

# NPE2024 SPONSORSHIP OPPORTUNITIES



**NPE2024** | May 6–10, 2024  
The Plastics Show | Orlando, Florida

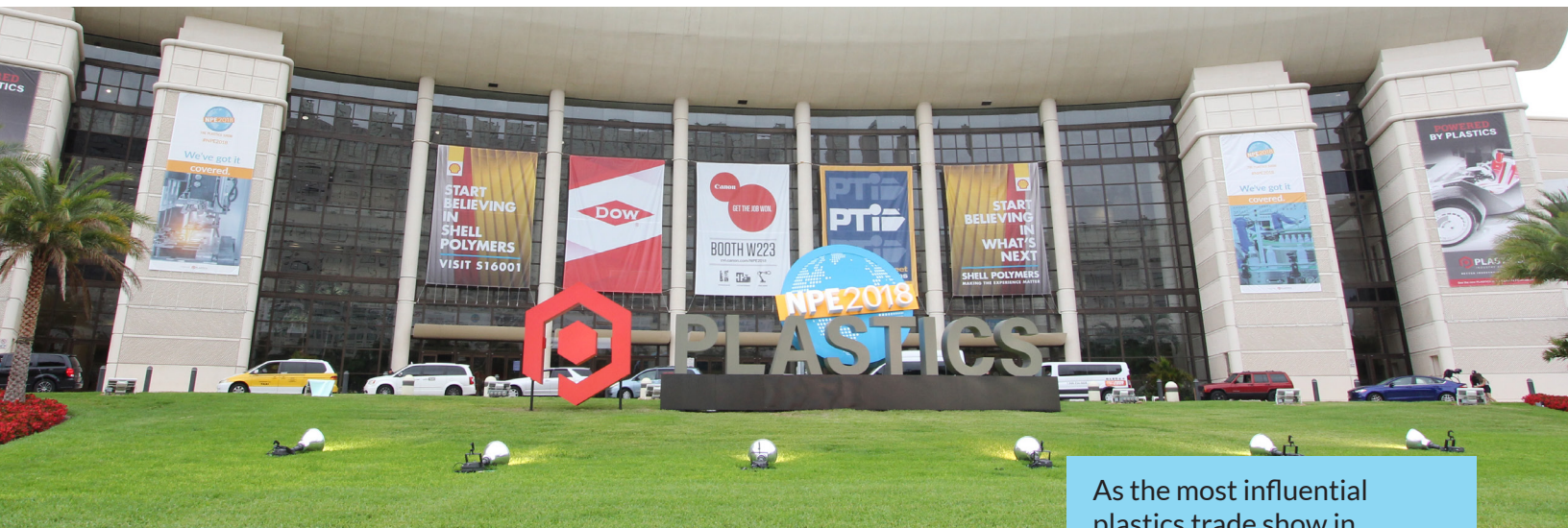
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INDUSTRY ASSOCIATION

VIEW AVAILABILITY



# SPONSORSHIPS AT NPE2024 GET RESULTS.

In post-show surveys, 92% of attendees reported that seeing pre-show and on-site sponsorships led them to visit sponsoring companies' booths.



## NPE'S BUYING POWER BY THE NUMBERS

The decision makers you'll meet at NPE® control vast purchasing budgets and come from around the world to do business. As an NPE2024 sponsor, you'll reach new markets, connect with hard-to-find buyers, and gain unbeatable exposure across the entire plastics industry, its verticals, and its peripheral markets.

As the most influential plastics trade show in the Americas, NPE2024: The Plastics Show brings together thousands of key buyers from the entire plastics industry—along with more than 2,000 of the world's leading suppliers and equipment manufacturers. Make sure you stand out from the crowd.

**71%**

of NPE attendees have the power to buy, authorize, or make recommendations

**20,000+**

total unique buying companies

**55,000+**

buyers from more than 110 countries

**\$2.5 million**

average buying budget of NPE attendees

**50%**

of NPE attendees are in management, VP, and C-suite positions

# GET THE BEST RETURN ON INVESTMENT FROM YOUR SHOW PRESENCE.

By exhibiting at NPE2024, you've made a significant investment in the success of your business. Make sure that investment pays off. Target a specific audience segment or choose a high-visibility opportunity that's seen by every attendee. We offer a range of sponsorship opportunities to fit any budget or goal.

## DIGITAL & PRINT ADVERTISING

### WEBSITE BANNER ADVERTISING

#### LIMITED AVAILABILITY

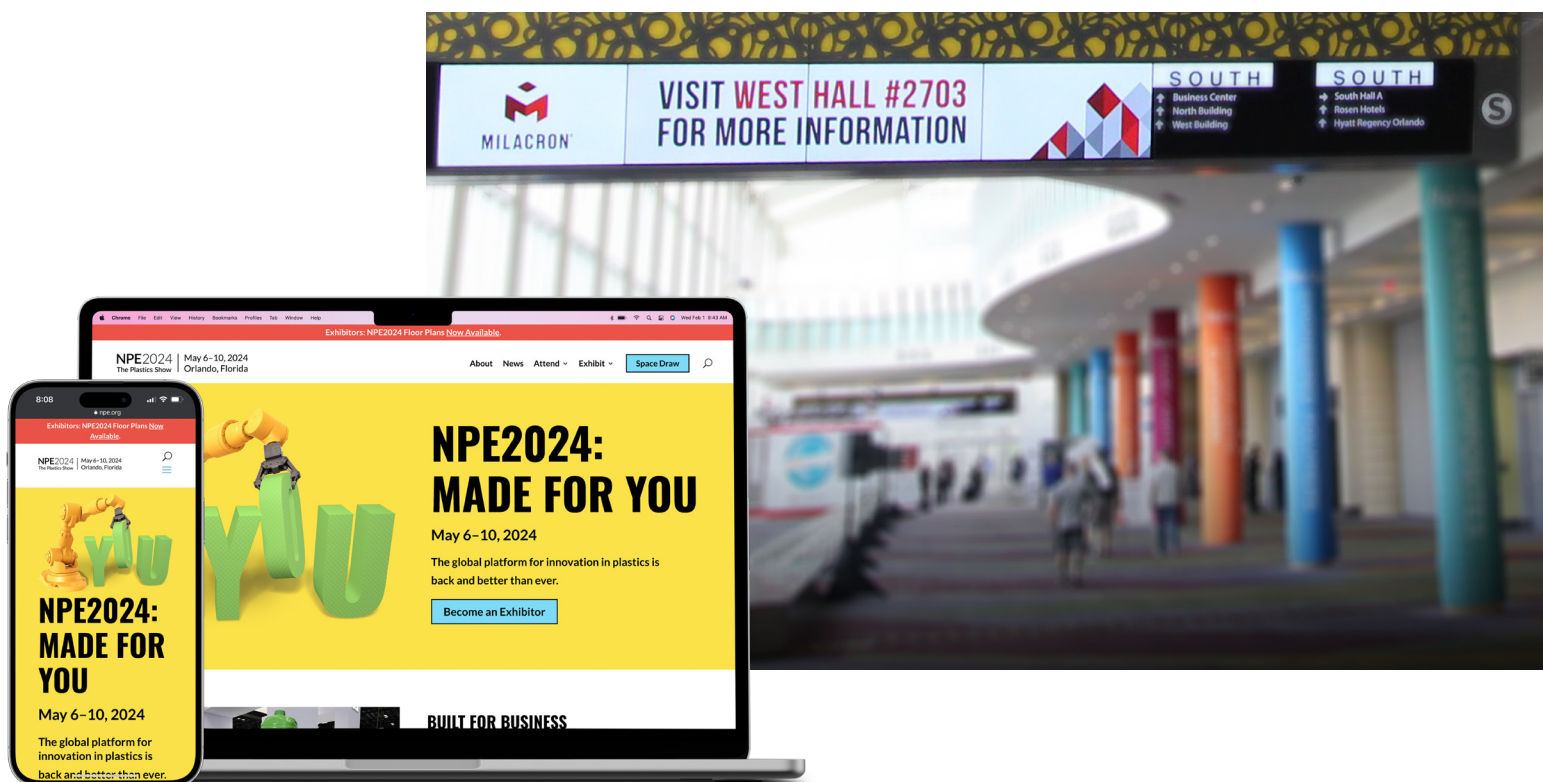
Simply put, NPE.org is the #1 source of show information and the #1 destination for attendees planning their show itinerary, with more than 3 million page views from over 414K unique users! Your ad will appear on the three primary pages and will stay online through July 15, 2024, giving you long-term exposure and high visibility.

**Investment: \$6,000**

### EVENT-WIDE DIGITAL SIGNAGE ADVERTISING

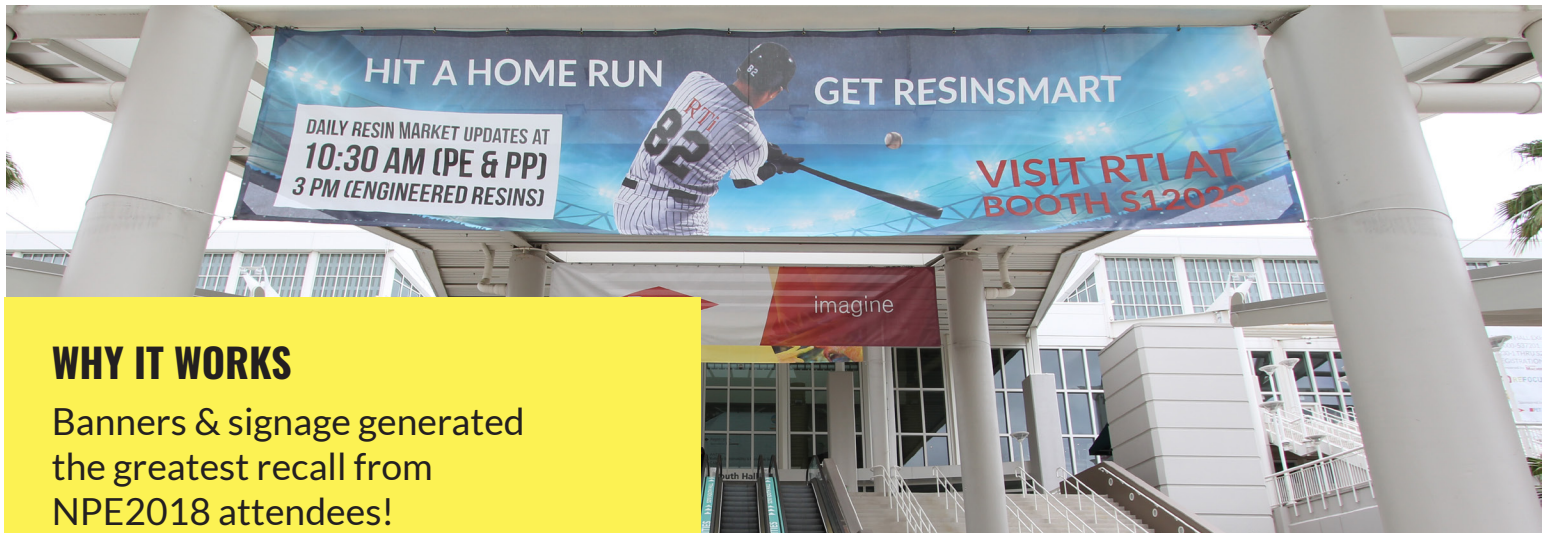
Digital signs placed throughout the Orange County Convention Center (OCCC) offer your company exposure through the lobby spaces of the West and South Buildings. Your message will appear on all 35 double sided screen locations throughout the entire week. Sponsor to provide still image or video.

**Investment: \$6,800**





## ON-SITE BRANDING OPPORTUNITIES



### WHY IT WORKS

Banners & signage generated the greatest recall from NPE2018 attendees!

### BANNERS, COLUMN WRAPS, STAIR & ESCALATOR GRAPHICS, & KIOSKS

#### LIMITED AVAILABILITY

Whether you are looking to promote your brand, launch a new product, or simply call attention to your booth location, onsite banners; column wraps; and window, door, stair, and escalator graphics are powerful visual tools. On-site visual graphics are extremely eye-catching, with various locations available both inside and outside the convention center.

**Investment: \$4,500 to \$25,000**

### BRIDGE/WALKWAY OVERHEAD SIGNAGE

#### LIMITED AVAILABILITY

The OCCC is a large facility, and to visit all the exhibits, attendees will need to walk or ride shuttles between the South and West Buildings. Walkway banners throughout the campus, including on the new connector bridge between the Hyatt Regency and West Building, offer great exposure to thousands of attendees.

**Investment: \$4,000 per sign**



### REGISTRATION SPONSOR

#### EXCLUSIVE

Everyone attending and exhibiting at NPE2024 must register for the event. This opportunity will provide your company with enormous event-wide visibility. Imagine your company name/logo appearing every time someone registers online, and receives a confirmation email. In addition, your company name/logo will appear on designated exterior/interior signage where registration is mentioned, and at all three on-site registration areas at the OCCC.

**Investment: \$30,000**





## LOBBY FLOOR GRAPHICS

### NEW!

Grab attendees' attention and help them find your booth. Your company name, logo, and booth number (or any approved graphic) will be placed on floor clings throughout the lobby areas of the show.

**Investment: \$5,000 each for 6' x 6' and \$10,000 each for 10' x 10' graphics**

## HOTEL KEY CARDS

### LIMITED AVAILABILITY

Ensure that your company is top-of-mind at the beginning and end of each day at the show. This sponsorship includes your company logo/message printed on the official hotel sleeping room keys.

**Investment: ask about pricing**

## LANYARDS

### SOLD!

Display your company name on the badge lanyards worn by all attendees. These lanyards are used throughout the event to display the credentials required for admission to all areas of the show.

**Investment: ask about pricing**

## SHUTTLE BUS SIGNAGE

Make sure your company's logo is one of the first things attendees see every morning and throughout the day! Brand your company on the official NPE2024 Hotel Shuttle Bus Service and the NPE2024 Orange County Convention Center Loop Service. Regular service is provided to and from 33+ hotels in the NPE2024 housing block, as well as between the two OCCC Exhibit Buildings.

**Investment: varies based on the wrap or banner and the number of buses selected**

## WINDOW & DOOR GRAPHICS

### NEW!

For exceptional impact, get your brand, message, or booth number prominently displayed to all attendees at and above eye-level with window clings and door graphics.

**Investment: varies based on the number of graphics selected**





## HEADSHOT LOUNGE (NEW)

### EXCLUSIVE!

The Headshot Lounge is a high-energy, highly brandable and unique sponsorship opportunity to increase your lead generation during the show.

The lounge will be branded with your company's logo and promoted in the mobile app to help drive more traffic to your booth. As the exclusive sponsor, you will also have the option to display promotional materials and giveaways. Plus, you'll receive the lead scanner data of every attendee that visits the lounge.

**Investment:** ask about pricing

*\* Promotional materials and giveaways are subject to approval and placement is confined to the lounge area. Hours of operation are 9 a.m. to 5 p.m. Tuesday, May 7; Wednesday, May 8; and Thursday, May 9.*

## AISLE SIGNS (NEW)

### EXCLUSIVE!

Rise above the hustle and bustle with highly visible brand exposure right on the NPE2024 show floor! The double-sided aisle signs used to navigate the show floor will feature your company's logo and booth number for maximum exposure.

**West Hall** – 78 double-sided aisle signs  
**South Hall** – 60 double-sided aisle signs

**Investment:** ask about pricing

## CHARGING STATION LOUNGE (NEW)

### EXCLUSIVE!

Provide a comfortable space for attendees to take a break, check email and recharge. The lounge will be located in a common area and open to all attendees.

As the exclusive sponsor, you'll have signage and branding recognition, plus the opportunity to provide a giveaway or marketing collateral at the lounge.

**Investment:** ask about pricing



## BATHROOM MIRROR CLINGS (NEW)

### EXCLUSIVE!

Take advantage of prime real estate by having your logo (2'x3' cling) appear on over 90 mirrors spanning both the West and South Halls.

**West Level 2** – 61 mirrors  
**South Level 2** – 32 mirrors

**Investment:** ask about pricing

## ATTENDEE TOTE BAGS (EXCLUSIVE)

### NEW!

Receive maximum exposure at NPE2024 and beyond by featuring your logo on the front of the complimentary attendee tote bags.

Attendees will carry your brand around NPE2024 for more than 55,000 impressions.

**Investment:** ask about pricing

## BACK OF THE BADGE (NEW)

### EXCLUSIVE!

All eyes will be on **YOU** as the back of the badge sponsor!

The NPE2024 badge is every attendee's ticket to the expo and the ideal spot to highlight your company logo, booth number and message for consistent visibility on and off the show floor.

**Investment:** ask about pricing

## WE HAVE THE IDEAL SPONSORSHIP TO MEET YOUR GOALS.



Education Theaters



Happy Hour Cart



Networking Areas



International Lounge



Charging Stations



Food Court



For more information on additional opportunities, please visit [npe.org/sponsorships](https://npe.org/sponsorships) or connect with us directly at [sponsor@npe.org](mailto:sponsor@npe.org)

### NPE SHOW PRODUCTS, PRODUCED BY GARDNER BUSINESS MEDIA

Secure additional promotional opportunities in one or more of the following NPE2024 Show Products:

- NPE.org Showrooms
- NPE Mobile App
- NPE Technology e-newsletter
- Noticias de NPE en Español
- NPE Show Daily Preview
- NPE Show Directory
- NPE Maps
- Good Morning NPE e-newsletter

For more information, contact: Ryan Delahanty, Vice President, Gardner Business Media at [ryand@gardnerweb.com](mailto:ryand@gardnerweb.com) or at 630.345.3465



### LET US CUSTOMIZE A SPONSORSHIP PACKAGE EXCLUSIVELY FOR YOUR ORGANIZATION.

Do you have an exciting new sponsorship idea of your own? Are you looking for something that no one has done before? Something that worked well at another event?

Let's make it for you! We want to ensure that your sponsorship opportunity aligns with your brand and gets you the exposure needed to build lasting and lucrative relationships with NPE2024 attendees.

# LET'S TALK ABOUT SPONSORSHIPS

No matter where your potential buyers are—on the NPE.org site, walking the show floor, or registering for the event—they'll be sure to notice your company when you're an NPE2024 sponsor. Drive more traffic to your booth and get the best return on investment from your show presence—become an NPE2024 sponsor today.



Contact NPE Sales Staff at [sponsor@npe.org](mailto:sponsor@npe.org) to secure your sponsorship or visit [NPE.org/sponsorships](https://NPE.org/sponsorships) for more details.