

# 2025 ANNUAL MARKETING PROGRAM

*Features and Benefits*



# Marketing Packages

CUSTOMIZED PACKAGES • INDUSTRY INFLUENCE • EXPOSURE

A comprehensive, year-round approach for sponsors to match NAMA's initiatives with your goals. This allows sponsors to participate in robust programs creating significant ROI.

**20%**  
**Diamond**  
\$100,000+  
ADDED VALUE

NAMA's annual marketing program offers suppliers a unique opportunity to connect with key players in the convenience services industry.

Sponsors gain access to over **1,000 companies**, including many of the world's most recognized brands in vending, micro markets, office coffee service and foodservice management sectors.

**20%**  
**Platinum**  
Starting at \$75,000  
ADDED VALUE

The centerpiece of this program is The NAMA Show, which attracts nearly 5,000 attendees from over 35 countries. Sponsors can showcase their products and services in the expo hall, participate in educational sessions, network with potential clients and partners and many other opportunities.

**20%**  
**Gold**  
Starting at \$50,000  
ADDED VALUE

Sponsors can benefit from NAMA's year-round marketing efforts, which may include website advertising, email campaigns and other promotional activities.

**15%**  
**Silver**  
Starting at \$25,000  
ADDED VALUE

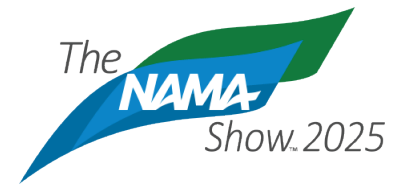
This comprehensive approach allows sponsors to not only increase their brand awareness but position themselves as industry leaders, generate quality leads, and foster long-term relationships within the convenience services community.

**10%**  
**Bronze**  
Starting at \$10,000  
ADDED VALUE



# The NAMA Show

The items listed below are provided to annual marketing partners as part of The NAMA Show.



The NAMA Show						
	Features and Benefits	Diamond	Platinum	Gold	Silver	Bronze
Pre-Show	Right to use "I'm a Sponsor" custom show logo	✓	✓	✓	✓	✓
	Hyperlinked logo on thenamashow.org website	✓	✓	✓	✓	✓
	Recognition in The NAMA Show press releases	✓	✓	✓	✓	✓
	Recognition in "know before you go" email	✓	✓	✓		
	Attendee List Pre-Event* (first, last, company, title—sent one week prior to event and one week post event)	✓	✓	✓	✓	✓
During The NAMA Show	Logo featured on exhibit hall entrance unit	✓	✓	✓	✓	✓
	Logo in digital sponsorship listing	✓	✓	✓	✓	✓
	Sponsor level ribbons	✓	✓	✓	✓	✓
	Chair's Reception invitation	2 invitations	2 invitations	1 invitation		
	Chair's Reception – logo recognition	✓	✓			
	Complimentary registrations*	35 badges	25 badges	15 badges	8 badges	4 badges
Post-Show	Access to opt-in pre-registered attendee list* (mail and email address for one-time use - sent three weeks prior to event and one week post event)	✓	✓	✓		

\*Sponsors are required to be an exhibitor at The NAMA Show 2025 to access these advantages. NAMA retains the exclusive authority to waive this requirement, without any obligation to do so.

# Other Annual Events

The items listed under each event are provided to annual marketing partners as denoted.



The Fly-In & Advocacy Summit					
Features and Benefits	Diamond	Platinum	Gold	Silver	Bronze
Logo on signage and hyperlinked on Fly-In website	✓	✓	✓	✓	✓
Unlimited complimentary registrations	✓	✓	✓	✓	✓

Coffee Tea & Water (CTW)						
	Features and Benefits	Diamond	Platinum	Gold	Silver	Bronze
Pre-Show	Right to use "I'm a Sponsor" custom show logo	✓	✓	✓	✓	✓
	Hyperlinked logo on namactw.org website	✓	✓	✓	✓	✓
	Attendee List Pre-Event* (first, last, company, title—sent one week prior to event and one week post event)	✓	✓	✓	✓	✓
During	Sponsor level ribbons	✓	✓	✓	✓	✓
	Complimentary Connection Hub registrations*	5 badges	3 badges	2 badges	1 badge	1 badge
Post-Show	Access to opt-in pre-registered attendee list*. (mail and email address for one-time use—sent three weeks prior to event and one week post event)	✓	✓	✓		

\*Sponsors are required to be an exhibitor at CTW 2025 to access these advantages. NAMA retains the exclusive authority to waive this requirement, without any obligation to do so.

# Year-Round

Items listed in this section include valuable benefits across other parts of NAMA that are provided as part of the annual marketing packages as denoted.



Digital and Publications					
Features and Benefits	Diamond	Platinum	Gold	Silver	Bronze
Hyperlinked logo on the namanow.org website	✓	✓	✓	✓	✓
Logo in weekly Keeping in Touch With NAMA e-newsletter	✓	✓	✓	✓	✓
Logo listed in Membership Directory	✓	✓	✓	✓	✓

## Additional Sponsorship Opportunities May Include...



- Aisle signs
- Attendee bag
- Attendee bag insert
- Baggage check
- CTW Café sampling
- Digital advertising
- Event badge
- Exhibit hall floor graphics
- Geofencing advertising
- Headshot lounge
- Hotel confirmation
- Hotel key cards
- Hotel room drop
- Lanyards
- Mobile app
- Reception & lunch sponsors
- Registration
- Show Daily
- Show Guide ads
- Webinars
- Wi-Fi

## Contact



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