

# NAFA Launches New Sponsor Program in 2024!

## Advancing Your Business with NAFA

As a sponsor, you can streamline your participation with NAFA while receiving important benefits for your company. Sponsorship propels your company by offering year-round visibility and opportunities to make meaningful connections, while also being seen as a leader in advancing the best practices in air filtration.

Join NAFA in the commitment to educate, provide expertise and best practices and build a strong network of dedicated air filtration professionals.

The NAFA sponsorship program includes:

- Membership
- Conference registration and sponsorship
- Visibility throughout the year



*Since Mikropor's affiliation with NAFA began, we have witnessed tremendous growth. The wealth of knowledge, networking, and industry insights that NAFA offers has been instrumental in our progress. The resources provided by NAFA have allowed us to match our products and service, keeping us at the forefront of the air filtration industry.*

- Jeff Thibodeau, Area Manager, Mikropor

## Sponsorship Exposure - NAFA 2023 by the numbers

### Impact

- 315 Members, from:
  - 45 States
  - 1 Territory
  - 23 Countries

### Certification

- 488 CAFS
- 57 NCT II
- 477 NCT

### Industry Expertise



- Publications 5
- Guidelines 12
- Webinars 15

### Engagement

- 447 Conference Attendees
- 83 Clean Air Awards; 248 renewals
- 4 Active Committees



### Reach



- 4,401+ Social Media Followers
- 29 Sponsor Partners
- 3 Foundation Scholarships

# Sponsorship Levels and Benefits

Commit by November 30, 2023 to get the most value. Sponsorships run January – December.

Pick your level and benefits	<i>Premier!</i>	<i>Most Popular!</i>	Silver Level \$5,000	Bronze Level \$2,500
	Platinum Level \$20,000	Gold Level \$10,000		
Recognition as the highest-level sponsor	✓			
Exclusive opportunity to sponsor a signature event at one of the conferences	✓			
Company membership; access for all employees	✓	✓	✓	
<b>Technical Seminar Sponsorship • April 17 - 19 • Irving, Texas</b>				
Exhibit hall table-top	Premier placement	Priority placement	✓	
Conference registration	2	1	1	
Recognition in marketing materials and on site at the event	By level and verbally	By level and verbally	By Level	By level
Promotional item in registration bag	✓	✓	✓	
<b>Annual Convention Sponsorship • October 1 - 3 • Maui, Hawaii</b>				
Networking table at Connection Row throughout conference	✓	✓		
Conference registration	2	1		
Recognition in marketing materials and on site at the event	By level and verbally	By level and verbally	By level	By level
Opportunity to provide item for promotional table near registration	✓	✓	✓	✓
<b>Visibility</b>				
Quarterly webinars	Logo by level	Logo by level		
Directory - premier listing	✓	✓	✓	
Recognition on social media	✓	✓	✓	✓
<i>Filter Advisor</i> e-newsletter special feature	One newsletter "brought to you by;" with member highlight	One newsletter with member highlight		
<i>Filter Advisor</i> e-newsletter; logo by level	Logo by level	Logo by level	Logo by level	Logo by level
Logo on website by level	Home and sponsor pages	Home and sponsor pages	Sponsor page	Sponsor page
<b>Advertising</b>				
<i>Air Media</i> Magazine ad (two issues)	One full page ad	One half page ad	One quarter page ad	
<i>Air Media</i> logo	Logo by level	Logo by level	Logo by level	Logo by level
Website; rotating	Horizontal ad at top of website	Horizontal ad at bottom of website		

Looking for additional exposure? There are additional opportunities to sponsor conference activities or advertise with NAFA. Please visit our website [www.nafahq.org](http://www.nafahq.org).



Secure your  
today!