The National Association for Surface Finishing
1800 M Street, Suite 400 S | Washington, D.C. 20036
P: (202) 457-8404 | F: (202) 530-0659 | NASF.org

Contact Matt Martz about partnership opportunities:

- mmartz@nasf.org
- 202.457.8404

ASSOCIATION AND EVENT PARTNERSHIPS, AND MEDIA OPPORTUNITIES

- Build your brand
- Expand your influence in the industry
- Support important association initiatives
NASF Partnership 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.

The NASF Partnership 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 partnerships and shows, and were frustrated by the costs and the complexity of working with several different organizations. The NASF partnership 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®, partnership exposure, an ad in the show directory and much more. PriceWalgren is prominently displayed at every event!

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

- PriceWalgren

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

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

NASF/AESF Foundation’s work in education and training, technical exchange, networking, regulatory compliance and advocacy benefits not only the finishing industry but the entire value chain.

The NASF Partnership Program was developed with three distinct tiers for companies looking to make a difference in the industry by supporting critical association initiatives while being prominently displayed to the entire membership base. From exclusive company brand placement, event sponsorship opportunities, and SUR/FIN booth incentives, the NASF Partnership Program is the most flexible and valuable way for your company to connect with your audience in the 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.

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

Join the industry’s most influential networking circle! NASF Partners are organizations and associations that are most closely aligned with NASF and its ongoing initiatives. The program provides preeminent exposure and unparalleled access to NASF members throughout the year. This platform will enable your company to achieve marketing objectives using techniques not available to non-partners.

Alliance Partnership Overview - $25,000
The Alliance Partnership advantages include the following:

Year-round Recognition
- Logo-link placement on NASF.org homepage, Partner page, and site footer
- Partner spotlight page on NASF.org with company description
- Logo-link placement on all NASF email alerts and bulletins
- Official use of NASF corporate Partnership logo on company promotional materials
- Opportunity to support new NASF initiatives

Networking and Access
- Two participant registrations for the NASF Leadership Conference
- Two participant registrations for the NASF Washington Forum
- Two 10x10 SUR/FIN exhibit spaces
- 15 additional SUR/FIN booth points

Recognition at NASF Events:
- Leadership Conference, Washington Forum, SUR/FIN
- Logo-link placement on all event emails
- Logo placement on sponsor poster at registration desk
- Logo placement and verbal recognition on NASF slide deck
- SUR/FIN sponsorship valued at $7,000
- Logo placement as Advocacy Sponsor
- Logo placement as Bright Design Sponsor
- Logo placement as Leadership Conference Sponsor
- Logo placement as Washington Forum Sponsor
- Logo placement on Partner poster in NASF Pavilion during SUR/FIN
- Logo placement on aisle signs at SUR/FIN

Premier Partnership Overview - $20,000
The Premier Partnership advantages include the following:

Year-round Recognition
- Logo-link placement on NASF.org homepage, Partner page, and site footer
- Logo-link placement on all NASF email alerts and bulletins
- Partner spotlight page on NASF.org with company description
- Official use of NASF corporate Partnership logo on company promotional materials
- Opportunity to support new NASF initiatives

Networking and Access
- Two participant registrations for the NASF Leadership Conference
- Two participant registrations for the NASF Washington Forum
- Two 10x10 SUR/FIN exhibit spaces
- 10 additional SUR/FIN booth points

Recognition at NASF Events:
- Leadership Conference, Washington Forum, SUR/FIN
- Logo-link placement on all event emails
- Logo placement on sponsor poster at registration desk
- Logo placement and verbal recognition on NASF slide deck
- SUR/FIN sponsorship valued at $5,000
- Logo placement as Advocacy Sponsor
- Logo placement as Bright Design Sponsor
- Logo placement as Leadership Conference Sponsor
- Logo placement as Washington Forum Sponsor
- Logo placement on Partner poster in NASF Pavilion during SUR/FIN
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**Alliance Premier Partnership Overview - $25,000**

The *Alliance* Partnership advantages include the following:

- **Year-round Recognition**
  - Logo-link placement on NASF.org Homepage, Partner page, and site footer
  - Logo-link placement on all NASF email alerts and bulletins
  - Official use of NASF corporate Partnership logo on company promotional materials
  - Opportunity to support new NASF initiatives

- **Networking and Access**
  - Two participant registrations for the NASF Leadership Conference
  - Two participant registrations for the NASF Washington Forum
  - Two 10x10 SUR/FIN exhibit spaces
  - 6 additional SUR/FIN booth points

- **Recognition at NASF Events:**
  - Leadership Conference, Washington Forum, SUR/FIN
  - Logo-link placement on all event emails
  - Logo placement on sponsor poster at registration desk
  - Logo placement and verbal recognition on NASF slide deck
  - SUR/FIN sponsorship valued at $7,000
  - Logo placement as Advocacy Sponsor
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  - Logo placement as Leadership Conference Sponsor
  - Logo placement as Washington Forum Sponsor
  - Logo placement on Partner poster in NASF Pavilion during SUR/FIN
  - Logo placement on aisle signs at SUR/FIN

**Premier Partnership Overview - $20,000**

The *Premier* Partnership advantages include the following:

- **Year-round Recognition**
  - Logo-link placement on NASF.org homepage, Partner page, and site footer
  - Logo-link placement on all NASF email alerts and bulletins
  - Partner spotlight page on NASF.org with company description
  - Official use of NASF corporate Partnership logo

- **Networking and Access**
  - Two participant registrations for the NASF Leadership Conference
  - Two participant registrations for the NASF Washington Forum
  - Two 10x10 SUR/FIN exhibit spaces
  - 10 additional SUR/FIN booth points

- **Recognition at NASF Events:**
  - Leadership Conference, Washington Forum, SUR/FIN
  - Logo-link placement on all event emails
  - Logo placement on sponsor poster at registration desk
  - Logo placement and verbal recognition on NASF slide deck
  - SUR/FIN sponsorship valued at $5,000
  - Logo placement as Advocacy Sponsor
  - Logo placement as Bright Design Sponsor
  - Logo placement as Leadership Conference Sponsor
  - Logo placement as Washington Forum Sponsor
  - Logo placement on Partner poster in NASF Pavilion during SUR/FIN
  - Logo placement on aisle signs at SUR/FIN
Executive Partnership Overview - $15,000

**The Executive Partnership** advantages include the following:

**Year-round Recognition**
- Logo-link placement on NASF.org homepage, Partner page, and site footer
- Logo-link placement on all NASF email alerts and bulletins
- Official use of NASF corporate Partnership logo on company promotional materials
- Opportunity to support new NASF initiatives

**Networking and Access**
- One participant registration for the NASF Leadership Conference
- One participant registration for the NASF Washington Forum
- One 10x10 SUR/FIN exhibit space
- Six additional SUR/FIN booth points

**Recognition at NASF Events:**
- Leadership Conference, Washington Forum, SUR/FIN
- Logo-link placement on all event emails
- Logo placement on sponsor poster at registration desk
- Logo placement and verbal recognition on NASF slide deck
- Logo placement as Advocacy Sponsor
- Logo placement as Bright Design Sponsor
- Logo placement as Leadership Conference Sponsor
- Logo placement as Washington Forum Sponsor
- Logo placement on Partner poster in NASF Pavilion during SUR/FIN
- Logo placement on aisle signs at SUR/FIN

<table>
<thead>
<tr>
<th>Price</th>
<th>Alliance</th>
<th>Premier</th>
<th>Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,000</td>
<td></td>
<td></td>
<td>$20,000</td>
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<td>$20,000</td>
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<tr>
<td>$0</td>
<td></td>
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</tbody>
</table>

**Year-round Recognition**
- Logo-link placement on NASF.org Homepage, Partner page, and site footer
- Logo-link placement on all NASF email alerts and bulletins
- Official use of NASF corporate Partnership logo on company promotional materials
- Opportunity to support new NASF initiatives
- Logo placement as Partner during all NASF events

**Networking and Access**
- Participant registrations for the NASF Leadership Conference
- Participant registrations for the NASF Washington Forum
- 10x10 SUR/FIN exhibit space
- Additional SUR/FIN booth points
- SUR/FIN sponsorship valued at:
- Opportunity to select event sponsorship items before general public

Contact Matt Martz about partnership opportunities: mmartz@nasf.org • 202.457.8404
Association Partnerships

Executive Partnership Comparison

<table>
<thead>
<tr>
<th></th>
<th>Alliance</th>
<th>Premier</th>
<th>Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Price</strong></td>
<td>$25,000</td>
<td>$20,000</td>
<td>$15,000</td>
</tr>
<tr>
<td><strong>Year-round Recognition</strong></td>
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<td>✓</td>
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<tr>
<td>Logo-link placement on NASF.org homepage, Partner page, and site footer</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo-link placement on all NASF email alerts and bulletins</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Official use of NASF corporate Partnership logo on company promotional materials</td>
<td>✓</td>
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</tr>
<tr>
<td>Opportunity to support new NASF initiatives</td>
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<td><strong>Recognition at NASF Events:</strong></td>
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<td>✓</td>
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<tr>
<td>Leadership Conference, Washington Forum, SUR/FIN</td>
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<tr>
<td>Logo-link placement on all event emails</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo placement on sponsor poster at registration desk</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo placement and verbal recognition on NASF slide deck</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo placement as Advocacy Sponsor</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Logo placement as Bright Design Sponsor</td>
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<td>Logo placement as Washington Forum Sponsor</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo placement on Partner poster in NASF Pavilion during SUR/FIN</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo placement on aisle signs at SUR/FIN</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td><strong>Networking and Access</strong></td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>Participant registrations for the NASF Leadership Conference</td>
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<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Participant registrations for the NASF Washington Forum</td>
<td>2</td>
<td>2</td>
<td>1</td>
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<tr>
<td>10x10 SUR/FIN exhibit space</td>
<td>2</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Additional SUR/FIN booth points</td>
<td>15</td>
<td>10</td>
<td>6</td>
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<tr>
<td>SUR/FIN sponsorship valued at:</td>
<td>$7,000</td>
<td>$5,000</td>
<td>$0</td>
</tr>
<tr>
<td>Opportunity to select event sponsorship items before general public</td>
<td>First</td>
<td>Second</td>
<td>Third</td>
</tr>
</tbody>
</table>

*Contact Daniel Chase about partnership opportunities: dchase@keilencompany.com • (202) 207-1137*

Executive Premier Partnership Overview - $15,000

The **Executive** Partnership advantages include the following:

**Year-round Recognition**
- Logo-link placement on NASF.org Homepage, Partner page, and site footer
- Logo-link placement on all NASF email alerts and bulletins
- Official use of NASF corporate Partnership logo on company promotional materials
- Opportunity to support new NASF initiatives

**Networking and Access**
- One participant registration for the NASF Leadership Conference
- One participant registration for the NASF Washington Forum
- One 10x10 SUR/FIN exhibit spaces
- 2 additional SUR/FIN booth points
Event Partnerships

Leadership Conference

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.

Sponsorship Opportunities
• Welcome Reception - $5,000
• Keynote Speaker - $5,000
• Golf Outing - $5,000
• Monday Morning Breakfast - $3,500
• Tuesday Morning Breakfast - $3,500
• Closing Banquet - $3,500
• Audio & Visual - $3,000
• Badge Lanyard - $2,500
• Attendee Bag - $2,500
• Note Jotter - $1,500
• Bag Stuffer - $1,500

Washington Forum

Every year, the industry faces a range of pending regulatory, legislative and legal actions that can 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.

• Welcome Reception Sponsor - $5,000
• Keynote Speaker Sponsor - $5,000
• Session Keynote Sponsor - $5,000
• Tuesday Morning Breaking Sponsor - $3,500
• Audio & Visual Sponsor - $3,000
• Badge Lanyard Sponsor - $2,500
• Attendee Bag Sponsor - $2,500
• Note Jotter Sponsor - $1,500
• Bag Stuffer Sponsor - $1,500

*Sponsorship fee only, items provided by sponsor
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- Session Keynote - $5,000
- Tuesday Morning Breakfast - $3,500
- Audio & Visual - $3,000
- Badge Lanyard - $2,500*
- Attendee Bag - $2,500*
- Note Jotter - $1,500*
- Bag Stuffer - $1,500*

*Sponsorship fee only, items provided by sponsor
**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. Sponsor recognition and benefits are available to show exhibitors only. Additional information can be found at NASFsurfin.com.

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Cost</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Audio Visual - “A/V Sponsorship for SUR/FIN Provided by “Sponsoring company”</td>
<td>$7,000</td>
<td>Signage throughout show saying “A/V Sponsorship for SUR/FIN Provided by “Sponsoring company” PPT slide with Sponsoring company logo on SUR/FIN branded slide.</td>
</tr>
<tr>
<td>Show Wifi- $7,000</td>
<td></td>
<td>Selection of Wifi password; logo to appear on login screen or the choice of what webpage the user is redirected upon login.</td>
</tr>
<tr>
<td>Conference Bags - $5,000*</td>
<td></td>
<td>Sponsoring company logo on SUR/FIN branded attendee bags.</td>
</tr>
<tr>
<td>Welcome Reception - $5,000</td>
<td></td>
<td>Welcome reception beverage and food located at booth on show floor along with logo on table napkins.</td>
</tr>
<tr>
<td>Hotel Key Cards - $5,000*</td>
<td></td>
<td>Sponsoring company logo on SUR/FIN branded hotel key cards.</td>
</tr>
<tr>
<td>Badge Lanyards - $5,000*</td>
<td></td>
<td>Company logo on SUR/FIN branded lanyards given to all event registrants.</td>
</tr>
<tr>
<td>Keynote Speaker - Tuesday - $5,000</td>
<td></td>
<td>Sponsoring company logo on signage for specific session, verbal acknowledgement from the podium at the beginning of the session and company logo on introductory SUR/FIN branded slide.</td>
</tr>
<tr>
<td>Attendee Registration Coffee $3,000</td>
<td></td>
<td>Signage at coffee station saying “Registration Coffee Sponsored by “x Company”. Napkins with company logo on napkins.</td>
</tr>
<tr>
<td>Dessert Station - $3,000</td>
<td></td>
<td>Dessert Station setup next to booth on show floor with sponsoring company logo on napkins.</td>
</tr>
<tr>
<td>Ice Cream Station - $3,000</td>
<td></td>
<td>Ice Cream Station setup next to booth on show floor with sponsoring company logo on napkins.</td>
</tr>
<tr>
<td>Conference Session Coffee - $3,000</td>
<td></td>
<td>Signage at Coffee Station saying “Conference Session Coffee Sponsored by “x Company”. Napkins with company logo at station.</td>
</tr>
<tr>
<td>Popcorn Station - $3,000</td>
<td></td>
<td>Popcorn Station setup next to booth on show floor with sponsoring company logo on napkins.</td>
</tr>
<tr>
<td>Logo Jotter for Bag Stuffing - $3,000</td>
<td></td>
<td>Your company logo on an event-branded notepad included in conference attendee bags.</td>
</tr>
<tr>
<td>Directional Signage (3 Signs) - $3,000</td>
<td></td>
<td>Sponsoring company logo on SUR/FIN branded directional signage to: Registration, Show Floor, Conference Sessions.</td>
</tr>
<tr>
<td>*Sponsorship fee only, items provided by sponsors</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Booth Coffee - $2,000.00**
Coffee Station setup next to booth on show floor with sponsoring company logo on napkins.

**Charging Station - $2,000.00**
Sponsoring company logo on SUR/FIN branded Charging Station located at NASF Pavilion.

**Bag Stuffers - $1,000.00**
Sponsoring company provides one branded item to be pre-stuffed in event bag given to all registrants.

**Surface Finishing Boot Camp - $1,000.00**
Sponsoring company logo on SUR/FIN branded bootcamp signage, company logo on introductory PPT slide, and mention from podium.

**PF & NASF Web Banner - $1,000.00**
Sponsoring company logo on SUR/FIN branded Charging Station located at NASF Pavilion.

**Raffle Prizes - $500.00**
Sponsoring company logo on signage at NASF Pavilion for raffle prizes and company mention on Raffle Cards given to all attendees.

**Conference Sessions - $500.00**
Sponsoring company logo on signage for specific session, verbal acknowledgement from the podium at the beginning of the session and company logo on introductory SUR/FIN branded slide.
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.

Conference Audio Visual - $7,000
Signage throughout show saying “A/V Sponsorship for SUR/FIN Provided by “Sponsoring company”. PPT slide with Sponsoring company logo on SUR/FIN branded slide.

Show Wi-fi - $7,000
Selection of Wi-fi password; logo to appear on login screen or the choice of what webpage the user is redirected to upon login.

Conference Bags - $5,000
Sponsoring company logo on SUR/FIN branded attendee bags.

Welcome Reception - $5,000
Welcome reception beverage and food located at booth on show floor along with logo on table napkins.

Tuesday Lunch - $5,000
Directional signage with sponsoring company name.

Wednesday Lunch - $5,000
Directional signage with sponsoring company name and logo & table tents with company name and logo.

Hotel Key Cards - $5,000
Sponsoring company logo on SUR/FIN branded hotel keycards.

Badge Lanyards - $5,000
Company logo on SUR/FIN branded lanyards given to all event registrants.

Keynote Speaker - Monday - $5,000
Sponsoring company logo on signage for specific session, verbal acknowledgement from the podium at the beginning of the session and company logo on introductory SUR/FIN branded slide.

Keynote Speaker - Tuesday - $5,000
Sponsoring company logo on signage for specific session, verbal acknowledgement from the podium at the beginning of the session and company logo on introductory SUR/FIN branded slide.

Attendee Registration Coffee $3,000
Signage at coffee station saying “Registration Coffee Sponsored by “x Company”. Napkins with company logo at station.

Dessert Station - $3,000
Dessert Station setup next to booth on show floor with sponsoring company logo on napkins.

Ice Cream Station - $3,000
Ice Cream Station setup next to booth on show floor with sponsoring company logo on napkins.

Conference Session Coffee - $3,000
Signage at Coffee Station saying “Conference Session Coffee Sponsored by “x Company”. Napkins with company logo at station.

Popcorn Station - $3,000
Dessert Station setup next to booth on show floor with sponsoring company logo on napkins.

Box Coffee - $2,000*
Coffee Station setup next to booth on show floor with sponsoring company logo on napkins.

Charging Station - $2,000
Sponsoring company logo on SUR/FIN branded Charging Station located at NASF Pavilion.

Bag Stuffers - $1,000*
Sponsoring company provides one branded item to be pre-stuffed in event bag given to all registrants.

Surface Finishing Boot Camp - $1,000
Sponsoring company logo on SUR/FIN branded bootcamp signage, company logo on introductory PPT slide, and mention from podium.

NASF Web Banner - $1,000
Sponsoring company logo on SUR/FIN branded website pages

Raffle Prizes - $500
Sponsoring company logo on signage at NASF Pavilion for raffle prizes and company mention on Raffle Cards given to all attendees.

*Sponsorship fee only, items provided by sponsors.
ASSOCIATION AND EVENT PARTNERSHIPS, AND MEDIA OPPORTUNITIES

- Build your brand
- Expand your influence in the industry
- Support important association initiatives

Contact Daniel Chase about partnership opportunities:
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- (202) 207-1137