

SPONSORSHIP & EXHIBITOR
OPPORTUNITIES // 2025



winter
educational
conference

connectivity unleashed

Atlanta, GA | Omni Atlanta Hotel at Centennial Park | #WEC25 | February 23-25, 2025 | [NCTC WEC 25 Website](#)

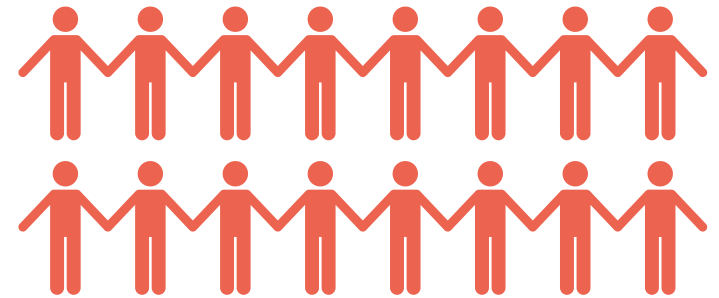
WEC IS TAKING OVER ATLANTA!

During this conference, we are plugged in and focused on technology innovation and evolution.

Be a part of the conference that's setting connectivity **free!**



WEC 2024



500

Attendees

(Representing NCTC Member
& Partner Companies)



52

**Exhibitors &
Sponsors**

HOTEL INFORMATION

OMNI ATLANTA HOTEL AT CENTENNIAL PARK

190 Marietta St NW
Atlanta, Georgia, 30303

The conference is scheduled for *February 23-25*. The room block begins on February 18 and ends on March 1; the discounted group rate will be available through those dates. The deadline to book a room is January 31, 2025. To make a reservation, please [click here](#).

Room rates:

- \$249 per night Tuesday 2/18 – Saturday 3/1
- Premier rooms start at \$279

The host hotel and location of all educational sessions, meals and the Exhibit Hall will be the Omni Atlanta Hotel at Centennial Park.

EXHIBITOR ROOM BLOCK – 10 OR MORE ROOMS:

We are requiring all companies who need more than 10 rooms secure a Room Block through NCTC. To book a room block, contact Melanie Quinones, mquinones@nctconline.org.

ROOM CANCELLATIONS

If you need to make changes or cancel a room within your block after January 31, contact Melanie Quinones, NCTC Marketing & Event Specialist, mquinones@nctconline.org.

Please do not cancel the room directly with the hotel. We may be able to re-purpose this room for another attendee.



Deadline for room block is January 31, 2025. [Click here](#) to book.

IMPORTANT DATES



OCTOBER

- Booth and sponsorship sales open
- Attendee registration opens

NOVEMBER

- Registration deadline for first round of booth location assignments

DECEMBER

- Priority booth assignments sent to exhibitors
- **December 31 Early Bird registration deadline for attendees**

JANUARY

- Final Booth payments due in full/booth cancellation deadline
- Conference app goes live
- **January 31 hotel room block deadline**

FEBRUARY

- Pre-Conference attendee contact list sent to sponsors & exhibitors (week of February 3-7)
- **February 7 Regular Price registration deadline for attendees**
- Winter Educational Conference takes place on February 23-25

MARCH

- Post-Conference attendee contact list sent to sponsors & exhibitors (week of March 3-7)

SPONSORSHIP AND EXHIBITOR INFO

SPONSORSHIP & EXHIBITOR INFORMATION

- Sponsorships and exhibit booths are sold on a first-come first-served basis
- Sponsorship and exhibit booth fees are due at time of registration approval
- Sponsorships and exhibit booths can be secured online – [WEC Exhibitor Only Registration](#) | [WEC Sponsor and Exhibitor Registration](#)

ASSIGNMENT OF BOOTH LOCATION

- Booth location assignment is on a first-come, first served basis with priority booth selection for NCTC Premier, Preferred, Approved and General Partners and also to companies that secured WEC sponsorship by November 2024.
- Please keep in mind that many organizations can be applying for the same booth location. When making your selections, try not to concentrate all your choices in one area.

PRELIMINARY EXHIBITOR SCHEDULE

Session times will not conflict with exhibit hours

SUNDAY, FEBRUARY 23

3 p.m. to 5 p.m.	Exhibitor and Attendee Registration
3 p.m. to 5 p.m.	Exhibitor Set-Up
5 p.m. to 6:30 p.m.	Exhibitor & Sponsor Reception

MONDAY, FEBRUARY 24

7 a.m. to 4:30 p.m.	Exhibitor and Attendee Registration
7 a.m. to 11 a.m.	Exhibitor Set-Up
12 p.m. to 5:30 p.m.	Exhibit Hall Open
12 p.m. to 1:30 p.m.	Buffet Lunch on Exhibit Floor
4 p.m. to 5:30 p.m.	Cocktail Reception on Exhibit Floor

TUESDAY, FEBRUARY 25

7 a.m. to 12 p.m.	Exhibitor and Attendee Registration
10 a.m. to 12 p.m.	Exhibit Hall Open
12 p.m. to 3 p.m.	Exhibitor Tear-Down



SPONSORSHIP AND EXHIBITOR INFO

PAYMENTS

- Payment is due with your booth and/or sponsorship registration approval.
- Payments can be made online via credit card through the registration system or by ACH/ Wire or check.
- If full payment is not received on or before January 24, 2024, exhibitors risk forfeiture of booth space.

CANCELLATIONS

- All cancellations must be in writing and are effective upon receipt by NCTC.
- Exhibit Booth Space: Cancellation notice must be received by January 24, 2025 to receive a refund. No refunds will be given for cancellations received after this date.
- Attendee Registrations: Cancellation notice must be received by January 31, 2025 to qualify for a refund. No refunds will be given for cancellations received after this date.

BOOTH PERSONNEL

- Booth personnel are welcome to attend all conference activities including the Exhibit Hall, meals and networking events as well as any educational sessions not listed as “NCTC Members Only”.
- Booths include two complimentary exhibitors and you may register additional exhibitors for an added fee.
- Full payment for additional booth personnel is due at the time of registration.

ONSITE REGISTRATION

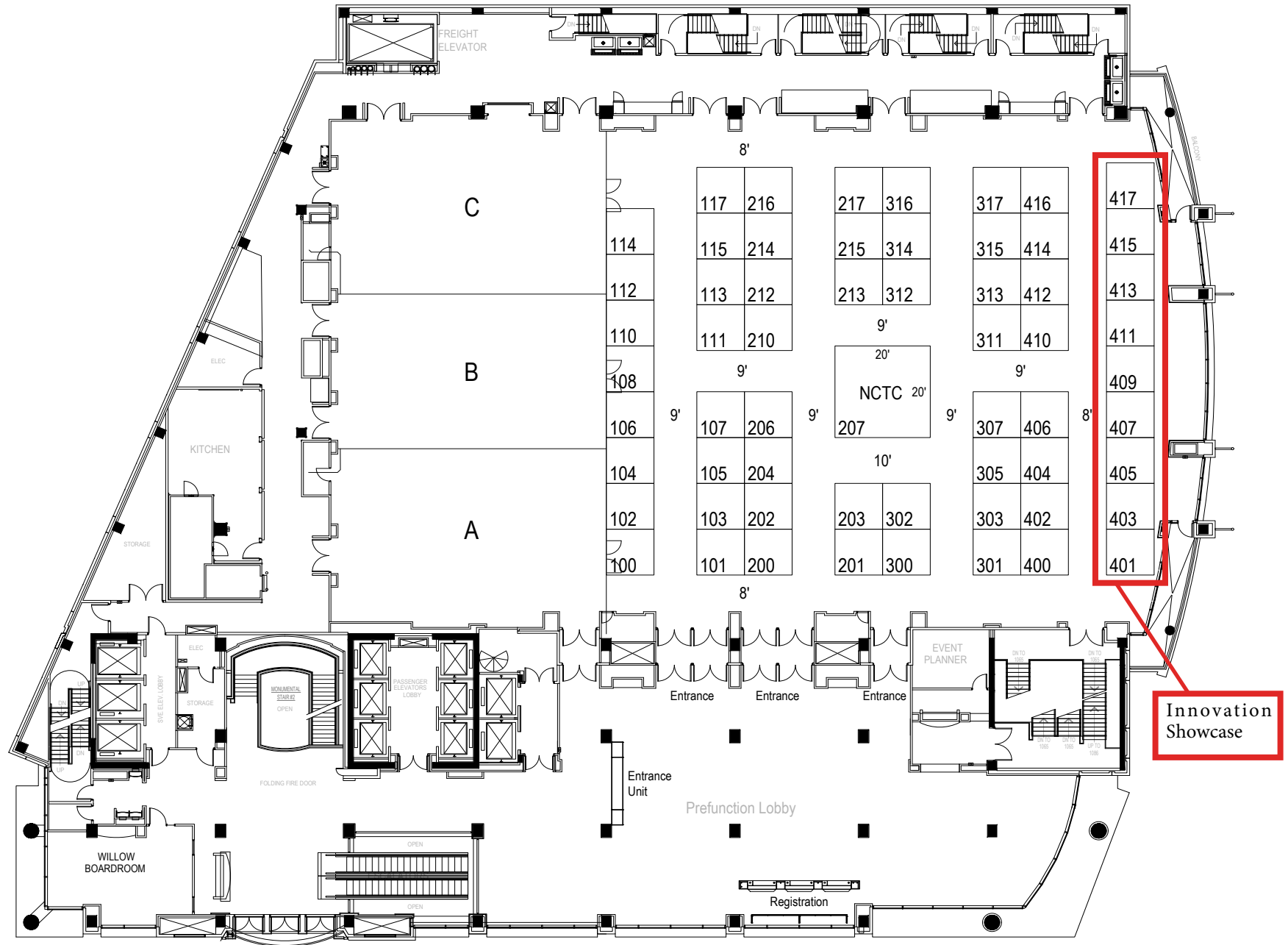
- Onsite registration for additional supplier personnel will be available only to people whose companies are registered to exhibit at the conference.
- Onsite registration will not be accepted by persons not working directly for an NCTC Approved, Preferred, Premier or General Partner.
- Manufacturer’s representatives, consultants, etc. must be approved by NCTC and registered in advance by the company they are representing.

OFFICIAL CONTRACTOR

The official contractor for WEC 2025 is GES. GES will handle all show decorating and drayage needs for exhibitors. Once your exhibitor registration is approved, an exhibitor kit will be available to you. This kit will allow you to order all your critical show needs such as: material handling, electrical needs, furniture, F&B, AV, internet, installation and dismantling services and other related services. A full price listing will be included in the exhibitor kit.



EXPO FLOOR MAP



WEC EXHIBIT BOOTHS



ALL BOOTHS INCLUDE:

- Two full exhibitor registrations
- Pre & Post conference attendee contact list (including email addresses)
- 6' skirted table | 2 side chairs | Wastebasket | 17"x11" ID sign
- Pipe & Drape
 - 8' high back wall
 - 3' high side rails
- Existing ballroom carpeting
- 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

BOOTH PRICING

10x10 Booth:

- \$6,250 for NCTC Premier Partner
- \$6,500 for NCTC Preferred Partner
- \$6,750 for NCTC Approved and General Partner
- \$7,000 for Other Exhibitors (Approved by NCTC to Exhibit at WEC)

10x10 Booth for prospects in Innovation Showcase

- \$7,000 for prospective NCTC Partners (approval required)
- Booths in the Innovation Showcase are limited to companies that are not current NCTC partners who are approved by NCTC

SPONSORSHIPS AT-A-GLANCE

connectivity unleashed



Unleash Your Brand to NCTC Members!

WEC 2025 REGISTRATION & LANYARDS

Branded Lanyards and Registration Area	\$25,000
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CONTENT

Keynote Speaker(s)	\$20,000
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EVENING EVENTS

Sunday Reception for Sponsors & Exhibitors	SOLD
Monday Reception in Exhibit Hall	SOLD
Tuesday Happy Hour	SOLD

LUNCHES

Monday Lunch in Exhibit Hall	\$20,000
Tuesday Lunch with Speaker and/or Entertainment	SOLD

BREAKFASTS

Monday Conference Breakfast	SOLD
Tuesday Conference Breakfast	\$10,000

REFRESHMENTS

Monday Afternoon Refreshments	\$5,000
Tuesday Afternoon Refreshments	\$5,000

BRANDING & HOT ITEMS

Conference App	\$10,000
Conference Wi-Fi	SOLD
Two (2) Charging Stations	\$10,000
Branded Hotel Keycards	\$15,000



SPONSORSHIP BENEFITS

Money spent at WEC counts towards your TIS '25 sponsorship tier!

ALL SPONSORS RECEIVE

- On-screen signage at event
- Logo on WEC website 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 \$40,000 TO QUALIFY)

- All Gold Tier Benefits +
- 4 complimentary registrations
- Special sponsor level recognition on conference signage, website and mobile app
- 2 web banners on nctconline.org to be used in the 2025 calendar year
- Marquee Signage

VIP TIER (SPEND OVER \$25,000 TO QUALIFY)

- All Gold Tier Benefits +
- 2 complimentary registrations
- 1 web banner on nctconline.org to be used in the 2025 calendar year
- Marquee Signage

GOLD TIER (SPEND OVER \$20,000 TO QUALIFY)

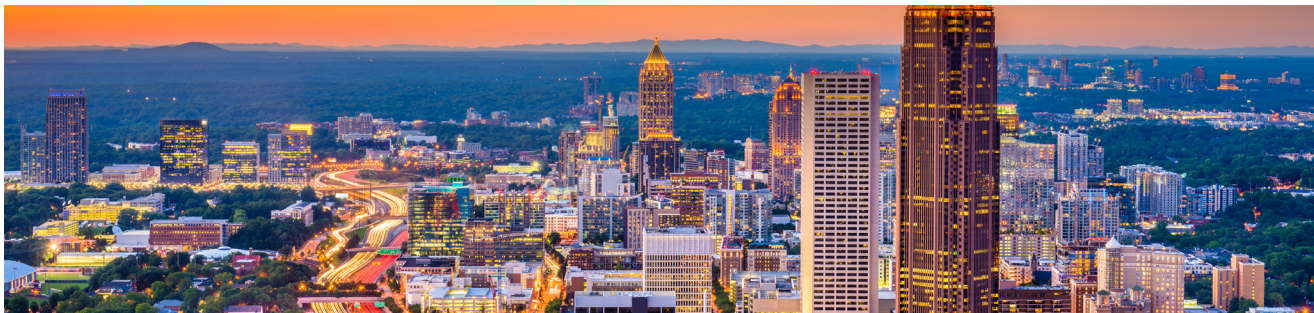
- Logo on giveaway bag for all attendees
- Exclusive Signage
- Bag Insert (printing costs not included)
- 1 complimentary registration

SILVER TIER (SPEND OVER \$15,000 TO QUALIFY)

- Logo on giveaway bag for all attendees
- Non-exclusive Signage
- Bag Insert (printing costs not included)

BRONZE TIER (SPEND OVER \$10,000 TO QUALIFY)

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



CONFERENCE BREAKFASTS & REFRESHMENTS

Monday Conference Breakfast – **SOLD**

Tuesday Conference Breakfast – \$10,000

Monday or Tuesday Afternoon Refreshments – \$5,000 each day

KEYNOTES & LUNCHES

MORNING KEYNOTE SPEAKER(S) – \$20,000

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

MONDAY LUNCH AT EXHIBIT HALL – \$20,000

Visit booths before, after and while eating your lunch.

TUESDAY LUNCH SPEAKER AND/OR ENTERTAINMENT –
SOLD

