

# NIWeek 2020

August 3–5, Austin TX

**SPONSORSHIP  
PROGRAM**



Extend the reach of your brand to a global audience of engineers, scientists, researchers, and business decision-makers by becoming an NIWeek 2020 sponsor. We're offering more sponsorship opportunities than ever before along with some great discounts. Read on for details!

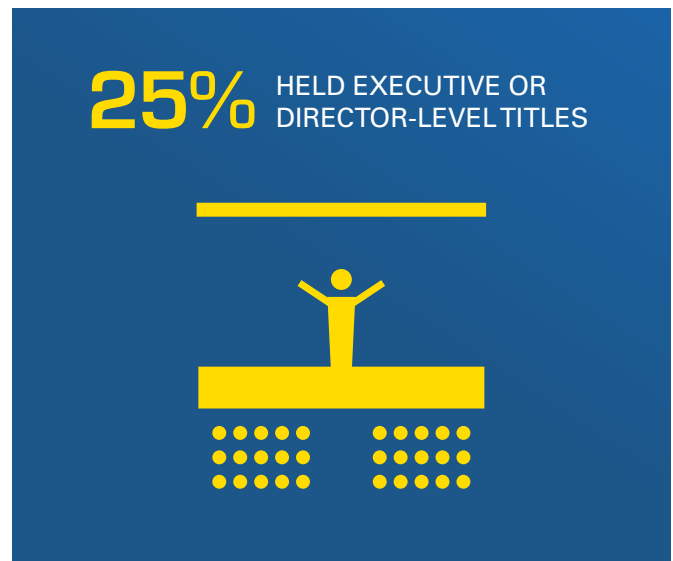
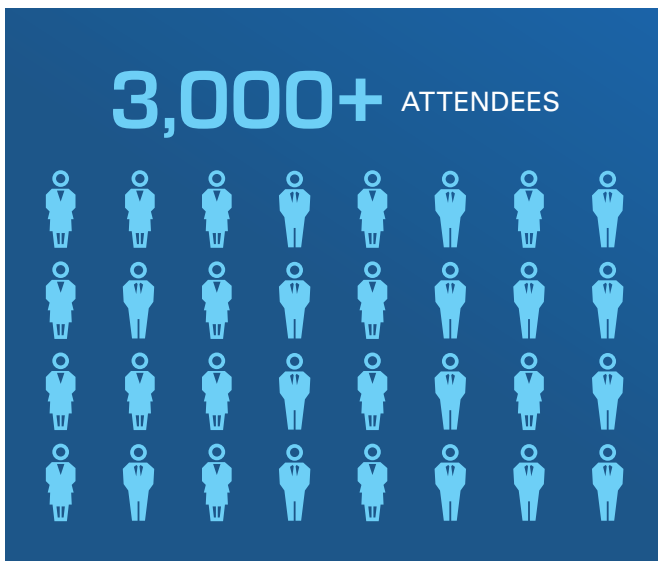
## Event Overview

Attracting the best of the engineering community from around the world, NIWeek features three days of curated learning, interactive workshops, and engaging speakers, all designed to help ensure success and accelerate the discovery of new ideas.

## Reasons to Sponsor

- ✓ Raise awareness of your brand and offerings
- ✓ Engage a highly qualified and targeted audience
- ✓ Reach a broad base of potential customers
- ✓ Generate valuable leads

## NIWeek 2019 Attendee Overview



Ready to Get Started?

Contact our sponsorship team today at [niweeksponsorship@ni.com](mailto:niweeksponsorship@ni.com).

# SPONSORSHIP LEVELS

Sponsor Level	Cornerstone	Platinum	Gold	Silver	Bronze
Total Spend (Sponsorship + Booth Fees)	\$50,000+	\$30,000–\$49,999	\$20,000–\$29,999	\$10,000–\$19,999	\$2,500–\$9,999
Full conference passes	TBD	8	6	4	0
Full-page ad in conference program	■				
Dedicated slide in keynote pre-roll	■	■			
Banner ad in NIWeek Mobile App	■	■			
Option to provide item for conference tote bag	■	■	■		
Recognition as sponsor in one preshow email	■	■	■		
All Sponsors Receive					
Sponsor logo on NIWeek website with link to sponsor website (page stays active 60 days post conference)	■	■	■	■	■
Logo on event signage (print and digital)	■	■	■	■	■
Recognition in NIWeek Mobile App	■	■	■	■	■
Recognition in printed conference program	■	■	■	■	■
NIWeek marketing materials provided to sponsor (upon request)	■	■	■	■	■

## Sponsor Now and Save

Save 10%

**Early Bird Special**  
(if confirmed by February 28, 2020)

Save 15%

**NIWeek 2019 Returning Sponsor Discount**  
(if confirmed by February 28, 2020)

Discounts cannot be combined.

## Save on NIDays Sponsorships

In addition to NIWeek, NI hosts two international conferences in the second half of the year—one in Europe and one in Asia—with similar sponsorship opportunities. More information on NIDays sponsorships will be available in the summer of 2020, but we're happy to start conversations about this opportunity now.

Save 10%

on each NIDays conference when you sponsor  
NIWeek 2020 + NIDays Europe and/or NIDays Asia

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# BUILD YOUR PACKAGE

Here are a few opportunities to help you get started. Don't see what you're looking for? Contact our Sponsorship Team at [niweeksponsorship@ni.com](mailto:niweeksponsorship@ni.com) to customize a package that suits your business needs.

Opportunity	Quantity	Cost	Description
Conference Party	1	\$25,000	<p><b>Sponsorship includes:</b></p> <ul style="list-style-type: none"> <li>Co-branded giveaways for all attendees</li> <li>Co-branded party wristbands</li> <li>Branded hospitality suite</li> <li>Opening remarks to kick off the party</li> <li>Logo displayed on the main stage drape (sponsor must provide gobo)</li> <li>Logo displayed on all digital signage throughout the venue</li> <li>Logo printed on souvenir photos</li> <li>Branded cocktail napkins</li> <li>Recognition in the printed program as the conference party sponsor</li> </ul>
Charging Towers	5	<p><b>Exclusive for All 5 \$20,000</b></p> <p><b>Single Tower \$5,000</b></p>	<p><b>Sponsorship includes:</b></p> <ul style="list-style-type: none"> <li>Stand-alone charging tower with your logo prominently displayed</li> <li>Map of charging tower locations with your logo in the NIWeek Mobile App and printed conference program</li> <li>Option to place one piece of collateral or promo item at sponsored charging tower(s)<sup>1</sup> (sponsor responsible for distributing and restocking, as desired)</li> </ul> <p><b>The deadline for securing this sponsorship is July 1, 2020.</b></p>
Technical Track Sponsor	1 per Track	\$15,000	<p><b>Sponsorship includes:</b></p> <ul style="list-style-type: none"> <li>Option to provide signage to be placed near session rooms<sup>1</sup> (NI must preapprove signage)</li> <li>Chair drop at one track session to be agreed upon by sponsor and NI<sup>1</sup> (NI will distribute)</li> <li>Leads from track attendance<sup>2</sup></li> <li>Branded screen saver in all session rooms</li> <li>Logo included on track sponsor meter board signage placed around session rooms</li> </ul>
NIWeek Playground	1	\$15,000	<p>The NIWeek Playground includes several outdoor and indoor games, as well as an all-day coffee shop.</p> <p><b>Sponsorship includes:</b></p> <ul style="list-style-type: none"> <li>Option to distribute a promotional item provided by the sponsor<sup>1</sup></li> <li>Leads from coffee shop sales<sup>2</sup> (visitors must scan badge for coffee)</li> <li>Custom beverage napkins (included in cost)</li> <li>Prominent branding in a high-traffic location</li> <li>Recognition in the printed conference program as the NIWeek Playground sponsor</li> <li>Option to staff the area</li> </ul>
NIWeek Wellness Corner	2	\$8,000	<p>The NIWeek Wellness Corner offers healthy snacks and beverages, massage chairs, walking group sign-ups, and a quiet lounge area.</p> <p><b>Sponsorship includes:</b></p> <ul style="list-style-type: none"> <li>Custom beverage napkins (cost of napkins included in sponsorship)</li> <li>Prominent branding in the NIWeek Wellness Corner</li> <li>Mention in the printed conference program as the NIWeek Wellness Corner sponsor</li> <li>Option to provide one health and wellness-oriented promo item<sup>1</sup></li> <li>Option to staff the area and collect leads</li> </ul>
Keynote Chair Drop	4	\$8,000	<p><b>Sponsorship includes:</b></p> <ul style="list-style-type: none"> <li>Placement of one item in the seats of the keynote of your choice<sup>1</sup> (NI to distribute; one sponsor per keynote)</li> </ul>

<sup>1</sup> Sponsor is responsible for the production and cost of the item and shipping fees.

<sup>2</sup> Leads include contact name, company name, and email address and may be used for a one-time follow-up email to each contact. After that communication, it's the sponsor's responsibility to follow legal/privacy guidelines for future engagements.

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Opportunity	Quantity	Cost	Description
Future Technologies Pavilion	2	\$8,000	<p><b>Sponsorship includes:</b></p> <ul style="list-style-type: none"> <li>One 30-minute time slot for speaking (NI must preapprove topics)</li> <li>One demo station inside the pavilion</li> <li>Option to staff the pavilion and collect leads</li> <li>Option to distribute a promo item provided by the sponsor<sup>1</sup></li> <li>Session promoted in the NIWeek Mobile App, in the printed conference program, and on signage</li> </ul>
Conference Tote Bag	1	\$6,000	<p><b>Sponsorship includes:</b></p> <ul style="list-style-type: none"> <li>2,000 customized reusable tote bags with your logo (price of bags included in sponsorship)</li> <li>Bags distributed at registration to all full conference attendees</li> <li>Option to provide one item to be placed in bags<sup>1</sup></li> </ul>
Advertisement in Printed Conference Program	Limited Availability	<p>Full Page \$5,000</p> <p>Half Page \$3,000</p>	<p><b>Sponsorship includes:</b></p> <ul style="list-style-type: none"> <li>One full- or half-page ad in the official NIWeek printed conference program (approximately 2,500 to be distributed)</li> <li>Artwork provided by the sponsor</li> </ul> <p><b>The deadline for securing this sponsorship and providing artwork is July 1, 2020.</b></p>
Private Meeting Room/Hospitality Suite	5	\$5,000	<p><b>Sponsorship includes:</b></p> <ul style="list-style-type: none"> <li>12 ft x 12 ft private meeting room/hospitality suite on the show floor (room includes hard walls—no ceiling—with your logo on the door, a conference table that seats eight, and carpet)</li> <li>Option to add audio/visual equipment, custom furniture, and catering</li> </ul> <p><b>The deadline for securing this sponsorship is July 1, 2020.</b></p>
Conference Pen	1	\$5,000	<p><b>Sponsorship includes:</b></p> <ul style="list-style-type: none"> <li>2,000 custom pens with your company logo (cost of pens included in sponsorship)</li> <li>Pens distributed at registration</li> </ul>
Speaking Session on Exhibit Hall Stage	4	\$3,500	<p><b>Sponsorship includes:</b></p> <ul style="list-style-type: none"> <li>One 30-minute speaking opportunity on the Exhibit Hall stage</li> <li>Option to distribute one promotional item during your session<sup>1</sup></li> <li>Leads from your session<sup>2</sup></li> <li>Session promoted in printed conference program and in the NIWeek Mobile App</li> </ul>
Meter Board Panel Sign	3	\$3,500	<p><b>Sponsorship includes:</b></p> <ul style="list-style-type: none"> <li>Three double-sided 3 ft x 8 ft meter board panels, strategically placed in high-traffic areas around the convention center</li> </ul> <p><b>Limit one meter board panel sign sponsorship per company.</b></p>

<sup>1</sup> Sponsor is responsible for the production and cost of the item and shipping fees.

<sup>2</sup> Leads include contact name, company name, and email address and may be used for a one-time follow-up email to each contact. After that communication, it's the sponsor's responsibility to follow legal/privacy guidelines for future engagements.

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