

2024



## Sponsor, Exhibitor, & Advertising Prospectus

### **WANT TO NETWORK WITH MARKETERS?**

***Connect your company with the industry's leading Shell-branded energy marketers.***

Your sponsorship of NASM provides a unique and valuable way to showcase your product or service. Promoting your brand with NASM maximizes your reach to Shell-branded marketer members and provides exclusive access to an engaged marketer community.

NASM is the prime professional home for Shell-branded energy marketers and gives you immediate access to a network of NASM marketer members located throughout the US.

Don't miss out on this opportunity - secure your sponsorship today!

### **2024 NASM Conference & Industry Summit**

*September 11-13, 2024*

*The Houstonian Hotel, Club, & Spa  
Houston, TX*

# ANNUAL SPONSORSHIP

NASM Annual Sponsorship provides your company excellent publicity and year-long marketing advantages to the members of the National Association of Shell Marketers. While several of the Annual Sponsor benefits are linked to NASM events, Annual Sponsorship exposure extends throughout the year. Your commitment as a NASM Annual Sponsor is a key part of your investment in your business with the Shell marketer community. Fully leverage your sponsorship dollars and simplify your advertising budget – **become a 2024 NASM Annual Sponsor!**

*Sponsor Policy: All agreed to sponsorships must be paid in full by August 1, 2024. There are no exceptions. Sponsorships are binding and are nonrefundable.*

	<b>Diamond</b> <b>\$15,000</b>	<b>Platinum</b> <b>\$10,000</b>	<b>Gold</b> <b>\$7,500</b>	<b>Silver</b> <b>\$5,000</b>	<b>Bronze</b> <b>\$2,500</b>
<b>EVENT BENEFITS</b>					
Tabletop Exhibit	✓	✓	✓	✓	½ price
Pre/Post Event Attendee List	✓	✓	✓	✓	✓
Sponsor Ribbons at Event	✓	✓	✓	✓	✓
Logo on Signage and Materials	✓	✓	✓	✓	✓
Logo and Link on Emails & Website	✓	✓	✓	✓	✓
Speed Networking	✓	✓	✓	✓	✓
Session Sponsorship	✓	✓	✓		
Complimentary Marketer Invitations	2	1			
Complimentary Attendees	4	2	2	2	1
Opening Reception Drink Tickets	15	10	5		
<b>ASSOCIATION BENEFITS</b>					
Logo w/ Link on NASM Website	✓	✓	✓	✓	✓
Logo w/ Link in @NASM e-Newsletter	✓	✓	✓	✓	
Banner Ad in @NASM e-Newsletter	✓	✓	✓		
Partner Spotlight in @NASM e-Newsletter	✓	✓			
Branded Partner Webinar	✓				

## A LA CARTE SPONSORSHIPS

Add an a la carte conference sponsorship to your annual sponsorship or sign up for these separately. These opportunities are available to all NASM Supplier Associate members. Most sponsorships are exclusive, and all include recognition on the conference website, materials, and signage. Sign up while these opportunities last!

<p><b>Lanyards</b> Your company name and logo will enjoy great visibility on every attendee's lanyard.</p>	\$1,500.00
<p><b>Program/Pocket Agenda</b> Your company's logo will feature prominently on the pocket agenda – carried by attendees throughout the event.</p>	\$1,500.00
<p><b>Opening Reception</b> <i>(Available to Diamond, Platinum, and Gold Annual Sponsors only)</i> Be the center of attention at the opening reception on Wednesday night! Your company logo will be printed on reception napkins and drink tickets.</p>	\$5,000.00
<p><b>Speed Networking</b> <i>(Included in all Annual Sponsorships)</i> NEW THIS YEAR – Participate in this fast and furious networking session that is sure to get everyone talking.</p>	\$1,500.00
<p><b>Headshot Booth</b> NEW THIS YEAR – Who doesn't need a new headshot? Be the hero for our members and make it happen!</p>	\$2,000.00
<p><b>Breakfast</b> <i>(2 opportunities)</i> Showcase your company to NASM attendees with a 15-minute opportunity to address them at breakfast and place promotional materials at the tables.</p>	\$2,500.00
<p><b>General Session</b> <i>(Included in Diamond, Platinum, and Gold Annual Sponsorships)</i> Get recognized along with other session sponsors on the opening slide of each session and place your company's promotional materials at the tables.</p>	\$3,000.00
<p><b>Bloody Mary Bar</b> NEW THIS YEAR – On Thursday morning, give everyone a reason to get out of bed! Your company logo will be printed on bar napkins and drink tickets.</p>	\$2,000.00
<p><b>Lunch</b> Showcase your company to our attendees with a 15-minute opportunity to address them at lunch and place promotional materials at the tables.</p>	\$2,500.00
<p><b>Ice Cream Break</b> NEW THIS YEAR – I scream, you scream, we all scream for ice cream! Brighten everyone's afternoon with a treat on Thursday.</p>	\$1,500.00
<p><b>Coffee Bar</b> NEW THIS YEAR – Give everyone a pick-me-up on Friday morning with a specialty coffee bar. Your company logo will be printed on the coffee cups.</p>	\$1,500.00
<p><b>Cookout</b> <i>(Available to Diamond, Platinum, and Gold Annual Sponsors only)</i> Be the host of this special cookout at The Manor House – former private residence of George and Barbara Bush - on property at The Houstonian on Thursday night.</p>	\$5,000.00

## EXHIBITOR INFORMATION

**Tabletop Exhibit** *(Included in Diamond, Platinum, Gold, and Silver Annual Sponsorships)*  
A la Carte exhibitor display spaces include a six-foot draped table, two chairs, and one conference badge.

\$2,500.00\*

\*\$1,250 for Bronze Annual Sponsors includes table and chairs ONLY.

### Payment and Space Information

Full payment is required with this application. If full payment is not received prior to the start of the conference, NASM reserves the right to deny entrance to the exhibitor. All annual conference exhibitor applications are due no later than August 1, 2024, to secure space. Applications received after August 1, 2024, will be accepted based on availability.

### Cancellations and Refunds

Should the exhibitor be unable to occupy and use the exhibit space contracted for, he or she shall promptly notify exhibit management in writing. All sums paid by the exhibitor, less a service charge of 50 percent of the net contract price, will be refunded. No refund or cancellation will be made after August 1, 2024. Should the conference be canceled or held virtually, exhibitors shall receive a refund or credit.

## ADVERTISING

Maximize your company's exposure to the NASM membership. These advertising opportunities are available to all NASM Supplier Associate members (choose as many as desired). Advertise in NASM's monthly e-newsletter sent to NASM members or on the NASM Website.

	12 Months	6 Months	3 Months
<b>Banner Ad in @NASM e-Newsletter</b>	\$1,000.00	\$500.00	\$250.00
<b>Logo w/ Link in @NASM e-Newsletter</b>	\$500.00	\$250.00	\$125.00
<b>Logo w/ Link on NASM Website</b>	\$500.00	\$250.00	\$125.00

# 2024 NASM SPONSORSHIP & ADVERTISING CONTRACT

Company \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-Mail \_\_\_\_\_ Phone \_\_\_\_\_

Website/URL \_\_\_\_\_

## ANNUAL SPONSORSHIP

- Diamond Sponsor - \$15,000
- Platinum Sponsor - \$10,000
- Gold Sponsor - \$7,500
- Silver Sponsor - \$5,000
- Bronze Sponsor - \$2,500

## A LA CARTE OPTIONS

- Tabletop Exhibit ONLY - \$2,500
- Tabletop Exhibit (*Bronze Sponsor*) - \$1,250
- Lanyards - \$1,500
- Program/Pocket Agenda - \$1,500
- Opening Reception - \$5,000\*
- Speed Networking - \$1,500\*\*
- Headshot Booth - \$2,000
- Breakfast - \$2,500
- General Session - \$3,000\*\*\*
- Bloody Mary Bar - \$2,000
- Lunch - \$2,500
- Ice Cream Break - \$1,500
- Coffee Bar - \$1,500
- Cookout - \$5,000\*

\* Available to Diamond, Platinum, and Gold Sponsorships

\*\* Included in all Annual Sponsorships

\*\*\* Included in Diamond, Platinum, and Gold Sponsorships

## ADVERTISING

Banner Ad in @NASM e-Newsletter – *choose one*

- 12 mos - \$1,000
- 6 mos - \$500
- 3 mos - \$250

Logo w/ Link in @NASM e-Newsletter – *choose one*

- 12 mos - \$500
- 6 mos - \$250
- 3 mos - \$125

Logo w/ Link on NASM Website – *choose one*

- 12 mos - \$500
- 6 mos - \$250
- 3 mos - \$125

## SUMMARY OF PAYMENT

**Total Payment Due:** \_\_\_\_\_

- Check payable to NASM enclosed.
- Invoice me so that I can pay via credit card online.

## SUBMIT COMPLETED FORM WITH PAYMENT AGREEMENT TO:

National Association of Shell Marketers  
2365 Harrodsburg Road, Suite A325  
Lexington, KY 40504  
E-Mail to: [nasm@nasmonline.com](mailto:nasm@nasmonline.com)

## QUESTIONS?

### CONTACT:

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Executive Director, NASM

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