

Experiential Opportunities	Details	Rates
NATPE Miami Title Sponsorship	Recognition as the Title Sponsor on location and on all NATPE Miami marketing collateral	Call for Rates
Opening Night Party Sponsor	Hosted at the Fontainebleau Resort, Poolside. All NATPE Miami attendees invited. Sponsors will have access to all registered buyers and attendees	Presenting: \$40,000 Premium: \$25,000
Speaker Lounge/VIP Green Room	Co-host, brand and engage with VIP speakers and talent in the Fleur de Lis room	\$20,000
Market Floor Lounge w/ Happy Hour	5-6 pm Happy Hour. Open to all badged attendees. Branded cocktail napkins. Opportunity for activation	\$15,000 Day 1 or 2
Custom Pop-Up and Product Activations	Bespoke activation to highlight your product or content during NATPE MIAMI	\$15,000
"Coffee With" Session	Early Morning Session with Coffee Included (:30-:45 minutes, first 2 sessions each day)	\$9,500

Branding Opportunities	Details	Rates
Bleau Bar Take-over	Brand the central hub of the iconic Fontainebleau Hotel	\$100,000
Main Lobby Take-over Domination	Custom signs, floor and step clings and window clings across the historic front entrance	\$40,000
Branded Hotel Key Cards	This high-profile sponsorship covers key cards for all exhibition suites and guest sleeping rooms (4,800 units) with sponsor artwork	\$35,000
Attendee Registration Hub	The official registration area is the main attendee checkpoint and gateway to the exhibit floor This high-traffic area offers maximum brand exposure Includes premium signage and registration counter logos	\$35,000
Luster Gallerie Gateway Grand Display	Premium LED activation location adjacent to Fontainebleau Resort check-in and entrance to Luster Gallerie, NATPE Marketplace + Conference gateway	\$25,000
NATPE Attendee Badge	Brand logo positioned on the official NATPE Marketplace + Conference Badge	\$25,000
Show Badge Lanyards	Distributed to every attendee, speaker, and sponsor at registration. Turns every wearer into a promotional vehicle for your message	\$20,000
Event Pocket Guide	Printed Event Guide distributed to all attendees. Front-page branding placement (5,000 units). Includes agenda, floor plan, and exhibitor directory	\$25,000 <i>Individual ads available</i>
Parking Valet Branded Window Clings	Positioned along windows facing Fontainebleau Valet. (12 units)	\$25,000

Branding Opportunities	Details	Rates
Pool Branding	Logo and branding across the main pools, including perimeter flags	\$25,000
Luster Gallerie Stairs Branding	Steps leading up to Luster Gallerie, the main gateway to Registration, Market Floor and Content Sessions	\$25,000
Official Market + Conference Bag	Provide and brand the official conference bag to be distributed onsite to all NATPE attendee (includes inserts)	\$20,000
Marketplace + Conference Bag Inserts	Branded giveaway and / or promotional material distributed to all NATPE attendees in the NATPE Marketplace + Conference Bag, (5,000 units)	\$2,500 ea.
Hotel Door Hangers	Brand logo, content and messaging on 1,800 hotel room doors at Fontainebleau and Eden Roc Hotels	\$20,000
Fontainebleau "Vida" Restaurant Branding	Branded signage/messaging at entrance to restaurant and Table Tent Cards on all dining tables	\$20,000
Branded Lounge	Host a branded lounge for attendees to network, connect and recharge devices. Opportunity to activate brand/product	\$20,000
Marketplace Entrance Branding	Prominent, full wall branding to entrance of the Marketplace. Surrounding all three doorways from Luster Gallerie	\$20,000
Elevator Wraps	Versailles Lobby elevators and Tresor Tower elevators available	\$20,000
Escalator Branding	Logo and messaging on branded clings positioned on escalator glass panels in Versailles Tower	\$20,000
Premium Corridor Branding	Large Size ad on 4th floor in main conference corridor, Versailles Tower	\$20,000
Official (Branded) Room-Drop Sponsor	All three nights - January 21st, 22nd, 23rd. Fontainebleau 1,400 rooms and Eden Roc 400 rooms = total 1,800 rooms	\$16,500
Official NATPE Miami Wi-Fi Cards	Wi-Fi cards with login provided to all registered attendees at registration. Logo and messaging printed on premium cards (5,000 units)	\$15,000
"Vida" Restaurant Outer Corridor	Branding on four window panels. 100% share-of-voice	\$12,500
Digital Way Finders	Screens with custom content in all four towers	\$10,000
Gobos	Available in meeting space	\$7,500

Panels & Sessions	Details	Rates
Client Curated Multi-Speaker Panel	<p>"Produced by" credit branding (on site and online)</p> <p>Main room positioning (125 seat capacity)</p> <p>Moderator and panelists curated by NATPE Content team and sponsor</p>	\$25,000 ea.
Buyer Briefings	<p>In these invitation-only sessions, top platforms, streaming services and channels discuss the changing media landscape (45 minutes to 1 hour)</p>	2 days, 4 sessions: \$20,000
Co-sponsor of NATPE Category with opportunity for NATPE-selected speaker placement	<p>Details coordinated and approved by NATPE content team. Includes company logo displayed onscreen during session</p>	\$20,000 ea.
Conference Session Track Co-Sponsorships	<p>2020 Categories: Content Evolution; Brands x Content; International Focus; Streaming Plus; Unscripted; Station Group Summit; MVPDs</p>	\$15,000 ea.
Master Class	<p>Exclusive session per confirmation with NATPE Content team. Opportunity to participate on or curate a Master Class in collaboration with NATPE Content Team</p> <p>Includes company logo displayed onscreen during session</p>	\$15,000 ea.
Multi-Track Content Interstitials	<p>One (1) :30 to :60 second content spot or graphic to run between all Category Sessions</p>	\$10,000 ea.

Screenings & Press	Details	Rates
Screening Rooms	<p>Private screening rooms (6 individual available)</p> <p>50 Seat Theater Style Configuration</p> <p>Includes central concierge service to direct attendees, timing, location, network brands, etc.</p> <p>2-hour intervals with full turn-key set-up including seating, A/V, podium, etc.</p> <p>Marketing includes scheduling promotion and signs</p> <p>Also available: private VIP by-invitation-only</p> <p>Turn-key menus available (additional cost)</p>	<p>2-hr Session: \$3,500</p> <p>Half-day: \$6,500</p> <p>Full-day: \$9,500</p>
Press Conference	<p>Curated Press Announcement hosted in NATPE Press Room</p> <p>Prominent branded signage onsite with logo on podium</p> <p>NATPE Mobile Alert to all connected attendees of scheduled Press Conference</p> <p>Coffee and beverages served to all invited press</p> <p>Option to provide promotional materials to press</p>	\$10,000

NATPE Miami Sponsorship includes the following assets for the corresponding price level:

INVESTMENT INCLUDES	PLATINUM \$25K+	GOLD \$20-\$25K	SILVER \$15-\$20K	BRONZE \$10-\$15K
Logo on sponsor "thank you" signs positioned throughout Marketplace + Conference	X	X	X	X
Logo and link on <a href="https://NATPE.com/Miami">NATPE.com/Miami</a> sponsor crawl	X	X	X	X
Social Media Postings leading up to the event	X	X	X	X
Complimentary registrations to NATPE Miami Marketplace + Conference 2020	8	6	4	2
One (1) custom e-blast to NATPE list (circulation 34,000+)	X	X	X	
Banner Ad on NATPE website	X	X		
One (1) :30 to :60 second spot to run looped continuously on all content screens positioned throughout Marketplace + Conference	X			

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Contact

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