

directXchange[®]
by nemoa



nemoa
SHARE. LEARN. CONNECT.

ANNUAL EVENTS

Spring Conference: March 22-24, 2017

Charity Golf Outing: July 17, 2017

Fall Conference: September 12-14, 2017



directXchange[®]
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2017

NEMOA

Sponsorship Opportunities



In 1947, a handful of pioneering New England mail order companies founded NEMOA as a professional group for discussions, community building, and information exchange. Over the past 69 years, NEMOA has not only grown beyond New England, but also its membership has become more diverse to include printers, list brokers, service bureaus, and other suppliers to mail order businesses. Yet, its focus remains on catalog and direct e-tail companies, large and small.

NEMOA's two annual directXchange conferences are the industry's best conferences for multichannel merchants and the companies that supply and support them. The theme of Share, Learn & Connect can be felt each day at the conferences.

Sponsorship has always been an important part of NEMOA. Sponsors receive numerous benefits and, most importantly, they get direct access to key industry leaders and the ability to connect with current and potential clients. NEMOA conferences are known for attracting key decision makers in their respective companies, including many C-level executives and owners of fast-growing multichannel businesses. Sponsorship is a powerful way to support the multichannel industry and show your commitment to making the industry stronger than ever.

NEMOA includes 250 member companies from 35 states and four countries, and continues to expand its reach by attracting approximately 1,000 annual conference attendees.

WE HAVE SEVERAL LEVELS OF SPONSORSHIP – THERE'S SURE TO BE ONE THAT'S JUST RIGHT FOR YOUR COMPANY.

BRONZE

Annual donation
\$2,800
no limit

Our entry level sponsorship is Bronze and includes the following benefits:

- 1 Complimentary Registration at each conference (Spring & Fall)
- Advanced access to the conference Attendee List (attendee name, title, and company name)
- All attendees of the sponsoring company receive a Sponsor Ribbon for their badge holders, indicating their level of sponsorship
- Company logo and sponsorship level listed in Conference Brochures, Promotional Emails & Onsite Program Handouts (size & location vary by level)
- Logo with sponsorship status on NEMOA website with a link to your website
- Logo exposure on Mobile Event Platform
- Opportunity to host a Round Table once per year
- Mention on printed Sponsor Signage & in Sponsor Slideshows at conferences
- Free display of material at shared sponsor tables at conferences

These levels are also available & include the following additional benefits to the Bronze level:

SILVER

Annual donation

\$5,500

limited to 12 companies

All Silver sponsors receive Bronze level benefits + the following benefits:

- Complimentary annual company NEMOA Membership
- 2 additional Complimentary Registrations (total of 3) to each conference
- Opportunity to introduce a speaker at a conference (breakout session)
- Tee Signage at Annual Charity Golf Outing

GOLD

Annual donation

\$11,000

limited to 8 companies

All Gold sponsors receive Bronze level benefits + the following benefits:

- Complimentary annual company NEMOA Membership
- 3 additional Complimentary Registrations (total of 4) to each conference
- Annual conference speaking opportunity (not guaranteed) – non-selling, must include a client and be relevant to conference topic
- Opportunity to introduce a speaker at a conference (breakout session)
- Guaranteed host for conference Roundtable once per year
- Tee Signage at Annual Charity Golf Outing
- Right of first refusal to renew your sponsorship at this level

Extra Benefits! In addition, each Gold sponsor receives one of the following benefits (first come, first served):

- 1 Sole sponsor (Company Name/Logo) of Conference Pens
- 2 Sole sponsor mention at Breakfast Day 1
- 3 Sole sponsor mention at Breakfast Day 2
- 4 Sole sponsor of Rising Star Program (<http://www.nemoa.org/scholarships.php>)
- 5 Sole sponsor of Xchange Café at conferences
- 6 Sole sponsor of First-Timer Welcome Briefing at conferences
- 7 Sole sponsor of Bus Transportation
- 8 Sole sponsor of C-Level Breakfast Session

PLATINUM

Annual donation

\$21,000

limited to 4 companies

All Platinum sponsors receive Bronze level benefits + the following benefits:

- Complimentary annual company NEMOA Membership
- 4 additional Complimentary Registrations (total of 5) to each conference
- 1 company representative invitation to Board and Speaker Dinner at each conference
- Guaranteed host for conference Roundtable once per year
- Opportunity to introduce a speaker at a conference (general session)
- Video Clip on big screen at conferences (length varies with sponsorship level)
- Tee Signage at Annual Charity Golf Outing
- Annual conference speaking opportunity (not guaranteed) – non-selling, must include a client and be relevant to conference topic
- Right of first refusal to renew your sponsorship at this level

Extra Benefits! In addition, each Platinum sponsor receives one of the following benefits (first come, first served):

- 1 Sole sponsor/mention at Opening Receptions
- 2 Sole sponsor/mention at Dinner Events
- 3 Sole sponsor/mention at Lunch
- 4 Sole sponsor of Hotel Keycards

learn

DIAMOND

Annual donation
\$26,000
limited to 1 company

The Diamond sponsor receives Bronze level benefits + the following additional benefits:

- Complimentary annual company NEMOA Membership
- 5 additional Complimentary Registrations (total of 6) to each conference
- Logo & company name on Attendee Badge Holders at each conference
- Official Sponsor of Onsite Program Handout
- 1 company representative invitation to Board and Speaker Dinner at each conference
- Opportunity to introduce a speaker at a conference (general session)
- Guaranteed Speaking Slot (Spring or Fall) – non-selling, must include a client and be relevant to conference topic
- Video Clip on big screen at conferences (length varies with sponsorship level)
- Guaranteed host for conference Roundtable once per year
- Tee Signage at Annual Charity Golf Outing
- 1 Complimentary Registration to the Annual Charity Golf Outing
- Right of first refusal to renew your sponsorship at this level

connect

OTHER SPONSORSHIP OPPORTUNITIES

Annual Charity Golf Outing

Hole Sponsorships - \$250 each

- Signage featuring your logo at a hole
- Mentions during Outing announcements
- Acknowledgment on NEMOA website and in Golf Outing promotions

Golf Product Sponsorships

- Your company logo printed on a product giveaway (balls, towels, bags, etc.)
- Mentions during Outing announcements
- Acknowledgment on NEMOA website and in Golf Outing promotions

In-Kind Sponsorships

Please contact us about the possibility of trading your services for a sponsorship.

HOW TO BECOME A SPONSOR

It's easy! Contact the NEMOA offices for more information.

- Determine your desired sponsorship level
- Contact 207-885-0090 or sponsorships@nemoa.org
- Provide your logo and company description suitable for publication in printed materials and on website
- Provide key company contact information and description of your business
- **The opportunity to Sponsor is a benefit of NEMOA Membership.** If your company is not yet a member, please contact us to learn how to apply. Annual membership dues are included in Silver, Gold, Platinum, and Diamond sponsorship packages.

sponsor

THANK YOU TO OUR 2016 SPONSORS FOR THEIR SUPPORT!

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Gold Sponsors

Arandell
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SHARE, LEARN & CONNECT

with companies such as:

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Bluestone Perennials

Boden

Brookstone

Cabot Creamery

Aurora Brands/Castanea
Partners

Coldwater Direct, LLC

Colony Brands

Colorblends

Company C, Inc.

Country Casual

Country Curtains

Cross Jewelers

CustomInk.com

Dental City

Dinn Bros. Trophies

Donna Salyers Fabulous Furs,
Inc.

Duluth Trading Company

Duncraft, Inc.

Earth Sun Moon Trading
Company

Elk Run, LLC/GiftCollector.
com

Equal Exchange

Fairytale Brownies

Gardener's Supply Company

Garnet Hill, Inc.

Glendale Parade Store

H2O Wear

Harbor Sweets

Hodges Badge Co., Inc.

Home Sew Holding LLC

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& Co. LTD

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Johnson Smith Co.

Junonia, Ltd

King Arthur Flour

L.L.Bean, Inc.

Lake Champlain Chocolates

Legendary Whitetails

Lehman's

LEM Products

Lenox Corporation

Littleton Coin Company

Lovesac

M.LaHart & Co.

Mystic Stamp Company

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National Geographic Society

National Wholesale Co., Inc.

New Braunfels Smokehouse

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Nueske's Applewood

Smoked Meats

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PBS Distribution

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Potpourri Group, Inc.

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Really Good Stuff

Reggio Register Company,
LLC

Rhode Island Novelty

Road Scholar

Ruma's Fruit and Gift Basket
World

Rust-Oleum Watco Floors

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Shades of Light

Silver Star Brands

SmartPak Equine, LLC.

Smithfield Specialty Foods
Group

Smithsonian Enterprises

Specialty Commerce Corp.

Sporty's Catalogs/Sports-
man's Market, Inc.

Staples

Sturbridge Yankee Workshop

Talbots

TD Associates, LLC dba

eCommerce Outdoors

The Journeys Group

The Orvis Co., Inc.

The Vermont Country Store

The Vermont Teddy Bear Co.

The Wig Company

Thos. Moser

Trainers Warehouse/Office

Oxygen

Trinity Road, LLC

Universal Screen Arts, Inc.

Uno Alla Volta/Stony Creek
Brands

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sion of N-P Tek LLC

Wine Enthusiast Companies

Wisteria

Yankee Candle Company

