

2025

nasm

Sponsor, Exhibitor, & Advertising Prospectus

LOOKING TO NETWORK WITH SHELL-BRANDED MARKETERS?

Connect your company with the industry's leading Shell-branded energy marketers by sponsoring the National Association of Shell Marketers (NASM).

Sponsorship with NASM offers a unique and valuable opportunity to showcase your products or services to a highly engaged marketer community. By promoting your brand with NASM, you maximize your exposure to Shell-branded marketer members across the U.S.

Don't miss this opportunity—secure your sponsorship today!

2025 NASM Conference & Industry Summit

*September 9-11, 2025
Hotel Distil
Louisville, KY*

ANNUAL SPONSORSHIP

Becoming a NASM Annual Sponsor gives your company excellent publicity and ongoing marketing opportunities with the members of the National Association of Shell Marketers. While many benefits are tied to NASM events, your sponsorship ensures visibility throughout the entire year.

Investing as a NASM Annual Sponsor strengthens your business relationship with the Shell-branded marketer community. Maximize your sponsorship dollars and streamline your advertising budget by becoming a 2025 NASM Annual Sponsor!

Sponsor Policy: All agreed to sponsorships must be paid in full by August 1, 2025. There are no exceptions. Sponsorships are binding and are nonrefundable.

	Diamond \$10,000	Platinum \$7,500	Gold \$5,250	Silver \$4,000	Bronze \$3,000
EVENT BENEFITS					
Tabletop Exhibit	✓	✓	✓	✓	✓
Pre/Post Event Attendee List	✓	✓	✓	✓	✓
Sponsor Ribbons on Badges	✓	✓	✓	✓	✓
Logo on Signage and Materials	XXL	XL	L	M	S
Logo and Link on Emails & Website	XXL	XL	L	M	S
Dedicated Networking Session	✓	✓	✓	✓	✓
Complimentary Attendees	4	3	2	2	2
Complimentary Marketer Invitations	2	1	1	1	
ASSOCIATION BENEFITS					
Logo w/ Link on NASM Website	XXL	XL	L	M	S
Logo w/ Link in @NASM e-Newsletter	XXL	XL	L	M	S
Banner Ad in @NASM e-Newsletter	✓	✓	✓		
Partner Spotlight in @NASM e-Newsletter	✓	✓			
Branded Partner Webinar	✓				

A la Carte Tabletop Exhibit

The tabletop exhibit space includes a six-foot draped table, two chairs, and one exhibitor badge.

\$2,000

A LA CARTE SPONSORSHIPS

Boost your exposure by adding an à la carte conference sponsorship to your annual sponsorship or sign up for these individually. Available to all NASM Supplier Associate members, most sponsorships are exclusive and include recognition on the conference website, materials, and signage.

Secure your spot while opportunities last!

<p>Lanyards Your company name and logo will enjoy great visibility on every attendee's lanyard.</p>	\$1,500.00
<p>Program/Pocket Agenda Your company's logo will feature prominently on the pocket agenda – carried by attendees throughout the event.</p>	\$1,500.00
<p>Opening Reception Be the center of attention at the opening reception! Your company logo will be printed on the reception napkins.</p>	\$5,000.00
<p>Breakfast (2 opportunities) 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>Lunch Showcase your company to NASM attendees with a 15-minute opportunity to address them at lunch and place promotional materials on the tables.</p>	\$2,500.00
<p>Specialty Drink Bar On the first morning, give everyone a reason to get out of bed! Your company logo will be printed on bar napkins.</p>	\$2,000.00
<p>Treat Break Brighten everyone's afternoon with a sweet treat.</p>	\$1,500.00
<p>Coffee Bar Give everyone a pick-me-up on the last morning with a specialty coffee bar. Your company logo will be printed on the coffee cups.</p>	\$2,000.00
<p>Evening Event Be the host of the evening event on the final night of the conference.</p>	\$5,000.00

ADVERTISING

Maximize your company's exposure to 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.

NASM also publishes a bi-annual magazine called the *NASM Insider*. To inquire about advertising in the magazine, contact Innovative Publishing at 844-423-7272 or advertise@innovativepublishing.com.

	12 Months	6 Months	3 Months
Banner Ad in @NASM e-Newsletter	\$1,200.00	\$650.00	\$325.00
Logo w/ Link in @NASM e-Newsletter	\$600.00	\$325.00	\$150.00
Logo w/ Link on NASM Website	\$600.00	\$325.00	\$150.00

EXHIBITOR INFORMATION

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, 2025, to secure space. Applications received after August 1, 2025, 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, minus a service charge of 50 percent of the net contract price, will be refunded. No refund or cancellation will be made after August 1, 2025. Should the conference be canceled or held virtually, exhibitors shall receive a refund or credit.

2025 NASM SPONSORSHIP & ADVERTISING CONTRACT

NASM Sponsorship and Advertising is an exclusive benefit of NASM Supplier Associate members. If your company is not already a member of NASM, membership is \$750/year and expires on 12/31. Join now and receive member benefits through the end of 2025!

NASM Supplier Associate Membership - \$750

Company _____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____

E-Mail _____ Phone _____

Website _____

ANNUAL SPONSORSHIP

- Diamond Sponsor - \$10,000
- Platinum Sponsor - \$7,500
- Gold Sponsor - \$5,250
- Silver Sponsor - \$4,000
- Bronze Sponsor - \$3,000

A LA CARTE OPTIONS

- Tabletop Exhibit ONLY - \$2,000*
- Lanyards - \$1,500
- Program/Pocket Agenda - \$1,500
- Opening Reception - \$5,000
- Breakfast - \$2,500
- Lunch - \$2,500
- Specialty Drink Bar - \$2,000
- Treat Break - \$1,500
- Coffee Bar - \$2,000
- Evening Event - \$5,000

* Included in All Annual Sponsorships

ADVERTISING

Banner Ad in @NASM e-Newsletter

- 12 mos - \$1,200 6 mos - \$650 3 mos - \$325

Logo w/ Link in @NASM e-Newsletter

- 12 mos - \$600 6 mos - \$325 3 mos - \$150

Logo w/ Link on NASM Website

- 12 mos - \$600 6 mos - \$325 3 mos - \$150

SUMMARY OF PAYMENT

Total Payment Due: _____

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

SEND COMPLETED FORM WITH PAYMENT AGREEMENT TO:

National Association of Shell Marketers
PO Box 43040
Louisville, KY 40253
E-Mail to: nasm@nasmonline.com

QUESTIONS?

CONTACT:

Natasha Pitcock

Executive Director, NASM
natasha.pitcock@nasmonline.com