SPONSORSHIP OPPORTUNITIES
ROOM NUMBERING:

VERSAILLES TOWER
floors 5-17, room numbers: 61-91

CHATEAU TOWER
floors 4-15, room numbers: 00-60

SORRENTO TOWER
5 digit number beginning with the #3: S 30301-31917

TRÉSOR TOWER
5 digit number beginning with the #2: T 20701-23702

VERSAILLES TOWER
floors 5-17, room numbers: 61-91

CHATEAU TOWER
floors 4-15, room numbers: 00-60

SORRENTO TOWER
5 digit number beginning with the #3: S 30301-31917

TRÉSOR TOWER
5 digit number beginning with the #2: T 20701-23702
# Sponsorship Specifications 2020

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Sponsorship

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Coffee With Sessions

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Main Lobby Take-over Domination

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“Vida” Restaurant
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Experiential Opportunities

Opening Night Party Sponsor

Hosted at the Fontainebleau Hotel, Poolside
January 21, 6pm-8pm

- Two (2) One-Meter Branded Signs included
- One (1) Branded Bar included

All NATPE Miami attendees are invited (5,000+).

Sponsors will have access to all registered buyers and attendees.

Pre-Marketing Items include:

- Custom Blast to all registered attendees (client to provide HTML)
- Inclusion in NATPE event eBlasts & social media campaigns
- List as Sponsor on NATPE Miami website
Speaker Lounge/VIP Green Room

Be in the spot where everyone will want to be - but can't.
The VIP hub will be packed with NATPE Board Members, Speakers, and Talent.
Brand the segmented area(s) or own the entire location.
Sponsorship Specifications 2020
For more information visit NATPE.com/Miami/sponsorship

Experiential Opportunities

Market Floor Lounge w/ Happy Hour

Jan 21st 5pm-6pm - Open Bar
Jan 22nd - 5pm-6pm - Open Bar
Jan 23rd - Champagne - Only Bar

- Two (2) One-Meter Signs
- One (1) 65 inch TV to run your content
Custom Pop-Up and Product Activations

Let your Brand come to life with premiere space within the Luster Gallerie! Curate a unique experience that leaves long lasting impressions on industry leaders.

Speak with your NATPE Miami representative to review your company’s objectives and how to best create an interactive space.
“Coffee With” Session

Be the branded destination with that pick me up right inside the Content Session Room.

- Curate a session in collaboration with the NATPE Content team
- Coffee station for attendance of the room for duration of the event
Bleau Bar Take-over

Exclusive Sponsorship

Brand the iconic Bleau Bar at the Fontainebleau Hotel for the duration of the NATPE Miami Marketplace & Conference.

Unique activations available - speak with your NATPE representative.
Main Lobby Take-over Domination

Exclusive Sponsorship

Brand the Fontainebleau Hotel lobby; the central thoroughfare of the NATPE Miami Marketplace & Conference.

- Ten (10) 3x3 vinyl floor clings
- Four (4) One-Meter Signs
Branded Hotel Key Cards

Exclusive Sponsorship

- Two-sided, full-color key cards with bleed
- Branded key cards used at the Fontainebleau, Grand Beach, and Eden Roc Hotels
- 2,800 key cards in total
- Mixed branding available - different images printed cards for a total of 5 different images
- 2.125 x 3.375" key card (1.875 x 3.125" safe area)
- 300 dpi or vector artwork preferred with packaged fonts and images
Attendee Registration Hub

Exclusive Sponsorship

Brand one of the most visited areas of the NATPE Miami Marketplace & Conference located in the Luster Gallerie across from the main Market Floor.

- Two (2) large branded panels (460" x 139.5")
- One (1) small branded panel (194.5" x 92.5")
- Logos on registration counter kickboard
Luster Gallerie Gateway Grand Display

Exclusive Sponsorship

Premium LED activation location adjacent to Fontainebleau Resort check-in and entrance to Luster Gallerie and NATPE Marketplace & Conference registration hub.
NATPE Attendee Badge & Lanyard

Badges:
• 5,000 branded conference badges for all attendees
• 4"W x 6"H full color print
• Entire back side of badge available for branding along with a logo on the front of the badge

Lanyards:
• Lanyards (supplied by client) are attached to badges and distributed at NATPE Miami registration to all attendees (5,000 pieces)
Branding Opportunities

Event Pocket Guide

Exclusive Sponsorship

- Printed Event Guide distributed to all attendees
- Half-page front and full back page branding placement
- 5,000 units
- Includes conference agenda, property map, and exhibitor directory
Parking Valet Branded Window Clings

Exclusive Sponsorship

- Located at the main valet between the Trésor Tower and the Chateau Tower
- 8 glass wall panels are available for branding
Pool Branding

Exclusive Sponsorship

- Highly visible branded flags surrounding main pools of the Fontainebleau Hotel for the duration of the NATPE Miami Marketplace & Conference
Luster Gallerie Stairs Branding

Exclusive Sponsorship

- Located close to the Market Floor and NATPE conference registration
- Branded glass panels on stairs and wall are available to highlight your brand
- 4 Images at top of stairs (both sides) - 62” x 30.5” (56 Sq. Ft.)
- 4 Images at middle of stairs (both sides) - 82” x 30.5” (72 Sq. Ft.)
- 4 Images bottom of stairs (both sides) - 56” x 31” (48 Sq. Ft.)
Sponsorship Specifications 2020
For more information visit NATPE.com/Miami/sponsorship

Branding Opportunities

Official Market + Conference Bag

The official NATPE sanctioned bag provided to all registered attendees, your chance to have your logo / brand at everyone's side.

• Distributed onsite to every NATPE attendee (including inserts)
• Client to provide bags with NATPE Approval - NATPE must be represented on bags
• 5,000 units

Conference Bag Inserts

• Distributed with all conference bags
• 5,000 units
Hotel Door Hangers

- Hung on the doors of the Fontainebleau and Eden Roc Hotels
- 2500 door hangers
- Front and back full color printing
Fontainebleau “Vida” Restaurant Branding

• Branded signage at entrance to restaurant and on placemats at all dining tables
Branded Lounge

- Host a branded lounge for attendees to network, connect and recharge devices
- Opportunity to activate brand or product
Marketplace Entrance Branding

Exclusive Sponsorship

- Prominent, full wall branding to entrance of the Marketplace surrounding all three doorways from Luster Gallerie

- One (1) 194.5" x 139" panel and three (3) 149" x 46" panels

- Design due by December 20, 2019
Elevator Wraps

Versailles Tower

- Three (3) Lobby Elevators - two (2) panels each
- Each panel measures 24”W x 84”H

Tresor Tower

- Four (4) Tresor Floor Elevators - two (2) panels each
- Each panel measures 22”W x 84”H
Escalator Branding

- East or West Escalator bank branded on the glass surfaces
- Artwork must be approved by the Fontainebleau Hotel

Fontainebleu
Upper Lobby Level

EAST ESCALATORS

WEST ESCALATORS

For more information visit NATPE.com/Miami/sponsorship
Premium Corridor Branding

Located in the hallway of the 4th floor in the conference center by the NATPE MIAMI Sessions.

• One (1) Panel 8H x 8W available
• Eight (8) Panels 8H x 10W available
Official NATPE Miami Wi-Fi Cards

Exclusive Sponsorship

- 2"W x 3.5"H full-color single-sided print
- 5,000 cards, provided to all NATPE Miami attendees
“Vida” Restaurant Corridor Window Clings

Exclusive Sponsorship

- Window clings placed along the Vida Restaurant corridor
- Branding on four (4) window panels
- Main thoroughfare to Fontainebleau pools
- 100% share-of-voice
Digital Way Finders

Seventeen (17) wayfinder signs are sprinkled throughout the hotel, featuring a promotional loop and upon touch, an interactive map with hotel information. Publish a message via the wayfinder to promote your conference to in-house guests, promote a product or sponsors, or simply welcome attendees and flaunt your presence.

- 1080 w x 14 30 h pixel 72 dpi
- File Type .jpeg, .png, .tif
- Options for 2-5 images
Screenings & Press

- Access to the Global Press
- Custom Press Conference with invitation to all on site press
- To include buffet of light drinks and snacks
- NATPE MIAMI backdrop included (or client provided S&R can be used)
- Microphone & Podium included
- Takes place in NATPE MIAMI Press Room, unless specific arrangements and availabilities are made & confirmed in advance
NATPE Miami 2020 Tracks Include:

- Brands x Content
- Content Evolution
- International Focus
- Station Group Summit
- Streaming Plus
- Unscripted
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