Your Opportunity to Support the Surface Technology Initiative

SPONSORSHIP PROGRAM

Your Opportunity to Support the Surface Technology Initiative
The NASF Sponsorship has been a very valuable marketing tool for PriceWalgren. As we merged our three companies into one, our challenge was to inform the metal finishing industry. We were looking at ads, individual sponsorships and shows, and were frustrated by the costs and the complexity of working with several different organizations. The NASF sponsorship gave our new team the most exposure for a great value. PriceWalgren now has exposure at all major NASF events, all mailings, booth rental space at SUR/FIN®, sponsorship exposure, an ad in the show directory and much more. PriceWalgren is prominently displayed at every event!

We are very pleased with our NASF Sponsorship and will continue to be a sponsor for a very long time. Great value and great exposure!”

- PriceWalgren

NASF sponsorship is an integral part of our overall marketing strategy and viewed as a great value within our organization. Recognition at NASF events like the Leadership Conference, Washington Forum and SUR/FIN® is a great way to increase brand recognition with prospective customers and remind existing customers that they are doing business with a company that supports our industry at the highest of levels.”

- Coventya, Inc.
EXPAND YOUR BRAND
WITH NASF SPONSORSHIP OPPORTUNITIES

NASF is the leading organization serving the interests of companies, technologists and professionals in the surface finishing industry. Its activities and programs reach the North American and global manufacturing supply chain and are informed by NASF’s mission to:

- Advance an environmentally and economically sustainable future for the surface finishing industry; and
- Promote the vital role of surface technology in the manufacturing value chain.

Our work in education and training, technical exchange, networking, regulatory compliance and advocacy benefits the entire surface finishing industry. The NASF Partnership and Sponsorship Program allows you to align with the NASF community, support the association’s activities and maximize your company’s visibility. Through our custom bundle of services, we offer unique ways for industry partners and companies to demonstrate their support for NASF while building year-round relationships with decision-makers. From event sponsorship and exhibits to recognition and individualized outreach opportunities, the NASF Partnership and Sponsorship Program is the most flexible and efficient way for your company to connect with your audience in the surface finishing community.

NASF DEMOGRAPHICS

NASF is for companies that perform, use, supply or work in surface finishing. Our membership represents more than 700 companies, organizations or key individuals representing all levels, job titles and industry areas.

NASF Membership
6 Associate Members | 190 Suppliers
219 Individuals | 401 Job Shops

WHO DOES NASF REPRESENT?

Community: The NASF community links companies, professionals and technical experts together through its events, programs, updates and key committees, and serves the total surface finishing sector.

Opportunity: Membership opportunities are available for job shop, OEM and “captive” applicators, industrial users, suppliers of chemicals, equipment and services, and technologists and researchers.

63% of SUR/FIN® 2016 attendees are Final Decision Makers or Have a Significant Influence in their companies
49% of attendees were at SUR/FIN® for the First Time

2015 = 60%
Alliance Partners are organizations and associations that seek to align themselves with NASF and the surface finishing industry. The program delivers extensive benefits, unique exposure at signature events through highly customized sponsorship rights and exclusive access to NASF members. The partnership provides the ability to carry out marketing objectives to levels not available elsewhere, while building and maintaining a unique relationship with NASF members and the surface finishing community.

This commitment includes a variety of benefits and marketing opportunities designed for a company to reach the surface finishing market. The Alliance Partnership investment is $25,000.

**Year-round Recognition**
- Logo-link placement on NASF.org Home page, Sponsor page and site footer
- Logo-link placement on all NASF email alerts and bulletins
- Official use of NASF corporate sponsorship logo on company promotional materials for duration of commitment
- First opportunity to support new NASF initiatives

**Networking and Access**
- Two registrations for the NASF Leadership Conference
- Two registrations for the NASF Washington Forum
- Two full-conference SUR/FIN® registrations for customers
- Two 10x10 SUR/FIN® exhibit spaces
- Unlimited invitations to each Bright Design Challenge Awards Ceremony

**Recognition at NASF Events**
- SUR/FIN®, Leadership Conference, Washington Forum, Bright Design Challenges
- Logo-link placement on all event emails
- Logo placement on sponsor poster at registration desk
- Logo placement and verbal recognition on NASF sponsor slide during introductory or welcome presentations
- Logo placement on event table toppers
- Selection of one SUR/FIN® sponsorship item valued from $7,000
- Logo placement on sponsor poster in all NASF exhibits, including the NASF Pavilion at SUR/FIN®
- Logo placement on aisle sign at SUR/FIN®
- Full-page ad in SUR/FIN® Show Directory

**Additional Recognition**
- Speaking opportunity at key NASF events
- One editorial opportunity on NASF.org
- One opportunity to participate in general session (remarks) or welcome speaker at an NASF event

*Opportunities exclusively available to sponsors exhibiting at SUR/FIN®
The Premier Partnership was developed to provide NASF Corporate Members with a comprehensive bundled package of marketing and business opportunities to companies to help build and maintain a relationship with our members and the surface finishing community as a whole.

This commitment includes a variety of benefits and marketing opportunities designed for a company to reach the surface finishing market. The Premier Partnership investment is $20,000.

**Year-round Recognition**
- Logo-link placement on NASF.org Home page, Sponsor page and site footer
- Logo-link placement on all NASF email alerts and bulletins
- Official use of NASF corporate sponsorship logo on company promotional materials for duration of commitment
- First opportunity to support new NASF initiatives

**Recognition at NASF Events**
SUR/FIN®, Leadership Conference, Washington Forum, Bright Design Challenges
- Logo placement on all event emails
- Logo placement on sponsor poster at registration desk
- Logo placement and verbal recognition on NASF sponsor slide during the introductory or welcome presentations
- Logo placement on event table toppers
- Logo placement on sponsor poster in all NASF exhibits, including the NASF Pavilion at SUR/FIN®
- Selection of one SUR/FIN® sponsorship item valued from $5,000
- Choice of Bright Design Challenge sponsorship from Bronze level and above
- Logo placement on aisle sign at SUR/FIN®
- Full-page ad in SUR/FIN® Show Directory

*Opportunities exclusively available to sponsors exhibiting at SUR/FIN®

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**Networking and Access**
- One registration for the NASF Leadership Conference
- Two registrations for the NASF Washington Forum
- Two full-conference SUR/FIN® registrations for customers
- Two 10x10 SUR/FIN® exhibit spaces
- Ten invitations to each Bright Design Challenge Awards Ceremony

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PREMIER PARTNERSHIP
Annual Commitment $20,000
EXECUTIVE PARTNERSHIP
Annual Commitment $10,000

The Executive Partnership was developed to provide exposure for a company seeking to align itself with NASF and the surface finishing industry. This bundled package is a unique opportunity for corporations to help build and maintain a relationship with our members and the surface finishing community at specific events.

This commitment includes a variety of benefits and marketing opportunities designed for a company to reach the surface finishing market. The Executive Partnership investment is $10,000.

**Year-round Recognition**
- Logo-link placement on NASF.org Home page, Sponsor page and site footer
- Logo-link placement on all NASF email alerts and bulletins
- First opportunity to support new NASF initiatives

**Networking and Access**
- One registration for the NASF Leadership Conference
- One registration for the NASF Washington Forum
- One full-conference SUR/FIN® registration for customers
- One 10x10 SUR/FIN® exhibit space
- Five invitations to each Bright Design Challenge Awards Ceremony
- Official use of NASF corporate sponsorship logo on company promotional materials for duration of commitment

**Recognition at NASF Events**
- Logo-link placement on all event emails
- Logo placement on sponsor poster at registration desk
- Logo placement and verbal recognition on NASF sponsor slide during introductory or welcome presentations
- Logo placement on event table toppers
- Logo placement on sponsor poster in all NASF exhibits, including the NASF Pavilion at SUR/FIN®
- Logo placement on aisle sign at SUR/FIN®
- Half-page ad in SUR/FIN® Show Directory*
- Selection of one SUR/FIN® sponsorship item valued from $1,000 to $4,999
- Choice of level Bright Design Challenge sponsorship from level Bronze and above

*Opportunities exclusively available to sponsors exhibiting at SUR/FIN®
EVENT SPONSORSHIP
LIMIT 8 PER EVENT

Sponsorship Fee: $2,000

The NASF Leadership Conference provides business owners, executives and key managers the opportunity to share insights, discuss the current state of the industry and obtain valuable tools to successfully drive their company’s future growth. This three-day program includes lectures and special sessions paired strategically alongside valuable discussions regarding current trends, outlooks and policy with key speakers and attendees.

- Client marketing materials including on social media (email print, signage, letter print, announcements)
- Exclusive logo placement on event sponsor poster displayed in your location of choice
- Company listing including logo, link and description on sponsor page of event website
- Logo placement and verbal recognition on event sponsor slide of welcome presentation
- Verbal recognition during closing banquet
- Company name recognition in national press release announcing the event
- Brochure or giveaway item in event welcome bags (provided by the sponsor)

Every year, the industry faces a range of pending regulatory, legislative and legal actions that may significantly impact manufacturing and the finishing industry. This is a unique and important annual event, as participants receive valuable knowledge and have the chance to influence the outcome of policy issues with the option of taking the industry’s message directly to elected and appointed decision makers in Washington, D.C.

- Exclusive logo placement on event sponsor poster displayed in your location of choice
- Company recognition on all marketing materials including social media (event emails, letters, press releases, signage)
- Company listing including logo, link and description on event sponsor page of event website
- Logo placement and verbal recognition on sponsor slide of welcome presentation
- Verbal recognition during closing banquet
- Company name recognition in national press release announcing the event
- Brochure or giveaway item in event welcome bags (provided by the sponsor)
NASF and its education and training arm, the AESF Foundation, are committed to investing in the skills, imagination and future success of students in the field. Each year, NASF, its leaders and key university partners present the Bright Design Challenge as part of the organization’s Surface Technology Initiative to spotlight the impact we have on millions of products and households. To date, hundreds of students have been inspired to participate in creating and showcasing new applications and functions for surface technology in the automotive, fashion and broader consumer products sector.

SPONSORSHIP LEVELS:

**Platinum - $10,000 or above**
Contact us to discuss benefits of participating as a Bright Design Platinum sponsor.

**Gold – $7,500**
- Logo placement on event sponsor poster and PowerPoint presentation at both Challenge openings and closings
- Verbal recognition at both Challenge openings and closings
- Logo placement and verbal recognition on both Challenge slides during NASF Annual Meeting
- Logo placement in the Challenge section of SUR/FIN® Directory
- Company listing including logo, link and description on event sponsor page of NASF.org Challenge section
- Company name recognition in emails announcing winners for both Challenges
- Six invitations to each Closing Ceremony

**Silver – $5,000**
- Logo placement on event sponsor poster and PowerPoint presentation at both Challenge openings and closings
- Company name placement on both Challenge slides during NASF Annual Meeting
- Company name recognition in Challenge section of SUR/FIN® Directory
- Company listing including logo, link and description on event sponsor page of NASF.org Challenge section
- Company name recognition in emails announcing winners for both Challenges
- Six invitations to each Closing Ceremony

**Bronze - $2,500**
- Company name recognition on event sponsor poster at both Challenge openings and closings
- Company listing including logo and link on event sponsor page of NASF.org Challenge section
- Company name recognition in emails announcing winners for both Challenges
- Four invitations to each Closing Ceremony

**Star/Individual - Below $2,500**
- Company name recognition on event sponsor poster at both Challenge openings and closings
- Company listing including name or company name and link on event sponsor page of NASF.org Challenge section
- Two invitations to each Closing Ceremony
NASF SUR/FIN® Manufacturing & Technology Trade Show and Conference is the industry’s premier annual event that attracts the broader surface technology community and is sponsored by NASF. Put your company’s name at the forefront of attendees’ minds, build name recognition and drive traffic to your exhibit space with these unique, high-profile promotional opportunities.

Donor recognition and benefits are available to show exhibitors only. Additional information can be found at NASFsurfin.com.

Do you have an idea for a benefit you don’t see listed? You’ll have the exclusive opportunity for that item the first year with first right of refusal the second year.

For more information, call (202) 457-8404 or email info@nasf.org. All sponsors receive listing in sponsor section of Show Directory, on NASFsurfin.com and on the SUR/FIN® mobile app.

**Welcome Reception**  
$5,000 | LIMIT 1
- 24x36 poster next to hall entrance
- 8.5” x 11” sign on each reception bar
- Branded napkins on bar and with appetizers (napkins provided by sponsor)
- Company name recognition on all welcome reception schedule listings
- Logo placement on schedule overview signage in registration and conference areas
- Option to place company graphics in pre-approved show floor locations during reception
- Aisle sign

**Conference Audio/Visual**  
$7,500 | LIMIT 1
- Logo placement on each poster outside of every conference room
- Logo placement on session computer screens
- Company name recognition on all welcome reception schedule listings
- Company name recognition on all full conference schedule listings
- Logo placement on schedule overview signage in registration and conference areas
- Aisle sign

**Networking Lunch**  
$5,000 | LIMIT 2 PER LUNCH
- Logo placement on marketing materials for lunch (table tents, buffet table signs, schedule, signage, mobile announcement pending availability)
- Company name recognition on all mentions of sponsored lunch in show schedules online or in print

**Foundation Training Courses**  
$2,500 | LIMIT 2
- Logo placement on marketing materials for course (poster, training book or USB, podium sign—with NASF logo, emails)
- Logo on course description page of NASFsurfin.com
- Company name recognition on SUR/FIN® email stories promoting course
- Opportunity to introduce course
- Opportunity to provide live or photo visual aids
- Opportunity to distribute branded pens at training course
**Keynote Presentations**  
$3,000 | LIMIT 1 PER KEYNOTE
- Logo placement on marketing materials (posters, podium sign— with NASF logo, email and mobile announcement pending availability, signage, schedules)
- Company name recognition in social post announcing the keynote
- Logo placement or company name recognition on mobile app keynote announcement (pending availability)
- Opportunity to introduce keynote or verbal recognition during keynote introduction
- Company name recognition on all mentions of sponsored keynote in show schedules online or in print

**SUR/FIN® Boot Camp**  
$500 | LIMIT 10
- Logo placement on Boot Camp Schedule poster and signage
- Logo placement on Boot Camp promotional emails
- Logo placement on presentation “welcome screen” for each session
- Verbal recognition at the start of each session
- Logo placement on Boot Camp schedule page in directory
- Company name recognition on Boot Camp page of NASFsurfin.com

**Sponsored Conference Sessions**  
$350 | LIMIT 1 PER SESSION  
*Open to all NASF Members and SUR/FIN® Exhibitors*
- Logo placement on schedule overview signage in registration and conference areas
- Company name on schedule page of directory, NASFsurfin.com, and mobile app
- Logo on conference room podium sign
- Verbal recognition at the beginning of session
- 8.5” x 11” table sign at water cooler
- Logo next to session listing on room poster

**TRAFFIC GENERATORS**

**Conference Bags**  
$5,000 | LIMIT 1
- Provide branded bags to be distributed in the registration area

**Bag Stuffers**  
$1,000 | LIMIT 10
- Insert items into show bags handed out in the registration area

**Directional Signage**  
$1,200 | LIMIT 2
- Logo placement on all signs dedicated to directing attendees to show floor, conference area, and foundation training rooms. Does not include schedule signage or room posters.

**Hotel Key Card**  
$5,000 | LIMIT 1
- Logo placement on all key cards distributed at SUR/FIN® hotel during show days

**Lanyards**  
$5,000 | LIMIT 1
- Provide 2,000 badge lanyards to be distributed to all show attendees

**Registration Coffee**  
$2,500 | LIMIT 1
- Logo placement on table top sign in registration coffee area
- Branded napkins at registration coffee area (napkins provided by sponsor)

**Conference Session Breaks**  
$3,000 | LIMIT 3
- Logo placement on table top signs
- Branded napkins (napkins provided by sponsor)

**Charging Station**  
$2,500 | LIMIT 2
- Logo placement on table top signs at charging station
SURFACE TECHNOLOGY ENVIRONMENTAL RESOURCE CENTER (STERC.ORG)

A new platform to promote your company!

NASF, in conjunction with the National Metal Finishing Resource Center (NMFRC), is offering the Surface Technology Environmental Resource Center (STERC). This is your opportunity to promote your company to more than 250,000 surface finishing professionals who utilize the valuable resource on an annual basis.

STERC includes:
- Up-to-date environmental compliance information and tools
- Urgent regulatory information
- Training resources and industry directories
- Key technical and research papers
- And more!

Space is limited, so don’t miss this opportunity to position your business as an expert in the industry by being the first to promote within this extensive resource. Contact Cheryl Clark (302.436.5616) today to take advantage of introductory rates.

HOME/SECONDARY PAGE:
230x230 square sidebar promo block: $400/month
Promo block displays on home page and secondary pages, rotating with each page load.

CONTRACT TERMS:
6 months or 12 months

SPECIAL EVENT & CUSTOM SPONSORSHIPS

Additional opportunities are available for events being held throughout the year — efforts of which you’ll want to be a part. Please contact us learn about our upcoming special events already in the works and how you can participate.

If you are looking to develop a custom sponsorship, please contact us.

For a list of our current sponsors, please visit NASF.org/contribute.
Contact Cheryl Clark (302.436.5616 or cclark@nasf.org) about sponsorship opportunities.
# ANNUAL PARTNERSHIP

## YEAR-ROUND RECOGNITION

<table>
<thead>
<tr>
<th>ALLIANCE PARTNERSHIP</th>
<th>PREMIER PARTNERSHIP</th>
<th>EXECUTIVE PARTNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo-link placement on NASF.org Home page, Sponsor page and site footer</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo-link placement on all NASF email alerts and bulletins</td>
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<td>✓</td>
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## RECOGNITION AT NASF EVENTS

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Logo-link placement on all event emails</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Logo placement on sponsor poster at registration desk</td>
<td>✓</td>
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<tr>
<td>Logo placement and verbal recognition on NASF sponsor slide during introductory or welcome presentations</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Full or Halfpage ad in SUR/FIN® Show Directory*</td>
<td>Full Page</td>
<td>Full Page</td>
<td>Half Page</td>
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<tr>
<td>Selection of one SUR/FIN® sponsorship item*</td>
<td>Valued at $7,000</td>
<td>Valued at $5,000</td>
<td>Valued at $1,000 to $4,900</td>
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## NETWORKING AND ACCESS

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<tr>
<td>NASF Leadership Conference registration</td>
<td>Two</td>
<td>One</td>
<td>One</td>
</tr>
<tr>
<td>NASF Washington Forum registration</td>
<td>Two</td>
<td>Two</td>
<td>One</td>
</tr>
<tr>
<td>Full Conference SUR/FIN® registration</td>
<td>Two</td>
<td>Two</td>
<td>One</td>
</tr>
<tr>
<td>10 X 10 SUR/FIN® exhibit space</td>
<td>Two</td>
<td>Two</td>
<td>One</td>
</tr>
<tr>
<td>Invitations to each Bright Design Challenge Awards Ceremony</td>
<td>Unlimited Invitations</td>
<td>Ten Invitations</td>
<td>Five Invitations</td>
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## PROMOTIONAL OPPORTUNITIES

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<td>✓</td>
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## PRICING

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<tbody>
<tr>
<td>Pricing</td>
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