



Your Brand In the Spotlight at

NACE
Experience | **25**
Conference for Catering + Events

July 27-29, 2025

Hilton Milwaukee City Center, Milwaukee, WI

Highlight your brand in front of 350+ catering and event professionals from across the US!

- ▶▶ 74% are the Final Decision Makers or Significant Influencers for their Organization
- ▶▶ 40% are Executives or Small Business Owners
- ▶▶ 50% are Senior Level Employees
- ▶▶ 30% are Caterers in Hotels, Convention Centers, Clubs, or Off-Premise Venues
- ▶▶ 30% are Event Planners for Corporate Events, Meetings, or Weddings

Enhance your brand visibility with our dynamic Sponsorship Packages, designed to captivate our audiences and highlight your brand's unique offerings.

Partner with NACE to create memorable connections and elevate your brand at 2025 NACE Experience!



Sponsorship Options for the Entire Conference

Brand Awareness

\$2000

- Company/Brand Logo on the conference website, pre-promotional materials, media, and signage.
- Full Company Profile in the conference app; used by more than 90% of attendees.
- Access to the Experience attendee registration list, available two weeks prior to the conference. Only attendees that opted-in will be included

Wi-Fi Sponsor

Sold!

\$3000

- Dedicated email and app notification with the logo and customized wi-fi password.
- Logo or company name included on signage, conference website, and conference app highlighted with the wi-fi password.
- Logo on 3- 24x30 foam core signs in the registration area that share the wi-fi password, and logo on back of badge with password.

Brand Giveaway or Activation in the Registration Area

\$500

- Opportunity to provide a demonstration and giveaways, or interactive activation to attendees on a 6' table or highboy near the registration area and information desk.
- Available on Sunday during the peak traffic for registration.

Staffing the Conference

\$2000

- Exclusive opportunity to show off your staffing company's skills by providing staffing during the conference, including registration, setting up and staffing events, and clean up.

Sponsorship Options for Education

Target market to the audience that attends specific educational sessions

Featured Speaker (5 available) **2 left!**

\$4000

- Feature the speaker of your choice for a sponsored breakout session. Must be educational in nature, and the content must be approved by the NACE Professional Development Committee.
- Logo or company name included on signage, conference website, and conference app.
- 6' table in the back of the room to provide giveaways or literature to attendees.



Sponsored Track Highlight your Business during multiple sessions

Sold!

\$1500

- Sponsor already selected speakers (non-sponsored) in a “track” at the conference on either Monday or Tuesday.
- Logo or company name included on signage, conference website, and conference app.
- Sponsorship mentioned prior to the beginning of the presentation.
- 6' table in the back of the room to provide giveaways or literature to attendees in multiple sessions that align with your business.

Sponsorship Options for Education

Target market to the audience that attends specific educational sessions

Opening Session Sponsor (only 1 available)

\$3000

- 2 minutes to speak about your product and service on a main stage at a seated program to the entire conference audience.
- Logo or company name included on signage, conference website, and conference app.
- Greet attendees as they come in.
- Opportunity to provide a giveaway or literature to place on all chairs in the room.



Culinary Experience Sponsor (only 1 available)

\$3000

- 2 minutes to speak about your product and service on a main stage at a seated lunch program to the entire conference audience.
- Logo or company name included on signage, conference website, and conference app for the lunch.
- Greet attendees as they come in.
- Opportunity to provide a giveaway or literature to place on all chairs in the room.

Sustainability Sponsorship Options

Reach the entire audience and promote sustainability efforts

Specialty Sustainability Sponsor (1 per item available)

1 left!

\$1500

- Logo or company name included on signage, conference website, and conference app for the break.
- Provide all attendees with a reusable item for use during the conference, such as a water bottle, tote bag, notebook, pens, or lanyard.
- Highlighted during the opening general session as a Sustainability Sponsor.



Sponsorship Options for a VIP Audience

Talk to specialty VIP audiences within the conference attendees

Chapter Leader Sponsor (only 1 available!)

\$2000

- Sponsor the chapter leader education at the conference.
- Logo or company name included on signage, conference website, and conference app for the chapter leader education.
- 6' table in the back of the room to provide giveaways or literature to attendees.



Sponsorship Options for the Evening Events

Promote your brand to the brightest stars within the catering and events industry during this formal celebration that concludes the conference

Awards Program Sponsor (only 1 available!)

Sold!

\$3000

- 2 minutes to speak about your product and service on a main stage and present an award as an Awards Co-Presenter.
- Logo or company name included on signage, conference website, and conference app for the Awards Program.
- Full-page ad in the NACE One Awards Keepsake Program.



Awards Celebration Sponsor (only 1 available!)

\$3000

- 2 minutes to speak about your product and service on a main stage.
- Logo or company name included on signage, conference website, and conference app for the Awards Celebration.
- Opportunity to provide branded giveaways or dessert bar at the event.

Add-on Options Available Starting at \$500 for Ads in the NACE One Awards Keepsake Program and Awards Program Co-Presenters.

Get the Most Out of Your NACE Experience Sponsorship

Spend \$5,000 on Experience Sponsorship and qualify for NACE National Strategic Partner Status.

Discounted NACE Memberships:

- Discounted membership price of \$235 each (Professional memberships are \$415).
- Partner memberships include membership to up to 5 chapters at no extra cost!
- Pricing is valid for all new members and renewals during the partnership year.

Logo Recognition as a NACE National Strategic Partner on:

- The NACE website (Sponsor Page & Home Page).
- All NACE email newsletters where strategic partners are recognized as a group.
- Signage at all in-person events where strategic partners are recognized as a group.
- Featured on the Savings and Discounts page on the NACE website.

First Access to National Event Sponsorships:

- Access to the Experience conference sponsorship options before other sponsors.
- Invitation to the private event with the NACE National Board at the Experience Conference.

Wondering how to customize your Experience Sponsorship? Set up a meeting with Anne Harper (aharper@nace.net) and discuss how to effectively showcase your brand with NACE.