It’s time to think outside the booth!
NACE offers a wide range of sponsorship opportunities to increase visibility of your brand beyond the confines of your booth.
Top Reasons To Sponsor

Show your brand's strength to your competition

Increase your brand awareness by sponsoring attendee favorites & must-see events

Initiate new business and build long lasting relationships.

Demonstrate your support within the corrosion industry

Make a stronger connection with your customer base and prospects
Onsite Branding

Directional Sponsor (Exclusive) – NEW! $15,000

Each sign is a touch point for our attendees. Think about how you can use directional signs to make the most impact and improve the overall attendee experience. Take advantage of this unique sponsorship opportunity!

Company recognition is included on all general conference directional signage dispersed throughout the convention center:

- Two (4’ X 4’) floor clings
- Five meterboards (3.18’ X 7.25’)
- Eight easels (22” X28”)
- One custom meterboard for sponsor’s advertisement which will be displayed in a high traffic area of the convention.

Conference Shuttles (Exclusive) – NEW! $15,000

Be the official CORROSION 2021 shuttle sponsor! Routes include pick up and drop off to a majority of CORROSION’s conference hotels.

- Mobile advertising exposure on exterior of shuttle buses
- Company recognition on all directional and informational signage, prominently placed at all conference hotels using shuttles and also designated at pick-up and drop-off location at convention center
- Includes shuttle headrest covers that will be dispersed throughout shuttles
- Opportunity to play video loop
Onsite Branding

**Water Stations (Exclusive)**
- Exclusive sponsorship of all water stations (18 total) located in the Exhibit Hall, registration and meeting rooms

**Grand Expo Cups and Napkins (Exclusive)**
- Company recognition on paper napkins and plastic beverage cups distributed at the Expo Grand opening in the Exhibit Hall on Monday

**Escalators (Exclusive)**
- Fully custom clings (every other) and runners with your company logo and booth number:
  - Escalator Graphics L1-EG03
  - Escalator Runner L1-ER01

**Meeting Signs (Exclusive)**
- Company recognition on CORROSION’s meeting room signs at the Salt Palace Convention Center
Onsite Branding

Light Box Ad (Limit of 2) – NEW! $9,500

- Custom ad displayed all 5 days of conference
- Light box will be located in a high traffic area of the convention center
- Dimensions are 9’Hx18’W with the ad area sized at 7’Hx16’W

Hanging Banners– NEW! $7,500 (Level 1 or 2)

- Your custom advertisement displayed on (1) hanging banner located on either Level 1 or Level 2
- Includes custom advertisement on BOTH sides
- Art must be provided by sponsor by February 9, 2021
- Size of banner is 4’ W X 16’ H
Onsite Branding

**Headquarter Hotel Room Key (Exclusive)**

$5,500

- Company name on all room keys (~1,150) for attendees staying at the following headquarter hotel, The Grand America Hotel. Hotel key card production is included (full color, both sides)

**Window Cling Ads – NEW!**

$5,000 (includes 2 clings)

Your custom advertisement displayed on a window cling decal for all to see!

- Custom advertisement on single-sided cling located on Level 2 or 3 of the convention center
- Art must be approved between sponsor and NACE
- Sponsor must provide art by January 18, 2021
- Art sized at 6.2’ W X 3.875’ H

**Charging Station**

$3,500 per station

Keep attendees charged up and happy at CORROSION! Users will access cell phones by creating their own locker combination from the touchscreen.

- Charging lockers can be located in the Exhibit Hall or meeting corridor
- Lockers include:
  - 8 secure lockers
  - 19” LCD touch screen for branding
  - Full custom vinyl wrap
Onsite Branding

Free Standing Meterboard Ad – NEW! $2,500

- Customized, doubled sided meterboard placed in high traffic areas of the meeting room corridor. Your opportunity to fully customize this signage with your OWN AD and drive traffic to your booth!

Aisle Signs (Limit of 26) $1,250

- Company logo and booth number on custom aisle sign hung prominently in the exhibit hall
- Exclusions apply

Floor Decals (set of two; Limit of 26) $1,250

- A floor decal placed at both intersections of your aisle with the main aisle in the Exhibit Hall (total of 2)
- Your option to fully customize this carpet decal with your OWN AD! If you choose to forgo sending art, not a problem—we can create a decal to include your company logo and booth number!

Benches (set of two; Limit of 10) $1,000

- Company logo and booth number on set of two benches in exhibit hall
Attendee Focus

Conference Bags $32,000

- One-color logo placed on official CORROSION sustainable totes (4,000), which will be distributed to conference attendees during registration
- Production cost is included
- Opportunity to distribute company literature with bag at registration

Student Poster Session $17,500

Audience: 200+

- Recognition during breakfast orientation, student abstracts, marketing material, and much more!

Conference Proceedings $10,000

- Official sponsor of CORROSION 2021’s conference proceedings, which is distributed to advance registrants and sold at registration and the NACE Store
- Company logo with hyperlink to sponsor’s webpage within proceedings’ landing page
- Opportunity to provide a customized promotional card insert* within proceedings’ packaging. This is a full color, 5.5" W X 4" H card insert with opportunity to promote on both sides of insert. Production is included and art must be approved by NACE. Final art must be submitted by January 12, 2021
- Personalized Web banner on proceedings’ webpage. This can be a static banner or rotating dynamic banner. Artwork and links must be provided by sponsor by January 12, 2021
CORROSION Final Program (Exclusive) – NEW!  

- Custom gate cover advertisement on CORROSION’s Final Program, distributed to 5,000+ attendees
- Specs for outside front gate cover (8" x 10 7/8" – folding out to 16” x 10 7/8”)
- Full page advertisement featured in your choice of either the Advance Program, October 2020 issue - or - Conference Preview, February 2021 issue of MP

Corrosion Cafe (Exclusive) – NEW!  

Sip and scroll at the Corrosion Cafe. Catch up on the latest news or answer your e-mails. Located just inside the exhibit hall near registration.

- Brand recognition throughout at the café –we can customize for you or you can design! NACE has final approval
- Opportunity to provide guests with your promotional literature or giveaway
- Coffee and tea will be designated at the café on day of your choice, compliments of you!
- Option to include a mobile meeting and work pod – ask your Sales Rep for details!
Attendee Focus

Corporate Access Lounge  Massage Station **NEW!** (Exclusive) $8,000

Tuesday, April 20 & Wednesday, April 21, 2021
9 a.m. to 3 p.m.

- Complimentary massages for CORROSION corporate members in the Corporate Access Lounge Monday and Tuesday from 9 a.m. to 3 p.m.
- Includes two massage therapists each day.
- Opportunity for massage therapist personnel to wear sponsor’s shirt (to be provided by sponsor)

Professional Development Hours (PDH) Station (Exclusive) $7,500

- Connect with attendees at CORROSION’s PDH Stations
- Your logo will be placed on highly visible overhead panels and on the desktop background of computer screens
Attendee Focus

**Headquarter Hotel Room Drop (Exclusive)**

- Company promotional piece delivered directly to ~575 attendees staying at the headquarter hotel.
  Production is not included.

$5,500

**Lanyards (Exclusive)**

(Maximum Reach)

- Exclusive, highly visible exposure
- Logo branding on lanyards distributed to attendees at registration

$5,500

**Headshot Station (Exclusive)**

- Company logo included on printed on digital photo that will be emailed to recipient; production is included
- Opportunity for sponsor representative to be present at the Headshot Station (slotted timeframe) to personally connect with attendees and provide giveaway
- Sponsor recognition on on-site signage, including welcome, promotional and directional signage

$5,000

**Specialty Snack (Tuesday or Wednesday in the Exhibit Hall)**

- Specialty snack served in the Exhibit Hall on your day of choice—Tuesday or Wednesday
- Company recognition and booth number recognition on easel signage
- Exhibit Hall announcement to promote your snack along with mobile app push notification promotion
- Ask your Sales reps for more details – pricing may vary, depending on snack type

$3,000+

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Room Drop Sample

Headshot Station

CORROSION Conference & Expo 2021
April 18-22 • Salt Lake City, UT
Attendee Focus

Digital Caricature Live Artist–NEW! (Exclusive) $7,500

- Add pizzazz and keep CORROSION guests laughing with a sponsored digital caricature artist!
- Option to have artist draw within your booth, or we can provide a designated spot to drive traffic and promote your brand
- Company recognition on print out version
- Includes digital caricature artist station on Wednesday, 10 a.m. to 5 p.m.
- Push notification promoting your sponsored activity in the Exhibit Hall

Business Card Case (Exclusive) $5,000

- Your company logo will be imprinted on business card cases distributed to all attendees at registration. Production of business cards is not included.

Pens (Exclusive) $5,000

- Your company logo on pens distributed to all attendees at registration and in all meeting rooms each day of the conference. Production is not included.

Notebooks (Exclusive) $4,000

- Your company logo on notebooks distributed to all attendees at registration and in all meeting rooms each day of the conference. Production is not included.

Luggage Tags - NEW! (Exclusive) $4,000

- Perfect for the CORROSION business traveler, your company logo will be imprinted on complimentary luggage tags distributed to all attendees at registration. Production of luggage tags is not included.
Attendee Focus

NACE Book Store Bags (Exclusive) $2,000

- Your company logo on reusable tote bags distributed at the NACE Book Store
- Bag production is included

Symposium or Technical Committee Meeting Coffee Break (Limit of 6) $2,000 per meeting

- Put your company brand in front of a highly targeted audience by providing complimentary coffee at one of CORROSION’s top symposia
- Company logo imprinted on 200 coffee cups served during break time of selected symposium
- Company recognition on 22”X24” easel near beverage station
- Production of cups and signage included
Traffic Builders

**Corrosive Chronicles Theatre (Exclusive) – NEW!** $7,000

- Exclusive sponsorship of one of the CORROSION Corrosive Chronicles Theatres complete with recognition on the hanging banner
- One push notification delivered via CORROSION 2021 official mobile app in advance of event
- Opportunity for sponsor to present in the Corrosive Chronicles Theatre (NACE must approve topic)
- One Sponsor mention in the Exhibit Hall announcements

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**Expo Grand Opening Entertainment (Exclusive) – NEW!** $7,000

- Elevate your brand on the show floor by being the exclusive opening entertainment sponsor at CORROSION! The Expo Grand Opening will feature a one-of-a-kind performers that will engage with conference delegates in a infectious and memorable way
- Opportunity for the Salt Lake City performers to make final destination at sponsor’s booth.
- 25 beverage tickets where entertainment can hand out, compliments of you!
High Rollin’ for a Harley Giveaway (Limit of 8)  

$3,500

- Recognition as a co-sponsor of the Harley Giveaway event; this is a unique opportunity to get participants to your exhibit booth for a chance to win the grand prize
- Sponsor recognition on the “Poker Run” cards distributed to participants. Poker cards will be produced with your company logo and distributed from your booth. Card production is included
- Company recognition on pre-promotion digital and print advertisements for the Harley Giveaway including October 2020 and February 2021 issue of Materials Performance
- Company recognition on giveaway submission card, inserted in CORROSION’s Final Program, distributed to 5,000+ attendees
- Company recognition on event signage displayed in the Exhibit Hall and in areas of the convention center
- Custom floor decal to showcase in front of your booth as an official sponsor
- Company recognition near the Harley, which will be on displayed in the front entrance of the Exhibit Hall and then raffled off in the main entrance of the hall on the last day of conference
- Sponsor mentions during the Exhibit Hall announcements
- The right to use “sponsor” title in your own promotional materials
Networking

NACE Honoree Night
Wednesday, April 21, 2021  7 to 10 p.m.

Join us for an evening of networking, dinner, and presentation of the association awards. Awards recognize NACE International members for their outstanding contributions to NACE, corrosion control methods, science, and engineering. The evening will commence with the passing of the gavel to incoming 2021-2022 NACE President. Take this opportunity to showcase your company as title sponsor for this unique venue as your event backdrop.

Title Sponsor – NEW! $2,500

As the title sponsor of Honoree Night, receive reserve seating and complimentary admission tickets for 15 guests as well as co-sponsor recognition in the program, pre-promotion, on-site signage and more!

Co-Sponsor – NEW! $1,500

As a co-sponsor of Honoree Night, receive reserve seating and complimentary admission tickets for 10 guests as well as co-sponsor recognition in the program, pre-promotion, and more!

Hospitality Suite – NEW! $6,000+

Creatively crafted to network and entertain your guests, hospitality suites are a perfect way to get away from the hustle and bustle of the conference week and conduct business in a casual setting.

- Book daily or purchase a buyout of the suite for the entire conference week
- Ask your Sales Rep for more details or a customized packaged
Digital Sponsorships

**Wireless Internet (Exclusive) $15,000**

- Company recognition on Wi-Fi landing page, prompted by all Wi-Fi users at CORROSION
- Custom landing page letting every attendee know to stop by sponsor’s booth to get a free drink ticket (while supplies last). Once all drink tickets have been distributed, NACE will change out the redirect landing page to sponsor’s company website
- Customized user name and password for Wi-Fi users
- 400 drink tickets to sponsor that attendees can redeem at the sponsor’s booth

**Video (Limit of 6) $1,500 per video**

- Each sponsor receives a 60 second video slot spot in which you can promote new products, services, booth location and much more!
- Video production is NOT included
- Video will run on digital kiosks located in 2 areas of the convention center
- Audio is included
- Video loops in a first come, first serve basis)
- File format: 1920 x 1080 Mpeg2 or Mpeg 4 files
- Aspect ratio for the 55" monitor is 9x16, portrait mode
Digital Sponsorships

Digital Packages
MPU or Banner + Mobile App Banner $4,500

Integrated Mobile App (Limit of 3) $2,500
- Rotating banner featured on CORROSION’s official mobile app’s top dashboard (first come, first save basis on order of rotation.)
- Banner will hyperlink to sponsor’s company webpage
- Sponsor is to provide artwork sized at:
  - Phone: 640x150 pixels Tablet: 552 x 150 pixels
  - Files must be in .jpg, .png, or .gif files only
- One customized push notification from CORROSION’s official mobile app on selected choice of day(s), Sunday thru Thursday; first come, first serve basis. 140-character, with spaces, message limit.

Conference Daily News
Premium Leaderboard (620X90) $3,000
MPU (200X200) $2,500
Banner (620X90) $2,500
- Static Web banner of your choice featured on the Conference News Daily, delivered each day to all conference attendees + NACE membership (~30,000) during each conference day (Sunday through Thursday) plus, the post-show wrap up
- Hyperlink to sponsor’s company webpage. Sponsor is responsible for providing artwork for News Daily banner and hyperlink by February 23, 2021.

Mobile App Sample
Daily News Sample
Digital Sponsorships

**CORROSION Daily News Sponsored Content** (Limit of 2)

**Option 1: Sunday, Monday, Tuesday**  
$5,500

**Option 2: Wednesday, Thursday, Post-Show Recap**  
$5,500

- Press release and thumbnail ad (200x200) featured on CORROSION Daily News as sponsored content. Press release and MPU art must be provided by February 23, 2021
- CORROSION Daily News will be uploaded to the CORROSION event website

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Sponsored Content Sample

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NACE Instagram Takeover—NEW!  
$1,000+

Think about what value you can bring to NACE’s audience to make your Instagram Stories takeover irresistible.

- Ask your Sales Rep for more details or a customized packaged!

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NACE Instagram Story Sample
Your Investment Includes

$5,000 +

- Company logo on sponsor Thank You signage prominently displayed at CORROSION 2021
- Company logo listed on website with hyperlink to company Web page
- Company logo and listing in CORROSION’s mobile app
- Company logo on sponsor Thank You ad in Advance Program, October 2020 issue of *Materials Performance (MP)*, delivered to 37,000+ NACE International members
- Company logo on sponsor Thank You ad in Conference Preview, February 2021 issue of *MP*, delivered to 37,000+ NACE International members
- Company logo on sponsor Thank You ad in CORROSION 2021 Final Program, delivered to 6,000+ expected attendees
- Company logo on sponsor Thank You ad in Conference Wrap Up, July 2021 issue of *MP* delivered to 37,000+ NACE International members
- Company logo with hyperlink to company website on bottom of five promo emails

Under $5,000

- Company logo on sponsor Thank You signage prominently displayed at CORROSION 2021
- Company logo listed on website with hyperlink to company Web page
- Company logo and listing in CORROSION’s mobile app
- Company logo on sponsor Thank You ad in Advance Program, October 2020 issue of *Materials Performance (MP)*, delivered to 37,000+ NACE International members
- Company logo on sponsor Thank You ad in Conference Preview, February 2021 issue of *MP*, delivered to 37,000+ NACE International members
- Company logo on sponsor Thank You ad in CORROSION 2021 Final Program, delivered to 6,000+ expected attendees
- Company logo on sponsor Thank You ad in Conference Wrap Up, July 2021 issue of *MP* delivered to 37,000+ NACE International members

***A company have first right of renewal for a sponsorship for 120 days post the previous conference. After 120 days, the sponsorship is opened up to any company. Please check with your sales representative for available sponsorships.***
Contact Us

Diane Gross, Sales Manager
Email: diane.gross@nace.org
Tel: +1 281-228-6446

Eric Freer, Key Account Executive
Email: eric.freer@nace.org
Tel: +1 281-228-6292

Tiffany Krevics, Exhibit & Sponsorship Sales Representative
Email: tiffany.krevics@nace.org
Tel: +1 281-228-6411

Rosalind Hoang, Sponsorship Development Manager
Email: rosalind.hoang@nace.org
Tel: +1 281-228-6245