

NMIADA 20 EXPO 21



Sponsor Media Planner

November 10th & 11th
Isleta Resort and Casino

NMIADA SCHOLARSHIP



In 2017 the NMIADA started it's Scholarship Fund to help dependents of NMIADA members fulfill their educational aspirations. What started as a \$5000 scholarship has manifested to a \$17,000 scholarship! And still growing! The awards have gone to deserving future leaders of our state. The scholarship program is funded by member contributions through dues and donations, but also from vendors like you.

Your participation at Casino Night not only supports the Scholarship Fund but also sends a strong message to New Mexico Dealers that you are invested in its young people's future. We hope to see you there!

In 2019 we had 90 dealers and 25 of our vendors attending our evening reception. This year the theme will be Night at the Casino Royale!

This will be a fun opportunity to interact with dealers from all around New Mexico and industry vendors while having a Royale time at a gaming table.

This is an excellent Sponsorship opportunity for our vendors who want to get an early edge with New Mexican Dealers. Sponsors of this event are responsible for giveaways and prizes.



The Bond Sponsorship: \$5,000

- Title Sponsor Event
- 1 Blackjack Table
- 1 Poker Table
- Sponsorship Plaque
- Signature Drink at the bar

The 007 Sponsorship \$3,500

- Bar Sponsor (Signature Drink)
- 1 Blackjack Table

Moneypenny Table Sponsor:

- 4 Available
- 2 Blackjack Tables: \$1,500 ea
- 1 Roulette Table: \$1,500
- 1 Craps Table: \$1,500

Triple 777's After Party \$3,500

- Sponsor Signature Drink
- Bar Logo Placement
- Karaoke



NMIADA SCHOLARSHIP



All sponsorship opportunities for Casino Night allow the vendor full brand exposure in a fun and stylish atmosphere.

Participating sponsors will not only enjoy a host of benefits but will have positioned themselves for greater engagement with attending dealers in the Vendor Hall the following day at the convention.



Sponsor Benefits Include:

- Scholarship presentation
- Logo on NMIADA website year-round ends a week after event.
- Name to appear in the conference program
- Verbal Acknowledgement
- Social media recognition
- Logo recognition at event
- Logo on giant student check
- Logo recognition on NMIADA Annual Conference main web page
- Logo recognition in conference program
- Recognition in registration and all promotional emails





Diamond Sponsor - \$5,000 (2 Available)

BENEFITS INCLUDE:

- Recognition at one of the Keynote Sessions (first come first serve)
- Prime Location in Expo
- 45-60 second video shown before the sponsored session advertising your firm and/or product during the conference
- 30 Minute time slot to do an educational data-based presentation highlighting the benefits of your organization's products, services, and offerings.
- 8 Free Conference Registrations
- Full Page Ad in Conference Program
- Logo on NMIADA website year-round ends a week after event.
- Email Article sent to the Members on behalf of the sponsor
- Highlighted in the Conference Newsletter
- Social Media Recognition
- Premium Large Banner Recognition
- Logo recognition on Annual Conference main web page
- Logo recognition on 2 page center spread or full back cover of the conference program
- Recognition in registration and all promotional emails
- Full attendee list
- Golf Midday
- Social Media Live Stream
- Looping brand recognition throughout the day on convention hall screen

Platinum Sponsor - \$3,500 (2 Available)

BENEFITS INCLUDE:

- 6 Free Conference Registrations
- Prime Location in Expo
- Banner recognition at event
- Full Page Ad in Conference Program
- Logo on NMIADA website year-round ends a week after event.
- Social Media Recognition
- Logo recognition on Annual Conference main web page
- Logo recognition in conference program
- Recognition in registration and all promotional emails
- Full attendee list
- Golf Midday
- Social Media Live Stream



SERVE SHARE SUPPORT

NMIADA 20
EXPO 21

Gold Sponsor - \$2,500 (4 Available)

BENEFITS INCLUDE:

- 4 Free Conference Registrations
- Basic Table in Expo
- Half Page Ad in Conference Program
- Logo on NMIADA website year-round ends a week after event.
- Highlighted on the conference app as a Featured Sponsor
- Social Media Recognition
- Logo recognition on Annual Conference main web page
- Logo recognition at event
- Logo recognition in conference program
- Recognition in registration and all promotional emails
- Full attendee list
- Golf Midday
- Social Media Live Stream at your Booth



Silver Sponsor - \$1,800 (6 Available)

BENEFITS INCLUDE:

- 2 Free Conference Registration
- Basic Table in Expo
- Half Page Ad in Conference Program
- Logo on NMIADA website year-round ends a week after event.
- Social Media Recognition
- Logo recognition on Annual Conference main web page
- Logo recognition in conference program
- Recognition in registration and all promotional emails
- Full attendee list
- Golf Midday



SERVE SHARE SUPPORT



Bronze Sponsor - \$1,000 (10 Available)

BENEFITS INCLUDE:

- **Promotional Package Only (Table NOT included)**
- 1/2 Page Ad in Conference Program
- Logo on NMIADA website year-round ends a week after event.
- Social Media recognition
- Logo recognition on Annual Conference main web page
- Logo recognition in conference program
- Recognition in registration and all promotional emails

Friends of NMIADA - \$175 (Does not Include Table)

BENEFITS INCLUDE ONE OF THE FOLLOWING:

- Logo on NMIADA website year-round ends a week after event.
- Social media recognition
- Logo recognition on Annual Conference main web page
- Logo recognition in conference program
- Recognition in registration and all promotional emails
- 1/2 page booth ad

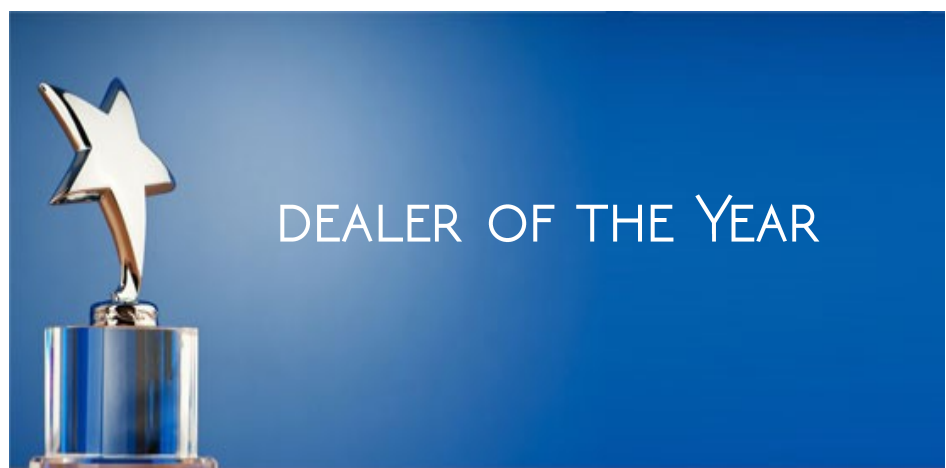
Dealer of the Year Reception - \$2500

BENEFITS INCLUDE:

- Presentation of Award to Dealer
- Logo on NMIADA website year-round ends a week after event.
- Full page booth ad
- Verbal Acknowledgement
- Social media recognition
- Logo recognition on Annual Conference main web page
- Recognition in registration and all promotional emails
- Logo recognition on Dealer of the Year printed interview in conference program
- Thank you signage



SERVE SHARE SUPPORT



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Breakfast Sponsor - \$2500

BENEFITS INCLUDE:

- Logo on NMIADA website year-round ends a week after event.
- Name to appear in the conference program
- Verbal Acknowledgement
- Social media recognition
- Logo recognition on Annual Conference main web page
- Logo recognition in conference program
- Recognition in registration and all promotional emails
- Full page booth ad
- Thank you signage



Lunch Sponsor - \$3500

BENEFITS INCLUDE:

- Logo on NMIADA website year-round ends a week after event.
- Name to appear in the conference program
- Verbal Acknowledgement
- Event Recognition
- Social media recognition
- Logo recognition on Annual Conference main web page
- Logo recognition in conference program
- Recognition in registration and all promotional emails
- Company Logo on Dessert
- Full page booth ad
- Thank you signage



NMIADA

SERVE SHARE SUPPORT



Prime Expo Table - \$1500

BENEFITS INCLUDE:

- 4 Free Conference Registrations includes all meals
- Prime tables highlighted in Conference program.
- Wi-Fi
- Electrical
- 1/4 page ad

Additional Conference Registration - \$90

- Includes meals

Basic Expo Table - \$900

BENEFITS INCLUDE:

- 2 Free Conference Registrations includes meals.
- Wi-Fi
- Electrical

Additional Conference Registration - \$90

- Includes meals



Additional Sponsorship

OPPORTUNITIES INCLUDE:

- **Social Media Live Stream - \$150** - Live streams can extend your reach by engaging with attendees and followers.
- **Registration Area - \$1500** – Every conference attendee, speaker, exhibitor, and special guest passes through the registration area. Sponsor's name/logo will be displayed on signage. A complimentary insert in the conference tote bag is included.
- **Event Tote - \$1000** – Your company name/logo will be featured on the conference tote bag (pending NMIADA approval) and includes an insert in the bags.
- **Conference Tote Insert - \$500** – Five opportunities available – Parchment - Add your branded giveaway—business card holders, mints/gum/candy, calendars, keychains, pens, etc.—to our conference tote bag, distributed to all attendees. (The sponsor is responsible for the cost of the branded items and shipping to the event center. All items must be approved by NMIADA.)
- **Badges & Lanyards \$700** – Add your logo to attendee lanyards given out at registration. Attendees must wear badges/lanyards for all conference activities.
- **Folders - \$1000** – Your company name/logo will be featured on the back of folder that will contain attendee's educational material. Includes your company insert.
- **Flash Drive - \$2000** – Logo on flash drive that will include Continuing Education study material for attendees.
- **Tumblers \$700** – Help keep attendees hydrated throughout the day with a tumbler that has your company and NMIADA logo printed.
- **Pens - \$700** – Your company and NMIADA logo on pens for attendees.
- **Notebooks \$2000** – Notebooks will be available to attendees. As the sponsor, your company logo will be imprinted on each page of the notepad, along with the NMIADA logo.
- **Drink Stations - \$500** – Hydration Stations sponsored by your company logo's added to water stations includes "Visit Booth #"
- **Cell Phone Charging Station - \$1000** – Help attendees recharge their devices at the conference! Your company name, logo, and booth number will be featured on the cell phone charging area, placed in a high-traffic area of the convention center.
- **Mask/Hand Sanitation Stations - \$500** – Include your company logo on disposable branded masks used by attendees at the conference to help keep everyone safe! Hand sanitation stations will be placed in high traffic areas throughout the convention center.
- **Convention Center Branding - \$2000** – Your design will be featured in high-traffic areas of the convention center.

2021 Annual NMIADA Convention & Expo

Company							
Address							
Cell#		E-mail				# Attending	
Phone #			Contact				
Names of those attending Convention and Casino Night							
Bond Sponsorship (1 Available)						\$5000	
007 Sponsorship (1 Available)						\$3500	
Moneypenny Table Sponsorships (4 Available)						\$1500 (each)	
Triple 7s After Hours Party (1 Available)						\$3500	
Diamond Sponsor (2 Available) \$5000					Platinum Sponsor (2 Available) \$3500		
Gold Sponsor (4 Available) \$2500					Silver Sponsor (6 Available) \$1800		
Bronze Sponsor (10 Available) \$1000					NMIADA Friends \$175		
Dealer of the Year Reception \$2500					Breakfast Sponsor \$2500		
Lunch Sponsor \$2500					Prime table \$1500		
Basic Table \$900					Additional Attendee \$90		
Registration Area \$1500					Event Tote \$1000		
Conference Tote Insert \$500					Badges & Lanyards \$700		
Expo Folders \$ 1000					Flash Drive \$2000		
Tumblers \$700					Pens \$700		
Notebooks \$2000					Drinks Stations (4 available) \$500		
Cell Phone Charging Station \$1000					Sanitation Stations (4 available) \$500		
Convention Center Branding (1 Available) \$2000					Social Media Live Stream \$150		
Name							
Billing Address:						Table #	Total: \$
Credit Card #:						Exp:	CVV#
Check				Check #		Check Amount: \$	