OBJECTIVES & OPPORTUNITIES

ELEVATED ONSITE BRANDING
- Hotel Keycards
- Lanyards
- Conference Bags
- Water Bottles
- Ribbon Wall

DIGITAL BRANDING
- Mobile App
- Digital Convention Center Branding
- Daily Attendee e-Newsletter
- Wifi

HOSPITALITY & SPONSORED ALIGNMENT
- Exhibit Hall Monday and Tuesday Receptions
- Welcome Luncheon
- Women in Tunneling Breakfast
- Coffee Breaks

LEAD GENERATION
- Technical Tracks
- IdeaXchange Innovation Stage
- Mobile App Banner Ad

PARTNER WITH NAT
- Identify and develop new markets and customers
- Reach decision makers with buying power
- Enhance and expand your insight to the industry’s purchasing strategies and buying cycles
- Effectively position your products, services and brand for large scale awareness
- Deliver information about your products and services directly to decision makers
- Play an active role in the global tunneling and underground construction industry
Become the Overall Conference Sponsor of the North American Tunneling Conference (NAT) to leverage brand exposure, stakeholder engagement and drive industry dominance in a 9-month conference promotional cycle. The Overall Conference Sponsor has unique access to more than 1,500 tunneling owners, contractors, engineers and vendors from around the world, as well as the larger tunneling and underground construction audience.

*$5,000 credit towards additional sponsorship

**OVERALL CONFERENCE SPONSOR $30,000**

Pre-Conference:
- Pre-conference attendee list with contact information (contact share opt-ins)
- One full page advertisement in spring or summer 2024 edition of Tunneling & Underground Construction magazine (mailed to 12,000+ members worldwide)
- Premier logo placement on all prominent pages of NAT 2024 website
- Premier, front page logo recognition on all promotional materials for conference (includes all print and digital promotions: e-news, social media, emails, Tunneling & Underground Construction print and digital magazine)
- Premier logo recognition on all technical session holding slides, conference signage, mobile app, digital and print conference marketing
- Co-branded, cause-marketing social media campaigns before, during and after conference promoting your Overall Sponsorship
- Logo, company description and contact information listed on your own featured page in the print and digital conference ShowGuide, sent to all NAT 2024 attendees and Tunneling & Underground Construction magazine subscribers
- Diamond package enhancement on the Map Your Show interactive floorplan
- Sponsor toolkit for your marketing use

Onsite Promotions
- One full page advertisement in NAT onsite program
- Three full registrations to NAT 2024
- Exclusive speaking or video opportunity during Plenary/Awards session with 800+ attendees (max two minutes)
- Exclusive recognition on branded signage throughout conference venue
- Your logo on large custom floor cling (4ft x 3ft) in front of your exhibit booth
- Interactive, customizable mobile app banner advertisement with engagement reporting data
- Company name, logo and bio in featured listing in conference mobile app
- Ability to distribute one custom branded giveaway on each Plenary/Award Session attendee seat. Item to be placed on each attendee seat by SME.

Post-Conference
- Post-conference attendee list with contact information (contact share opt-ins)
- Premier logo recognition and thanks given in post-conference email sent to all attendees, exhibitors, speakers and sponsors
- Eight priority points awarded for RETC 2025 booth space draw

*Additional customizable benefits to the Overall Conference Sponsor are available
Gold-level sponsorships listed below.

Monday Exhibit Hall Opening Reception
$16,500 Exclusive Sponsor or $10,000 Co-Sponsorship

PROMOTIONAL BENEFITS INCLUDE:

- Name and/or logo in digital and print promotions and branding for Tuesday reception
- Recognition of company name on signage on food & beverage stations, bars, etc.
- One push-notification sent out via mobile app thanking you as a sponsor and directing people to your booth on exhibit floor
- Opportunity to provide branded cups/koozies/napkins, etc., for attendees to utilize during reception
- Recognition in Thank You announcements made during reception
- Ability to bring pamphlets or literature to have on tables for attendees during the reception
- Opportunity to display two pop-up banners in reception area

Monday exclusive sponsor only:

- Opportunity to show your customer provided videos on monitors in exhibit hall throughout the reception
- Two additional full registrations to NAT 2024
- Your branding on a custom, interactive mobile app banner advertisement (with post-conference engagement reporting data)
- Your logo and/or QR code on napkins during the lunches (ordered and paid for by SME)
Tuesday Exhibit Hall Reception
$16,500 Exclusive Sponsor or $10,000 Co-Sponsorship

PROMOTIONAL BENEFITS INCLUDE:
• Name and/or logo in digital and print promotions and branding for Tuesday reception
• Recognition of company name on signage on food & beverage stations, bars, etc.
• One push-notification sent out via mobile app thanking you as a sponsor and directing people to your booth on exhibit floor
• Opportunity to provide branded cups/koozies/napkins, etc., for attendees to utilize during reception
• Recognition in Thank You announcements made during reception
• Opportunity to display two pop-up banners in reception area
• Ability to bring pamphlets or literature to have on tables for attendees during reception

Tuesday exclusive sponsor only:
• Opportunity to show your customer provided videos on monitors in exhibit hall throughout the reception
• Two additional full registrations to NAT 2024
• Your branding on a custom, interactive mobile app banner advertisement (with post-conference engagement reporting data)
• Your logo and/or QR code on napkins during the lunches (ordered and paid for by SME)

Attendee Conference Bags
$15,000 – Exclusive
Your logo branded on the official NAT 2024 attendee bags. Attendee bags are distributed to all attendees upon visiting registration.
• Ability to include one branded promo giveaway in each attendee bag

SME to purchase bags. Must commit by April 1, 2024.

Water Bottle Sponsor
$15,000 – Exclusive
Your logo on a high-quality water bottles given to each attendee upon visiting registration. Water bottles are also distributed at water stations throughout exhibit hall and utilized by attendees for many years to come.
• Your logo and custom branding on highly visible wall clings in front of major trafficked water stations throughout the Expo hall and outside session rooms.

SME to purchase water bottles. Must commit by April 1, 2024.

Hotel Key Cards
$15,000 – Exclusive
Place your branding, logo and name in the hands of all NAT headquarter hotel guests! Fully customizable design on each attendee’s hotel keycard at the headquarter hotel. Option to include your booth number, website, QR code, etc.
• Your branding on a custom, interactive mobile app banner advertisement (with post-conference engagement reporting data)

Digital Convention Center Branding
$15,000 – Exclusive
Display your branding, logo and calls-to-action on TV monitor screens placed in heavily trafficked areas around the NAT venue.
• Your customized advertisement shown on TV monitors from 6:00 am - 11:00 pm on Sunday, Monday, Tuesday and Wednesday of NAT. Your graphics shown on each monitor for 10 minutes throughout the hour
Conference Lanyards
$13,500 – Exclusive
Lanyards will be distributed to all attendees at the registration counter and worn throughout the conference. Sponsoring company will have exclusive right to put logo design on conference lanyards.

Conference Mobile App
$13,500 – Exclusive
Sponsor the NAT 2024 mobile app for impressionable engagement on the popular conference mobile app. Mobile app includes information about exhibit hall, floor plan, technical sessions, speakers, and you as the sponsor.

PROMOTIONAL BENEFITS INCLUDE:
• Two scheduled notifications sent out via mobile app, thanking sponsor and driving traffic to your booth at NAT
• Customizable, hyperlinked flash screen that appears when app is opened
• Your branding on a custom, interactive mobile app banner advertisement (with post-conference engagement reporting data)
• Logo and name recognition in all digital, print and onsite promotions for the mobile app

Technical Proceedings
$12,000 – Exclusive
All full conference attendees receive Your branding on the digital NAT 2024 proceedings portal and download. All full conference attendees receive access to the proceedings portal.

• Your logo and company name on the front page of the proceedings digital portal and download
• Your logo and name recognized in the front-matter of all print-on-demand books
• Your logo and name branded with announcements to access and download the NAT proceedings

Gold Sponsorship
$12,000
Your logo and company name branded on premier marketing items, including all NAT emails, on all large NAT meter board standing signs and print/digital NAT marketing.

Gold sponsorship includes ALL benefits listed on page 3.
SILVER Sponsorships

Any single or combination of sponsorships valued between $6,000 ≥ $11,999.

Pre-Conference:
- Pre-conference attendee list with contact information (contact share opt-ins)
- Silver-level logo recognition with hyperlink on NAT 2024 website
- Silver-level promotions on specific print and digital promo for conference (e-news, social media, emails, Tunneling & Underground Construction and Mining Engineering print and digital magazine)
- Social media call outs on all UCA social channels
- Company name, description and contact information listed in the print and digital conference ShowGuide, sent to NAT 2024 attendees, Mining Engineering magazine subscribers and Tunneling & Underground Construction magazine subscribers
- Sponsor toolkit for your marketing use

Onsite:
- Silver-level logo recognition on branded signage throughout conference venue
- Your logo on custom floor cling (2x2) in front of your booth
- Company name, logo and bio in Silver-level listing in conference mobile app

Post-Conference:
- Post-conference attendee list with contact information (contact share opt-ins)
- Four priority points awarded for RETC 2025 booth space draw

Silver-level sponsorships listed below.

Welcome Luncheon
$10,000 – Exclusive

Join us as the exclusive sponsor of the NAT 2024 networking luncheon on Monday. This is the key networking luncheon of the conference. Luncheon will feature a prominent speaker.

PROMOTIONAL BENEFITS INCLUDE:
- Exclusive speaking or video opportunity during Welcome Luncheon introductions (max two minutes)
- One VIP table for 10 at luncheon
- Opportunity place pop-up banner at entrance to luncheon
- One customizable push-notification sent out to attendees via mobile app on your behalf
- Thank you recognition and remarks given during luncheon
- Exclusive logo recognition and signage at luncheon
- Exclusive recognition on all digital and print promotions for Welcome Luncheon
NAT 2024 Daily Conference e-Newsletter Sponsor  
$8,000 – Exclusive
Join us as the sole, exclusive sponsor of NAT 2024 e-newsletter, delivered to 1,500+ inboxes every morning with pertinent updates and info to the conference day ahead. Your customizable graphic design embedded into the email template, which we can place lead-tracking info on for your reporting.

Tuesday Exhibit Hall Lunch  
$8,000 – Exclusive
Become the exclusive sponsor of the Tuesday lunch in the Exhibit Hall. 

PROMOTIONAL BENEFITS INCLUDE:
- Name and/or logo in digital and print promotions and branding for Tuesday lunch
- Opportunity to display one pop-up banner in each lunch area
- Recognition of company name on signage on food and beverage stations
- One push notification sent out via mobile app thanking you as a sponsor and directing people to your booth on exhibit floor
- Ability to display and give away branded goodies, pamphlets or literature on lunch tables for attendees

NAT IdeaXchange Innovation Stage  
$7,500 – Exclusive
Position yourself as an industry expert and leader as the exclusive sponsor of the Expo floor Innovation Stage. The NAT Innovation Stage will focus on hot topics of interest in underground construction, delivering in a new and exciting 15-minute, intimate fireside-chat format.

PROMOTIONAL BENEFITS INCLUDE:
- Exclusive branding and recognition of your company name in all pre-conference promo, onsite marketing, and signage for Innovation Stage
- Ability to place two pop-up banners in Innovation Stage
- Exclusive branding as Innovation Stage sponsor throughout show marketing and onsite
- Prime presentation slot on the Innovation Stage

NAT Technical Track – full week  
$8,000 – 5 Opportunities Available
Available Tracks: Design, Technology, Planning, Innovation and Case Histories
Build and amplify your brand and thought leadership as a sponsor of a full week technical track at NAT. Select from five different technical tracks to engage with an audience specific to your products and services and deepen your market share.

PROMOTIONAL BENEFITS INCLUDE:
- Naming Rights – your company name and brand associated with all marketing for the presentations of your choice (email, social media, website, conference mobile app, ShowGuide, onsite program, prominent conference signage, etc.)
- Logo and company name included in all marketing and promotions for technical track (website, print program, mobile app, etc.)
- Logo displayed on walk-in PowerPoint slides throughout the week
- Logo on signage directly outside the room and inside on session room tables
- 6ft table in session room for the week, dedicated to your promotional collateral (pop-ups, give aways, etc.)

Hosted Coffee Breaks
$6,000 – Exclusive for Monday
$6,000 – Exclusive for Tuesday
$6,000 – Exclusive for Wednesday
Reach industry decision makers and prominent speakers as attendees gather for coffee and conversation in between sessions.

PROMOTIONAL BENEFITS INCLUDE:
- Logo on signage at each coffee station
- Ability to distribute promotional collateral on tables during coffee breaks
- Logo and/or name in all pre-conference and onsite promotions and signage for coffee breaks (digital and print)

Attendee Ribbon Wall Sponsor  
$6,000 – Exclusive
NAT attendees love to customize their name badges with ribbons highlighting their achievements and personality. The ribbon wall will be prominently displayed near the high-trafficked registration area. Ribbons are worn throughout the event and long after the event is over. Your logo will be recognized on all signage and promotions for ribbon wall.
Pre-Conference:
• **Pre-conference attendee list** with contact information (contact share opt-ins)
• Bronze-level logo recognition on print and digital promo for conference (e-news, social media and NAT website)
• Company name, description and contact information listed in print and digital conference ShowGuide distributed to NAT attendees, *Mining Engineering* magazine and *Tunneling & Underground Construction* magazine subscribers
• Sponsor toolkit for your marketing use

Onsite:
• Bronze-level logo recognition on branded signage throughout conference venue
• Company name, logo and bio in Bronze-level listing in conference mobile app

Post-Conference:
• **Post-conference attendee list** with contact information (contact share opt-ins)

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**Bronze level sponsorships listed below.**

**Bronze+ Sponsorship**
$4,500 – *Multiple Opportunities Available*

**PROMOTIONAL BENEFITS INCLUDE:**

**Pre-Conference:**
• Two full NAT registrations ($1,900 value)
• Bronze-level logo recognition on print and digital promo for conference (e-news, social media, and NAT website, *Mining Engineering* magazine and *Tunneling & Underground Construction* magazine)
• Bronze-level logo recognition on branded signage throughout conference venue
• Company name, logo and bio in Bronze-level listing in conference mobile app

**Attendee Promo Giveaway**
$5,000 – *2 Opportunities*

Ability to distribute a branded giveaway to each attendee of NAT 2024.
• Giveaways will be included in each attendee conference bag, distributed to attendees at registration.
• Sponsor to provide giveaways; must commit by May 1, 2024
UCA Women in Tunneling Breakfast
$4,000 – Multiple Opportunities Available
Show your support for the advancement of women in tunneling by sponsoring the highly anticipated UCA: Women in Tunneling Breakfast at NAT.

PROMOTIONAL BENEFITS INCLUDE:
• Opportunity to speak for 30 seconds during intro of program
• Logo and/or name in all pre-conference and onsite promotions (digital and print) and signage for Women in Tunneling event
• Thank you remarks given during introduction at event
• Ability to distribute promotion items to attendees at breakfast
• Five tickets to Women in Tunneling Breakfast

UCA Young Members Reception
$4,000 - Multiple Opportunities Available
Network with the future leaders of the industry by sponsoring the UCA Young Members reception.

• Logo and/or name in all pre-conference and onsite promotions (digital and print) and signage for UCA Young Members Reception
• Thank you remarks given during introduction at event
• Five tickets to UCA Young Members Reception

Mobile App Banner Sponsorship
$3,000 - Multiple Opportunities Available
Customizable, scrolling banner advertisement shown on the NAT 2024 mobile app each time attendees access information on the exhibit hall, technical sessions, speakers, etc.

NAT 2024
NORTH AMERICAN TUNNELING CONFERENCE
JUNE 23-26, 2024
NASHVILLE, TN
Sponsorships WILL sell out for NAT 2024!

To reserve yours TODAY, please contact:
Emma Li Salditt
Partnership Development Manager
sponsorships@smenet.org
+1 (303) 948-4224