



nemoa



2020 SPONSORSHIP OPPORTUNITIES

ANNUAL EVENTS

Spring Summit: March 18–20, 2020 • Fall Summit: September 17–18, 2020

NEMOA started in 1947 as the
New England Mail Order Association.
It was founded by several catalog
owners as a group for discussion,
community building, and information
exchange with the goal of

MAKING THE INDUSTRY AND THEIR BUSINESSES BETTER.

LOOKING TO THE FUTURE

72 years later, NEMOA has evolved into the National E-tailing and Mailing Organization of America. With over 250 member companies from all corners of the United States, NEMOA remains focused on keeping the industry moving forward by providing an environment where all its members can **share, learn, and connect**.

NEMOA's two annual industry-leading summits attract almost 1,000 attendees from multichannel merchants and the companies that supply them. Summits draw key decision makers in their respective companies, including C-level executives and owners of fast-growing businesses.

Sponsorship is a powerful way to **support the multichannel industry** and show your commitment to making the industry stronger than ever. Sponsors receive numerous benefits and, most importantly, they get direct access to industry leaders and the ability to connect with current and potential clients.

BECOME A SPONSOR

The future of direct marketing is in your hands—become a NEMOA sponsor today, and support a stronger tomorrow for the industry!

Plus, starting a sponsorship is easy:

- Determine your desired sponsorship level
- Contact the NEMOA office: call 207-885-0090 or email sponsorships@NEMOA.org
- Provide your logo and company description suitable for publication in printed materials and on website
- Provide key company contact information
- 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.



IN-KIND SPONSORSHIPS

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



ANNUAL DONATION

\$3,100

Our entry-level sponsorship includes the following benefits:

- 1 Complimentary Registration at each summit (Spring & Fall).
- Advanced access to the summit 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 Summit Brochures, Promotional Emails & On-site Program Handouts (size & location vary by level)
- Logo with sponsorship status on NEMOA website with link to your website
- Logo exposure on Mobile Event Platform (when applicable)
- Opportunity to host a Round Table or similar Sponsor-Hosted activity at one summit per year
- Mention on printed Sponsor Signage & in Sponsor Slideshows at summits
- Free display of collateral at shared tables at summits



ANNUAL DONATION

\$6,000

All Silver sponsors receive Bronze level benefits

PLUS the following benefits:

- Complimentary annual company NEMOA Membership
- 2 additional Complimentary Registrations (total of 3) to each summit (Spring & Fall). To encourage merchant attendance, consider offering one or more of your passes to your merchant clients. Thank you!
- Opportunity to introduce a breakout session at one summit per year (or similar exposure opportunity)
- Opportunity to submit White Papers for posting on NEMOA website



GOLD

LIMITED TO
10 COMPANIES



ANNUAL DONATION

\$11,750

All Gold sponsors receive Bronze level benefits

PLUS the following benefits:

- Complimentary annual company NEMOA Membership
- 3 additional Complimentary Registrations (total of 4) to each summit (Spring & Fall). To encourage merchant attendance, consider offering one or more of your passes to your merchant clients. Thank you!
- Annual summit speaking opportunity (not guaranteed) – non-selling, must include a client and be relevant to summit topic
- Guaranteed host for Round Table or similar Sponsor-Hosted activity at one summit per year
- 1 small table in the ballroom foyer area assigned exclusively to your company to display collateral and/or network with existing or potential clients
- Opportunity to submit White Papers for posting on NEMOA website
- 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) for the year:

- 1 Sole sponsor/mention at Breakfast Day 1
- 2 Sole sponsor/mention at Breakfast Day 2
- 3 Sole sponsor/mention at Lunch
- 4 Sole sponsor/mention at Themed Snack Break
- 5 Sole sponsor/mention at Reception Day 1
- 6 Sole sponsor/mention at Reception Day 2
- 7 Sole sponsor of C-Level Breakfast Session
- 8 Sole sponsor of First-Timer Welcome Briefing
- 9 Sole sponsor of Rising Star Program
www.NEMOA.org/scholarships.php
- 10 Sole Sponsor of Onsite Program Handout
- 11 Have another idea? We'll help you to find a unique way to get noticed!



PLATINUM

LIMITED TO
5 COMPANIES



ANNUAL DONATION

\$22,000

All Platinum sponsors receive Bronze level benefits

PLUS the following benefits:

- Complimentary annual company NEMOA Membership
- 4 additional Complimentary Registrations (total of 5) to each summit (Spring & Fall). To encourage merchant attendance, consider offering one or more of your passes to your merchant clients. Thank you!
- 1 company representative invitation to private Board and Speaker Event at each summit
- Annual summit speaking opportunity (not guaranteed) – non-selling, must include a client and be relevant to summit topic
- Guaranteed host for Round Table or similar Sponsor-Hosted activity at one summit per year
- 1 small table in the ballroom foyer area assigned exclusively to your company to display collateral and/or network with existing or potential clients
- Video Clip played in front of general session audience (video length varies with sponsorship level)
- Opportunity to submit White Papers for posting on NEMOA website
- 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) for the year:

- 1 Sole sponsor of Hotel Key Cards
- 2 Sole sponsor of Summit Pens
- 3 Sole sponsor of Bag/Tote/Pouch
- 4 Sole sponsor of Reusable Beverage Container
- 5 Have another idea? We'll help you to find a unique way to get noticed!



DIAMOND

LIMITED TO
1 COMPANY



ANNUAL DONATION

\$26,000

The Diamond sponsor receives Bronze level benefits

PLUS the following benefits:

- Complimentary annual company NEMOA Membership
- 5 additional Complimentary Registrations (total of 6) to each summit (Spring & Fall). To encourage merchant attendance, consider offering one or more of your passes to your merchant clients. Thank you!
- 1 company representative invitation to private Board and Speaker Event at each summit
- Guaranteed Speaking Slot (Spring or Fall) – non-selling, must include a client and be relevant to summit topic
- Guaranteed host for Round Table or similar Sponsor-Hosted activity at one summit per year
- 1 small table in the ballroom foyer area assigned exclusively to your company to display collateral and/or network with existing or potential clients
- Video Clip played in front of general session audience (video length varies with sponsorship level)
- Opportunity to submit White Papers for posting on NEMOA website
- Right of first refusal to renew your sponsorship at this level

EXTRA BENEFIT!

In addition, the Diamond sponsor receives the following benefit for the year:

- Logo & Company Name on Attendee Badge Holders at each summit

THANK YOU TO OUR 2019 SPONSORS FOR THEIR SUPPORT!

DIAMOND SPONSOR

EPSILON®

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



Visit NEMOA.org to learn more | 7

SHARE, LEARN & CONNECT

WITH COMPANIES LIKE:

1-800-HOMEOPATHY

99 Cent Razor

Actegy Health

Allen Edmonds

AmeriMark Holdings

Artifact Uprising

ASICS Corporation

Batesville Casket Company

Baudville

Beacon Athletics

Bella Luna Toys

BJ's Wholesale Club

Bluestem Brands/Appleseed's

Boden

Cheryl's Cookies

ChurchSource

Colony Brands/Integrated
Marketing Solutions (IMS)

Colorblends Wholesale
Flowerbulbs

Crate & Barrel

Cross Jewelers

Cuddledown

Design Toscano

Direct Checks Unlimited Sales

Distinctive Apparel

Dover Saddlery

Earth Sun Moon Trading Company

Enstrom Candies

Fabulous Furs

Fairytale Brownies

Fitness Finders

Franklin Planner

FULLBEAUTY Brands

Grainger

H2O Wear

Hammacher

Harvey Performance Company

Heart To Home Meals

Hodges Badge Company

Honeywell

Hoss Tools

Indrio Brands

Integrated Marketing Solutions

Iowa80.com

James Avery Artisan Jewelry

Jockey

K-Log

Keds

Kiefer Aquatics

King Arthur Flour

L.L.Bean

LEGO

Lenox Corporation

Littleton Coin Company

Lovepop

MacKenzie-Childs

Michael Schuster

MOO

Morinda

Mystic Stamp Company

National Collectors Mint

New Braunfels Smokehouse

Nueske's Applewood

Smoked Meats

Oberson

Paper Source

Physicians Mutual

Insurance Company

Plow & Hearth

Potpourri Group

Prairie Moon Nursery

Prudent Publishing

Publishers Clearing House

Revival Animal Health

Road Scholar

SABRE Red

Savannah Bee Company

Serious Brands

Silver Star Brands

SmartPak Equine

Smithsonian Enterprises

Specialty Commerce Corp.

Specialty Store Services

Sporty's Catalogs/

Sportsman's Market

Stark Brothers

Nurseries & Orchards

Strawberry Hill Povitica

Swanson Health

Talbots

Tectran Manufacturing

Territorial Seed Company

The Bradford Exchange

The Folio Society

The Grommet

The Orvis Co.

The Vermont Country Store

The Vermont Teddy

Bear Company

Trainers Warehouse/

Office Oxygen

U.S. Longevity Institute

Uline

UncommonGoods

Valley Vet Supply

Who's There Group

Winston Brands

Wisteria

Yankee Candle Company