



# NOCOM 2020

## Sponsorship Opportunities

Northern Colorado Manufacturing Partnership is pleased to host the largest manufacturing trade show in the state showcasing Northern Colorado's expanding manufacturing sector, connecting suppliers, manufacturers, capital. With 125 booths featured in 2019 and over 900 attendees, the 2020 show is expected to surpass expectations! Attendees of the show include business owners, presidents, CEOs, sales and business development managers, sales representatives, buyers, marketing coordinators, students educators and more.

The trade show is hosted on 36,000 square feet exhibitor space which includes manufacturers, supply chain networks and community partners with the addition of presentations by Colorado's manufacturing leaders and a B2B networking event to close out the day. Proceeds from the trade show fund the NOCO initiatives and programs that fuels our mission of driving a passionate, collaborative partnership to make American manufacturing great!

The marketing campaign for the show highlights our supporting sponsors and includes:

- an internal email campaign (which includes over 1000 members and contacts)
- social media campaign
- external marketing campaign with video
- online and print ads
- press releases
- marketing through our public partners

\*Detailed marketing campaign can be shared upon request\*

### **SPONSORSHIP PACKAGES AVAILABLE:**

#### **Major Trade Show Sponsor – \$6,500 investment**

- Exclusivity to exhibit at the show within your industry. Meaning no competitive booths.
- Ten (10) passes to NOCOM
- Two (2) tickets to NOCOM B2B Event
- 10' x 10' booth included (booth must be staffed during tradeshow hours: 9am to 3pm)
- Company logo featured on event collateral including: invitations, posters, ads, exhibitor marketing kit, event trade show app, event webpage, and event sponsor board
- Company name mentioned in social media posts and press releases
- Display company banner near registration area (banner provided by sponsor)
- First right of refusal to sponsor NOCOM 2021
- Industry Categories Include:

Available:

- Energy
- Fleet Services
- Commercial Industrial Real Estate
- Media

Confirmed for 2020:

- Venue Sponsor- City of Loveland
- Bank – First Bank
- Accounting and Tax – Plante Moran
- Staffing/Personnel – Aerotek
- Insurance – Flood and Peterson
- State Sponsor – NOCO Redi

LARGEST MANUFACTURING TRADE SHOW IN COLORADO

# NOCOM 2020

## Sponsorship Opportunities



### Coffee Sponsor – (1 Available) \$3,500 exclusive sponsorship

- Five (5) passes to NOCOM
- Company logo on NOCOM emails, event sponsor board and NOCOM website

### Lanyard Sponsor – (1 Available) \$3,500 exclusive sponsorship

- Five (5) passes to NOCOM
- Logo printed on trade show lanyards with NOCOM logo
- Company logo on NOCOM emails, event sponsor board and NOCOM website

### Program Sponsor – (1 Available) \$3,500 exclusive sponsorship

- Five (5) passes to NOCOM
- Logo featured on first page of the trade show app
- Company logo on NOCOM emails, event sponsor board and NOCOM website

### Media Sponsor– (1 Available) \$3,500 exclusive sponsorship

- Exhibitor booth
- Logo printed on printed programs and featured on first page of the trade show app
- Company logo on NOCOM emails, event sponsor board and NOCOM website
- Opportunity to offer free publication subscription

### Education Alley– (1 Available) \$3,500 exclusive sponsorship

- Five (5) passes to NOCOM
- Logo on student ad flyer distributed in Larimer and Weld County schools
- Logo on the end cap of the row for education booths
- Lunch meet and greet with students and educators at student presentation
- Company logo on NOCOM emails, event sponsor board and NOCOM website

### B2B Happy Hour - Event Sponsor (~~3 Available~~) – ~~\$2,500 investment each~~ **SOLD OUT**

- Five (5) passes to NOCOM includes and Five (5) passes to B2B Happy Hour
- Opportunity for promotion table at NOCOM B2B Happy Hour with company banner (provided by sponsor)
- Opportunity to welcome participants with two minutes of speaking time during the event
- Company logo on NOCOM B2B collateral, emails, event sponsor board and NOCOM website

### Speaker Hall Sponsor – (~~0 Available, 2 Sold~~) ~~\$2,500 investment each~~ **SOLD OUT**

- Five (5) passes to NOCOM
- Opportunity to welcome participants in speaker hall and introduce speakers for sessions
- Company logo on NOCOM emails, presentation slides, event sponsor board and NOCOM website

### Working Lounge Sponsor – (1 Available) \$2,000

- Five (5) passes to NOCOM
- 10X10 Exhibitor booth in lounge area
- Company logo on NOCOM emails, presentation slides, event sponsor board and NOCOM website

LARGEST MANUFACTURING TRADE SHOW IN COLORADO

# NOCOM 2020

## Sponsorship Opportunities



### **Platinum Raffle Sponsor – ~~\$1,000 exclusive sponsorship~~ **SOLD OUT****

- Five (5) passes to NOCOM and two (2) tickets to NOCOM Happy Hour
- Opportunity to help with raffle drawing at B2B Happy Hour, with your raffle item being largest value
- Photo with the raffle prize winner featured on social media
- Company logo on NOCOM emails, presentation slides, B2B event sponsor board and NOCOM website

### **Gold Raffle Sponsor – ~~\$750~~ **SOLD OUT****

- Two (2) passes to NOCOM, two (2) tickets to NOCOM Happy Hour
- Opportunity to help with raffle drawing at B2B Happy Hour
- Photo with the raffle prize winner featured on social media
- Company logo on B2B event sponsor board

### **Silver Raffle Sponsor – \$500, not exclusive sponsorship**

- Two (2) passes to NOCOM, one (1) ticket to NOCOM Happy Hour
- Name mentioned at raffle drawing
- Photo with the raffle prize winner featured on social media
- Company logo on B2B event sponsor board

### **Bronze Raffle Sponsor – \$250, not exclusive sponsorship**

- Two (2) passes to NOCOM
- Name mentioned at raffle drawing
- Company logo on B2B event sponsor board

To secure sponsorship contact:

Nathan Morimitsu, assistant to Heidi Hostetter, NOCOM 2020 Chair

Director of Operations, H2 Manufacturing Solutions

[nate@h2manufacturingsolutions.com](mailto:nate@h2manufacturingsolutions.com) | Mobile: 970-980-8798

*Please send your logo as an EPS and PNG file to Christine Juker, NOCOM Marketing Manager,  
[NoCoMfg@gmail.com](mailto:NoCoMfg@gmail.com)*

LARGEST MANUFACTURING TRADE SHOW IN COLORADO

# MARKETING REACH

## Thank You Partners!



1 Digital Banner and Ad in Newsletter Monthly  
Online Banner and Event Calendar  
Increased Frequency March-April

2,000+ Readers  
80% Manufacturers  
5,000 Unique Web Clicks



½ Page Ad in February and April  
Digital and Print Issues in Rocky  
Mountain Edition (CO, UT, ID, MT, WY)

7,300 Readers  
19,000 Pass Along Rate  
20,000 Unique Digital Clicks



2 Digital Banners in March  
Online Event Calendar  
16,000 Subscribers  
40,000 Pass Along Rate



Monthly Ad Eblast Campaign  
Monthly Highlight in Newsletter  
Social Media  
Event Webpage and Calendar  
NOCOM Event Cards Distributed at Events

Over 900 Readers  
300+ Manufacturers  
50+ Service Providers  
30+ Public Partners

Public Partner Newsletters  
Public Event Calendars and Social Media  
*\*Unable to measure reach  
through 30+ public partners, chambers,  
municipalities, workforce centers, and education.*

### INDUSTRY ORGANIZATIONS



6 Press Releases  
Public Event Calendars  
Social Media



### THE SMALLS

The Colorado Small Government Contractor Collaborative



Membership Emails, Newsletters  
Event Page and Calendar

*BizWest, Colorado CompanyWeek,  
Daily Camera, DBJ, Denver and  
Cheyenne TV stations, 5280  
Magazine, 850 KOA, The Denver  
Post, Coloradoan, Greeley Tribune,  
InnovatioNews, Local Chambers,  
Longmont Times-Call, Loveland  
Reporter Herald,  
Women in Manufacturing and more!*

LARGEST MANUFACTURING TRADE SHOW IN COLORADO

# NOCOM EVENT SPONSORS

## Thank you!



### Major Event Sponsors



### Additional Sponsors Speaker Hall



### B2B Networking Reception



Platinum Raffle Sponsor  
*Kaiser Permanente*

Gold Raffle Sponsor  
*Colorado Business Advisors*