

## 2025 Exhibitor & Sponsorship Opportunities



NCTC TIS 2025 WEBSITE

# WELCOME TO THE INDEPENDENT SHOW!

# Let's "Reach New Heights" Together!

The National Content & Technology Cooperative (NCTC) and ACA Connects are more excited than ever to welcome members and partners to this year's show!

# When and Where

Join us this Summer...

From August 10-13th at The Independent Show in Salt Lake City, UT. Conference sessions will be held at the beautiful Hyatt Regency.

Questions?

Howie Olson, NCTC Event Manager, holson@nctconline.org



# **IMPORTANT STATS FROM LAST YEAR**

# TIS 2024 TOTAL ATTENDEES



# MEMBER COMPANIES REPRESENTED

176

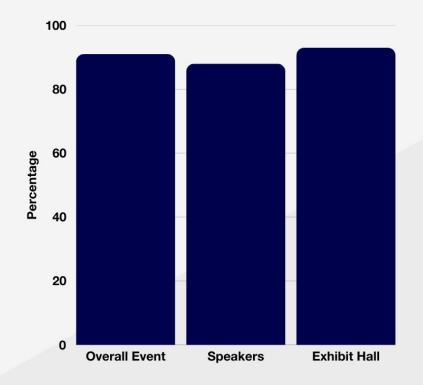
# MEMBER EMPLOYEES

385

## **TIS 2024 Overall Satisfaction**



# TIS 2024 attendees were satisfied with:



# Top Reasons To Attend:

# COLLABORATION

Connect with industry leaders and peers during our networking sessions and special events

# INNOVATION

Stay ahead of the curve by immersing yourself in sessions that explore the latest trends and best practices

# **TECHNOLOGY & CONTENT**

Explore products and services that are shaping the future of the industry

# **SCHEDULE OF EVENTS**

\* Six hours of dedicated exhibit hall hours, four hours on Monday and two hours on Tuesday.

\* Session times do not conflict with exhibit hours.

\*Schedule is subject to change.

SUNDAY, AUGUST 10	
12 p.m to 5 p.m	Registration
1 p.m. to 5 p.m.	Exhibitor Set-Up
3 p.m. to 5:15 p.m.	Users Groups
5:15 p.m. to 6:15 p.m.	Legal Professional Reception
5:30 p.m. to 6:45 p.m.	VIP Reception (Invitation Only)
6 p.m. to 7 p.m.	New Member/First Timer Reception
7 p.m. to 10 p.m.	Welcome Party

MONDAY, AUGUST 11	
7 a.m. to 5 p.m.	Registration
7 a.m. to 12 p.m.	Exhibitor Set-Up
7 a.m. to 8 a.m.	Conference and CIC Breakfasts
8 a.m. to 12 p.m.	General Session
12 p.m. to 1 p.m.	Lunch and Speaker
1 p.m. to 5 p.m.	Exhibit Hall
6 p.m. to 10 p.m.	Dinner & Entertainment at Utah Olympic Park

TUESDAY, AUGUST 12	
7 a.m. to 5 p.m.	Registration
7 a.m. to 8 a.m.	Conference Breakfast and Speakers
8 a.m. to 10 a.m.	General Session
10 a.m. to 12 p.m.	Exhibit Hall
12 p.m. to 5 p.m.	Exhibitor Tear-Down
12 p.m. to 1:15 p.m.	Lunch and Speaker
1:30 p.m. to 5 p.m.	Breakout Sessions
6 p.m. to 7 p.m.	Reception
6 p.m. to 10 p.m.	Children's Dinner & Party
7 p.m. to 9:30 p.m.	Dinner & Entertainment
9:30 p.m to 11 p.m	After Party

WEDNESDAY, AUGUST 13	
7 a.m. to 8 a.m.	Conference Breakfast
8 a.m. to 9:45 a.m.	General Session
9:45 a.m. to 10:00 a.m.	Closing Remarks







# **EXHIBITS**

## **Exhibit Options & Pricing**

10X10 = \$8,000

10X20 = \$13,000

20X20 = \$18,000

## **NCTC Partner Discounts**

Premier = \$1,500 | Preferred = \$1,250

Approved/General = \$1,000

## All Booths Include:

- 6' skirted table | 2 side chairs | waste basket | 17"x11" ID sign
- Pipe & Drape
- 8' high back wall
- 3' high side rails
- Carpeted Exhibit Hall
- Basic Wi-Fi will be provided in all meeting spaces for the purpose of checking email and web browsing. There will be a cap for each user. You will need to order individual internet access for any live streaming or demonstration purposes. An internet order form will be provided in the exhibitor kit.
- Please note, power is not included. You will need to order power through the exhibitor kit.
- Lead Retrieval Tool

## **All Exhibitors Receive**

- Two full conference registrations
- Pre & post conference attendee contact list (including email addresses)
- · Full access to exhibit hall
- All educational sessions\*
- All meals and networking events\*

\*Except "Member Operators Only' or "Invitation Only"

## **Innovation Showcase**

The Innovation Showcase is a dedicated area on the exhibit floor for prospective NCTC partners.

Approval by NCTC staff required. Contact <u>Howie Olson</u> to inquire about a booth in the showcase if you are not a current NCTC partner.

10x10 = \$8,000

## **Exhibit Schedule**

SUNDAY, A	UGUST 10
1 p.m. to 5 p.m.	Exhibitor Set-Up

MONDAY, AUGUST 11		
7 a.m. to 12 p.m.	Exhibitor Set-Up	
1 p.m. to 5 p.m.	Exhibits Open	

TUESDAY, AUGUST 12	
10 a.m. to 12 p.m.	Exhibits Open
12 p.m. to 5 p.m.	Exhibitor Tear-Down

\*Schedule is subject to change





# **EXHIBIT DETAILS**

#### How to secure a booth:

• Booths can be secured by registering here:

TIS Sponsorship and Booth Registration

TIS Booth Only Registration

• Full payment is expected at time of registration approval and required before a booth number can be assigned.

• The first round of booth assignments will begin in May.

#### **BOOTH ASSIGNMENTS**

Priority on booth assignments will be given to the TIS 2025 MVP and VIP level sponsors as well as NCTC Premier Partners. If you have questions regarding booth assignments, please email <u>Howie Olson</u>.

BOOTH ASSINGMENT SCHEDULE	
May 7	Applications due for the First Round
May 19 - 23	Booth Location Notification

#### **Booth Personnel/Additonal Exhibitors**

Booth personnel are welcome to attend all conference activities including meals and networking events as well as any educational sessions not listed as "member operators only" or "invitation only." Exhibiting companies may register additional personnel subject to the attendance policy found in the exhibitor contract. Full payment for additional personnel is due at time of registration.

#### **Offical Contractor**

The official contractor for the The Independent Show is GES. GES will handle all show decorating and drayage needs for exhibitors. Once you have received your booth assignment, an Exhibitor Kit will be e-mailed to you. This kit will allow you to order all of your critical show needs such as: material handling, electrical and internet needs, furniture, floral arrangements, installation and dismantling services, and other related services. A price list will be included with the Exhibitor Kit.

#### **Payments**

Full payment is expected once your booth application is approved. Booths will not be assigned a location until full payment is received. Your online registration will include payment options.

#### **Cancellations**

All cancellations must be in writing and are effective upon receipt by NCTC. Cancellation notice must be received by June 30 for exhibit booths and July 15 for exhibitor attendee registrations to qualify for a refund.



# **SPONSORSHIPS AT-A-GLANCE**

# **REACH NEW HEIGHTS WITH NCTC MEMBERS!**

TIS 2025 REGISTRATION & LANYARDS			
	Branded Lanyards and Registration Area	SOLD	
C	NTENT		
	Keynote Speakers	\$25,000	
	Legal Track Sponsorship*	\$2,500	
	Marketing Innovators Group (MIG)	SOLD	
Εv	ENING EVENTS		
	Sunday New Member Reception	SOLD	
	Sunday Legal Professional Reception	\$10,000	
	Sunday Night VIP Reception	SOLD	
	Sunday Night Welcome Party	SOLD	
	Sunday Night Lounges	\$20,000	
	Sunday Night Dinner Buffets	\$10,000	
	Monday Night Offsite Event	SOLD	
	Monday Night Offsite Entertainment	SOLD	
	Monday Night Offsite Transportation	\$25,000	
	Tuesday Night Reception Before Dinner	SOLD	
	Tuesday Night Dinner	SOLD	
	Entertainment at Tuesday Night Dinner	SOLD	
	Tuesday Night Children's Dinner	SOLD	
	Tuesday Night After Party	SOLD	

\*Contact <u>Howie Olson</u> if interested in a Legal Track Sponsorship.

	LUNCHES	
•	Monday Lunch with Enterainment/Speaker	\$50,000
	Tuesday Lunch with Entertainment/Speaker	\$50,000
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)	BREAKFASTS	
)	Monday Conference Breakfast	SOLD
	Tuesday Conference Breakfast	\$20,000
	Wednesday Conference Breakfast	\$15,000
)	Refreshments	
	Monday Afternoon Refreshments	SOLD
ŀ	Tuesday Afternoon Refreshments	SOLD
)		
)	Branding & Hot Items	
F	Conference App	SOLD
•	Conference Wi-Fi	\$17,500
)	Conference Awards	\$5,000
•	Charging Stations	SOLD
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# **SPONSORSHIP BENEFITS**

## **All Sponsors Receive:**

- On-screen signage at event
- · Logo on TIS website (theindependentshow.org) and mobile app
- Pre and post show list of attendees (including email addresses)

# Additional Benefits Based On Total Investment

(Exhibit Plus Sponsorship fees)

#### MVP TIER (SPEND OVER \$90,000 TO QUALIFY)

- All Gold Tier Benefits +
- · 4 complimentary registrations
- Special sponsor level recognition on conference signage, website and mobile app

#### VIP TIER (SPEND OVER \$45,000 TO QUALIFY)

- All Gold Tier Benefits +
- 2 complimentary registrations

#### GOLD TIER (SPEND OVER \$35,000 TO QUALIFY)

- Logo on giveaway bag & t-shirt for all attendees
- Exclusive Signage

#### Silver Tier (Spend over \$25,000 to QUALIFY)

- Logo on giveaway bag for all attendees
- Non-exclusive Signage

#### Bronze Tier (Spend over \$15,000 to qualify)

- Non-exclusive Signage
- Bag Insert (printing costs not included)

Please note that amount spent at WEC 2025 is counted towards your TIS 2025 tier level.

- 2 web banners on <u>nctconline.org</u> to be used in the 2025 calendar year
- Marquee Signage
- 1 web banner on <u>nctconline.org</u> to be used in the 2025 calendar year
- Marquee Signage
- Bag Insert (printing costs not included)
- 1 complimentary registration
- Bag Insert (printing costs not included)



# CONFERENCE BREAKFASTS & REFRESHMENTS

Monday Conference Breakfast	SOLD
Monday Afternoon Refreshments	SOLD
Tuesday Conference Breakfast	\$20,000
Tuesday Afternoon Refreshments	SOLD
Wednesday Conference Breakfast	\$15,000

# RECEPTIONS

Sunday New Member Reception	SOLD
Sunday Legal Professional Reception	\$10,000
Sunday Night VIP Reception	SOLD
Tuesday Night Reception Before Dinner	SOLD



# SUNDAY NIGHT WELCOME PARTY

What could be more exhilarating than reaching new heights at the TIS 2025 conference's kick-off event? Guests can soar through various themed lounges, engage in high-flying games and activities, or simply unwind and connect with fellow attendees over fabulous food and drinks! A DJ will be spinning the hottest tracks to keep the energy sky-high all night! Elevate your presence as a sponsor of the first networking event of the show!

#### Main Event Sponsor SOLD

We'll work with you to incorporate your brand into the theme of the evening. Includes hosting the Central Bar, a main focal point in the room. Create your own specialty cocktail and invite members to come have a drink on you. Qualifies for MVP sponsor status!

#### Hosted Lounge \$20,000 (4 Opportunities Available)

Have your own personalized area to host customers for cocktails, decadent desserts and conversations. Each lounge has its own bar serving a specialty drink, lounge seating, large screen monitor (if desired). Lounges are located in the main event area for all attendees to visit and are the perfect spot to meet with customers.

#### **Themed Dinner Buffet** \$10,000 (4 Opportunities Available)

Host exceptional cuisine designed by the Hyatt Regency culinary team. Buffet stations will incorporate sponsor's logo into décor and buffet signage







# MONDAY NIGHT OFFSITE EVENT AT UTAH OLYMPIC PARK

## **Overall Event**

#### **Transportation**

Help make the event even more enjoyable by sponsoring branded buses to get our attendees from the hotel to the park and back!

SOLD

SOLD

\$25.000

#### **Entertainment**

Sponsor the evening entertainment—Flying Aces! See Olympians and National Team skiers and snowboarders perform acrobatic feats as they soar up to 60 feet in the air before landing in the Park's Spence Eccles Olympic Freestyle Pool.









# TUESDAY NIGHT ACTIVITES

Tuesday Night Reception Before Dinner	SOLD
Tuesday Night Dinner	SOLD
Entertainment at Tuesday Night Dinner	SOLD
Tuesday Children's Dinner	SOLD
Tuesday Night After Party	SOLD









# **KEYNOTES & LUNCHEONS**

## Keynote Speaker - \$25,000

Sponsor a keynote speaker at the morning general session. Past speakers have included motivational speakers, business experts and celebrities.

## Monday & Tuesday Luncheon Speaker or Entertainment - \$50,000 Each Day

The lunches are one of our most sought-after sponsorships. They provide an opportunity for the sponsor to address the crowd from the stage.

Sponsors are encouraged to provide their own speakers or entertainment as an alternative to the sponsorship fee.





## **Sponsored Speaking Opportunity**

Contact Howie Olson at holson@nctconline.org if you are interested in a sponsored speaking opportunity for your company during a breakout session and/or general session.

# CONFERENCE AWARDS

# \$5,000 Each

#### **NCTC Employee of the Year**

NCTC employees are recognized for their hard work during their tenure serving members and the organization.

#### **Rising Star - SOLD**

The Rising Star Award aims to highlight future leaders and influencers within their field.

Qualities of a Rising Star: Innovation, leadership potential, dedication, and impact on their industry or community.

#### **Lifetime Achievement**

This award recognizes individuals who have demonstrated dedication and made significant contributions to the member community over many years.



# **HOTEL INFORMATION**

## Host Hotel



Hyatt Regency – Salt Palace Convention Center 170 S W Temple St

Salt Lake City, UT 84101

Click Here to book now

## **Overflow Hotel**



Salt Lake Marriott Downtown at City Creek 75 S W Temple St

Salt Lake City, UT 84101

<u>Click Here to book now</u>

The hotels are conveniently located just 0.5 miles apart, making them easily accessible on foot. Experience the vibrant downtown atmosphere of Salt Lake City at either location, where you can explore unique shops, enjoy delightful restaurants, and take in the beautiful mountain backdrop!

## **Exhibitor Room Block- 10 or More Rooms:**

We require all companies that need more than 10 rooms to secure a room block through NCTC. To book a room block, contact Melanie Quinones, NCTC Marketing & Event Specialist, <u>mquinones@nctconline.org.</u>

## **Room Cancellations:**

If you need to make changes or cancel a room within your block after July 10, please contact <u>Melanie Quinones</u>, Please do not cancel the room directly with the hotel. We may be able to repurpose this room for another attendee.

Deadline for room block is July 18, 2025. Click here to book.

# **THEINDEPENDENTSHOW REACH NEW HEIGHTS**SALT LAKE CITY, UT - AUGUST 10-13



CONNECTS