approximately 50,000 potential attendees as the exclusive sponsor of this important pre-promotional marketing piece. Your four-color banner ad will link to your company's website.

**Exclusive Opportunity: \$5,000 (May only)**

#### Preliminary Program - Full Page Ad

Increase your exposure to approximately 50,000 potential attendees by placing a four-color, full page ad in the Preliminary Program.

**2 Opportunities: \$6,000 each**

#### Preliminary Program - Inside Front Cover Ad

**Exclusive Opportunity: \$7,500**

#### Preliminary Program - Inside Back Cover Ad

**Exclusive Opportunity: \$7,500**

#### Banner on Expo Floor Plan

Reach attendees looking to build their expo floor plan agenda prior to arriving onsite. Your four-color banner will link to your company's online listing.

**3 Opportunities: \$4,000 per banner**

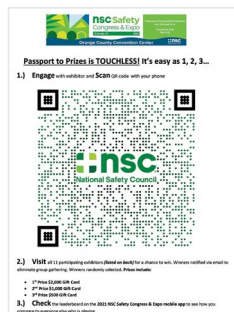
## Onsite Opportunities



### Carpet Graphics

Lead buyers directly to your booth. Floor graphics are the ideal way to drive traffic to you.

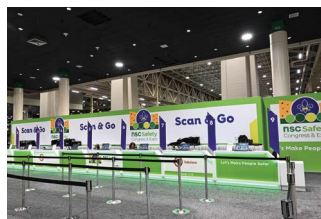
**Multiple Opportunities: \$3,500 each**



### Digital Attendee Passport

As one of the sponsors of the attendee passport, you will have the opportunity to meet potential customers face to face. Attendees must visit all passport sponsored booths to qualify for the prize drawing.

**30 Opportunities: \$5,000 each**



### Registration Panel Banner

If you want visibility in a high traffic area, the registration counter panel is the sponsorship for you. Your four-color company logo and message will be imprinted on the panel.

**4 Opportunities: \$5,000 each**



### Shuttle Bus Vinyl Stairs

Have your brand be the first thing attendees see while riding the shuttle buses to and from the convention center!

**Exclusive Opportunity: \$8,000**



### Standing Sign Boards

Obtain eye-level exposure in high traffic areas with your company's ad on a 3' by 8' board.

**Multiple Opportunities: \$6,000 each**



### Registration Bag Insert

Place your company's product information in the hands of qualified buyers. Your four-color, pre-printed piece will be inserted in each registration bag.

**5 Opportunities: \$7,500 each**



### NSC Time Out Lounge

Located in a prime area on the Expo floor, attendees will use this area as a meeting place to do business as well as a pit stop for a quick refreshment. This area will also contain televisions streaming sports coverage throughout the day. Your company information will be the talk of the show.

**4 Opportunities: \$10,000**



### Lanyard

Make each attendee a walking billboard for your company and you'll have nonstop exposure. Your company logo(s) will be repeated on the strap.

**Exclusive Opportunity: \$25,000**



### Registration Bag

Get carried away! Bags bearing your logo will be distributed to all registered attendees.

**Exclusive Opportunity: \$50,000**



### Shuttle Bus Headrest Cover

Attendees on shuttle buses to and from the convention center and official hotels will see your logo at least twice a day. Headrest covers will include your four-color company logo and message.

**Exclusive Opportunity: \$20,000**



### Shuttle Bus Side Banner

Attendees will be sure to see your message when they board the shuttle bus to and from the convention center.

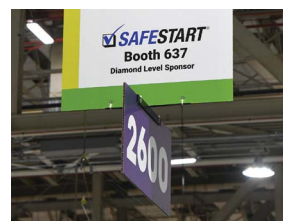
**Exclusive Opportunity: \$25,000**



### Hotel Room Key Card

Attendees staying at official NSC Safety Congress & Expo hotels will see your company's four-color logo and message on their room key. This is a great opportunity to attract leads outside the Expo floor.

**Exclusive Opportunity: \$20,000**



### Expo Hall Aisle Sign

Dominate the aisle(s) of the Expo Hall with a four-color, double-sided banner featuring your company's logo and booth number.

**Multiple Opportunities: Call for pricing**

## Exhibit, Marketing and Sponsorship Sales

### Bill Steinbach

Phone: (630) 775-2403

Email: bill.steinbach@nsc.org

### Joe Valentino

Phone: (630) 775-2339

Email: joe.valentino@nsc.org

## Onsite Opportunities (cont'd)

### Mobile App Rotating Banner

Showcase your brand to registered attendees with a four-color rotating banner ad on the navigation and landing screens of our Mobile App.

**Multiple Opportunities: \$3,000 each**

### Lighted Sign Box Banner

See your company name in lights by adding your company banner to our Lighted Sign Box.

**Multiple Opportunities: \$7,500**

### Mobile App

Attendees now have their plan in the palm of their hand. The mobile app includes exhibitor, speaker and session information, with your company's four-color logo at the bottom of each screen.

**Exclusive Opportunity: \$10,000**

### Lobby Banners

Capture the undivided attention of attendees each day as they travel to and from educational opportunities and the Expo.

**Multiple Opportunities: Call for Pricing**

### Escalator Clings

Stand out to attendees each day as they ride up and down the escalator banks to and from educational opportunities and the Expo.

**Multiple Opportunities: Call for pricing**

### NSC Learning Lab

By sponsoring the NSC Learning Lab, you'll have a captive audience as they listen to the multiple sessions in this area.

**Multiple Opportunities: Call for Pricing**

### Digital Signage

Attract the eyes of attendees as they walk through the Orange County Convention Center.

**Multiple Opportunities: Call for Pricing**

### NSC Technology Pavilion

Build brand awareness and lead attendees to your booth.

**Multiple Opportunities: Call for Pricing**

### Relax and Recharge Lounge

Capture the undivided attention of attendees as they regroup, pause and pamper themselves.

**Multiple Opportunities: Call for Pricing**

### In-Booth Digital Gamification

Increase booth traffic with digital games that educate, entertain and drive traffic where and when you want it.

**Multiple Opportunities: Call for Pricing**

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Professional Development Seminars: Sept. 13-15 and 18-19  
Congress & Expo: Sept. 16-18

**This year's premier safety event!**

## Marketing Opportunities

**Please note:** The following opportunities do not receive the same recognition as the sponsorship packages. These are additional opportunities to promote your presence at the 2024 NSC Safety Congress & Expo.

### Featured Online Company Listing

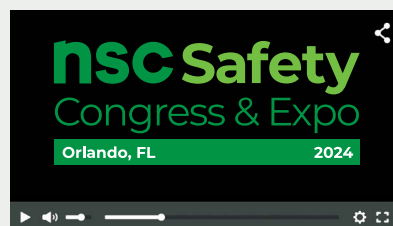
Stand out from the crowd! Your company profile will be placed in the new Featured section of the online Exhibitor Directory.

**Opportunity: \$500 per listing**

### Online Video

Promote your company and product to attendees before the show. Post a 2-3 minute video. A special icon, showing attendees you have enhanced content, will appear in your Online Booth Profile. Videos are proven to increase your online traffic 35% or more. Plus, all videos will be featured in a special video section of the 2024 NSC Safety Congress & Expo Mobile App.

**Opportunity: \$500 limit one per company**



### Online Profile Package - Featured Listing and Video

Showcase your brand by having your online company profile placed in the new Featured section of the online Exhibitor Directory and by adding a video.

**Opportunity: \$900**



### New Product Showcase – “BEST IN SHOW” Program

Make sure you give your new products the exposure they need to succeed. The New Product Showcase is a great way to meet one of the top needs of our attendees and to officially introduce your new products to the marketplace.

**Shared: \$850 per product**

**Exclusive: \$1,300 per showcase**

**Non-Enclosed Exclusive: \$1,300 per showcase**

**Digital Safety Software Showcase Exclusive:  
\$1,300 per showcase**



### New Product Showcase Carpet Sticker

Drive traffic to your featured product in the New Product Showcase.

**Opportunity: \$250 per additional sticker (one included with entry)**

### Safety+Health Magazine

Expand your reach to the Safety+Health audience by placing your ads in the special pre-show and show issues. Visit [safetyandhealthmagazine.com/advertise](https://safetyandhealthmagazine.com/advertise) for more information.

# Sponsorship and Marketing Contract

## Pre-Show Sponsorship Opportunities | Investment

Registration Pages Banner Ad.....	Exclusive Opportunity: \$4,000
Monthly Attendee Prospect Email.....	Multiple Opportunities: \$4,000 per month (June - Aug.)
NSC Congress & Expo Website Banner Ad.....	Multiple Opportunities: \$4,000 per month (Feb. - Sept.)
Banner on Expo Floor Plan.....	3 Opportunities: \$4,000 per banner
Registration Confirmation Email.....	Exclusive Opportunity: \$5,000
Hotel Registration Confirmation.....	Exclusive Opportunity: \$5,000
Registration Open Email Banner Ad.....	Exclusive Opportunity: \$5,000 (May Only)
Preliminary Program: Full Page 4-color Ad.....	2 Opportunities: \$6,000 each
Preliminary Program: Inside Front Cover Ad.....	Exclusive Opportunity: \$7,500
Preliminary Program: Inside Back Cover Ad.....	Exclusive Opportunity: \$7,500

## Onsite Sponsorship Opportunities

Carpet Graphics.....	Multiple Opportunities: \$3,500 each
Mobile App Rotating Banner.....	Multiple Opportunities: \$3,000
Digital Attendee Passport.....	30 Opportunities: \$5,000 each
Registration Panel Banner.....	4 Opportunities: \$5,000 each
Standing Sign Boards.....	Multiple Opportunities: \$6,000 each
Lighted Sign Box Banner.....	Multiple Opportunities: \$7,500 each
Registration Bag Insert.....	5 Opportunities: \$7,500 each
Shuttle Bus Vinyl Stairs.....	Exclusive Opportunity: \$8,000
NSC Time Out Lounge.....	4 Opportunities: \$10,000
Mobile App.....	Exclusive Opportunity: \$10,000
Hotel Room Key Card.....	Exclusive Opportunity: \$20,000
Shuttle Bus Headrest Covers.....	Exclusive Opportunity: \$20,000
Lanyard.....	Exclusive Opportunity: \$25,000
Shuttle Bus Side Banner.....	Exclusive Opportunity: \$25,000
Registration Bag.....	Exclusive Opportunity: \$50,000
In-Booth Digital Gamification.....	Multiple Opportunities: Call for Pricing
Expo Hall Aisle Sign.....	Multiple Opportunities: Call for pricing
Lobby Banners.....	Multiple Opportunities: Call for pricing
Escalator Clings.....	Multiple Opportunities: Call for pricing
Digital Signage.....	Multiple Opportunities: Call for pricing
Relax and Recharge Lounge.....	Multiple Opportunities: Call for pricing
NSC Learning Lab.....	Multiple Opportunities: Call for Pricing
NSC Technology Pavilion.....	Multiple Opportunities: Call for Pricing

CONTACT NAME (All communications regarding this order will be sent to your attention.)

COMPANY NAME BOOTH # (If applicable)

COMPANY ADDRESS

CITY/STATE/ZIP/COUNTRY

PHONE EMAIL

☐ Credit Card (In order to protect your credit card information, an invoice will be sent with instructions on how to submit payment.) Thank you!

Please email to [nsccexpo@nsc.org](mailto:nsccexpo@nsc.org)

Stand out from your competition.

Sponsors from the 2024 NSC Safety Congress & Expo have first right of renewal. Multiple sponsorships may be purchased. Sponsorship details and artwork specifications will be forwarded after sponsorship contract is signed and deposit is received. Exhibitor will be liable for 50% of the total sponsorship cost due at form signing; remaining balance is due by May 3, 2024. Sponsors who secure a sponsorship after May 3, 2024 will be required to submit full payment with signed contract. Should an Exhibitor cancel their exhibit space, their sponsorship will likewise be canceled. In such case, Exhibitor will be liable for 25% of the total cost of the sponsorship fee, if written notice of cancellation is received by NSC on or before April 5, 2024. If cancellation is received after April 5, 2024, the Exhibitor will be liable for 100% of the total sponsorship fee. We understand this application is a legally binding contract. An invoice for payment will be sent upon request.

Your health and safety is our priority. For the most up to date information, please visit [congress.nsc.org](https://congress.nsc.org).

\*Subject to change

# hsc Safety Congress & Expo

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2024

Professional Development Seminars: Sept. 13-15 and 18-19  
Congress & Expo: Sept. 16-18

## Marketing Opportunities

(PLEASE NOTE THE FOLLOWING ITEMS  
DO NOT RECEIVE SPONSORSHIP BENEFITS.)

### Featured Listing and Video Options

- Featured Online Company Listing  
\$500 per listing
- Online Video \$500
- Online Profile Package - Featured Listing  
and Video \$900

### New Product Showcase

- Standard \$850 per product
- Exclusive \$1,300 per showcase
- Non-Enclosed Exclusive  
\$1,300 per showcase
- Digital Safety Software Exclusive  
\$1,300 per showcase
- New Product Showcase  
Carpet Sticker \$250 per additional sticker  
(one included with entry)

## Exhibit, Marketing and Sponsorship Sales

### Bill Steinbach

Phone: (630) 775-2403

Email: [bill.steinbach@nsc.org](mailto:bill.steinbach@nsc.org)

### Joe Valentino

Phone: (630) 775-2339

Email: [joe.valentino@nsc.org](mailto:joe.valentino@nsc.org)

### NATIONAL SAFETY COUNCIL USE ONLY:

Date Received \_\_\_\_\_

Sponsorship Assigned \_\_\_\_\_

Payment Received \_\_\_\_\_

Check # / Date \_\_\_\_\_

Sold by \_\_\_\_\_