



June 5-7, 2024

Georgia World Congress Center • Atlanta, GA



[nasf.org](http://nasf.org)

#SURFIN2024

2024

SUR/FIN® is the industry's premier annual event that attracts the broader surface technology community. 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 [NASF.org](http://NASF.org).

### Gold Level

**Welcome Reception** **SOLD!** **\$35,000 (Exclusive)**  
Capitalize on the high energy of attendees eager to kick off the Annual Conference. Taking place in the exhibit hall, this sponsorship gives you prime visibility to an event open to all attendees. Includes branded napkins and bars.

**Wi-Fi** **\$15,000 (Three Available)**  
Sponsor the Wi-Fi and be the name every attendee associates with getting online for the day. You get to name the Wi-Fi. Includes promotion on the digital sign in the building, in the daily email sent to attendees, and in signage at the registration desk.

### Silver Level

**Industry Night** **SOLD!** **\$10,000 (Three Available)**  
Become a sponsor of the Industry Night Cocktail Party, your branding will be visible throughout the venue.

**Keynote Speaker** **\$10,000 (Two Available)**  
Sponsor one of our keynote speakers and provide welcoming remarks before the keynote takes the stage located on the exhibit show floor. This sponsorship includes the option to play a two-minute company sizzle reel before the start of the keynote presentation. Your company branding is included with all mentions of the designated keynote.

**Hotel Keycards** **\$10,000 (Exclusive)**  
Your company will be on every attendee's mind as they come and go. Have your custom design on the hotel room keys of 1,500+ attendees staying at the Omni.

**Tote Bags** **SOLD!** **\$10,000 (Exclusive)**  
Promote the use of reusable shopping bags and generate repeated visibility for your company. Your company logo will be prominently featured along with the NASF logo on the tote bags provided to each attendee.

**Lanyards** **SOLD!** **\$10,000 (Exclusive)**  
Get your company in front of every attendee. Your logo will appear on the name badge lanyard worn by each attendee. The NASF logo will also be featured.

**Notepads and Pens** **SOLD!** **\$10,000 (Exclusive)**  
Give attendees something to remember you by. Your company logo will be prominently featured on the notepads along with the NASF logo. Notebooks and pens are placed in SUR/FIN tote bags that are given to all attendees.

**Product Presentation** **\$10,000 (Three Available)**  
**NEW** this year, give a 30-minute demonstration of your product and services on the stage located in the exhibit hall. Includes recognition in the agenda and a push notification from the mobile app prior to your presentation.

**Awards Ceremony** **SOLD!** **\$7,000 (Exclusive)**  
Join NASF attendees at the Awards Ceremony recognizing achievements in the surface finishing industry. Benefits include the option to make opening remarks or submit a commercial (limited to 2-3 minutes).

**Women in the Industry Coffee Reception** **\$7,000**  
Celebrate women of the industry, includes recognition of your sponsorship in marketing materials for the reception, in the agenda, and onsite signage.



## Bronze Level

### Mobile App and Online Directory **\$7,000**

**NEW** this year, when attendees access the SUR/FIN app to see the agenda, locate exhibitors, and message fellow attendees, they'll see your branding on the splash page and in a rotating banner ad on the bottom of the main content pages. Your banner ad is linked to your mobile app listing and displayed in the online directory giving you exposure on both platforms! Includes your logo in the invitation sent to attendees to download the app and one push notification during show hours.

### Branded Escalator Runners **SOLD!** **\$6,000**

Visible from the SUR/FIN registration desk, every attendee will utilize these escalators as they enter and leave the convention center. Put your brand front and center.



### Onsite LinkedIn Video Interview **\$5,000** **(Three Available Each Day)**

Promote your organization, products, and services during a 10-minute interview to post on LinkedIn during the conference. Includes a copy of the video file with full editing permissions for use in your marketing materials.

### Boot Camp **SOLD!** **\$5,000**

Located on the show floor, your logo will be featured on screen in the presentation slides of the session. Includes recognition of your sponsorship in marketing materials for the session, in the agenda and in onsite signage.

### Registration Desk Coffee Break **\$5,000** **(two available)**

Be the one that is appreciated by attendees who need their coffee fix during registration on Wednesday or Thursday. Your company logo will be featured on station signage and the coffee cup sleeves. Includes push notification from the mobile app to all attendees who have downloaded the app.

### Coffee Break Upgrade **\$2,000**

Extend your Registration Desk Coffee Break to 40 gallons (must purchase Registration Desk Coffee Break).

### Booth Dessert **SOLD!** **\$5,000 (two available)**

There's always room for dessert! Treat your booth visitors to a dessert in your booth. Includes push notification from the mobile app to all attendees who have downloaded the app.

### Fascia Banner **\$4,000** **(four available, two per location)**

Have your products, services and/or booth location boldly displayed on the fascia visible from both convention center floors.





**Booth Popcorn \$3,500 (four available, two each day)**

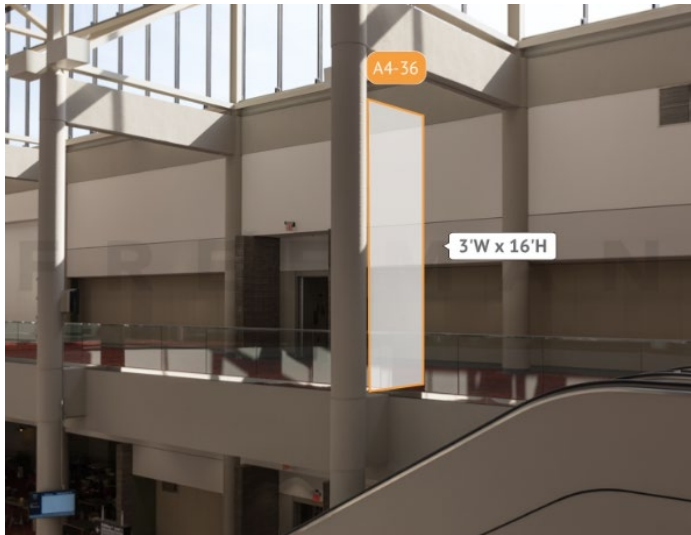
The best way to have attendees pop by your booth is with popcorn... no one can resist popcorn. Includes a push notification from the mobile app to attendees.

**Booth Coffee \$3,500 (five available, three each day)**

Let the delightful coffee aroma guide attendees to your booth. Includes a push notification from the mobile app to attendees.

**Column Banner \$3,000 (three available)**

Promote your products, services and/or booth location on these prominent 3' x 16' columns as attendees enter the convention center and descend the escalators.



**Mobile App Banner Ad \$4,000 (four available)**

As members access the mobile app to see the agenda, locate exhibitors, and message fellow attendees, promote your booth location or products and services in a banner ad rotating on the bottom of the main content pages. Banner ads are linked to your mobile listing for lead capture.

**Know Before You Go Email SOLD! \$3,500**

Have your linked banner ad in the email sent to each attendee the week of the conference informing them of everything they need to know.

**Floor Clings \$2,500 (multiple available)**

Highlight your company to attendees walking throughout the show floor with these 4'x4' floor decals.



# SUR/FIN<sup>®</sup> Partnership Levels

	Bronze	Silver	Gold
Price	\$3,000 - \$6,999	\$7,000 - \$14,999	\$15,000+
Official recognition from the podium at the General Session			✓
One dedicated social media post			✓
Tote bag insert			✓
Logo by the exhibit hall entrance		✓	✓
Premium placement of logo on onsite signage		✓	✓
Logo displayed on onsite signage	✓	✓	✓
Logo in slides at the beginning of the General Session	✓	✓	✓
Linked logo on the SUR/FIN webpage	✓	✓	✓
Logo listed in one NASF SUR/FIN 2024 e-blasts	✓	✓	✓

*\* Content to be provided by sponsor and is subject to NASF approval. Date to be mutually agreed upon.*

**Contact Cathy Vick** or **Rachel Celentano** about partnership opportunities:

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