



NEFMA Sponsorship FAQ

Question: If I am Main Stage sponsor, what do I receive?

Answer: You will receive a large (10 foot) banner above the main stage indicating that the NEFMA 2019 Fall Conference is presented by XYX with firm logo. For Fall 2019 it will be present during both the Awards on Monday and the main program sessions on Tuesday. In the printed program, main stage sessions will be referred to as taking place on the XYZ Main Stage.

Question: If I am the primary evening-event sponsor I share the event with a secondary sponsor, and it says I help shape the event. What does that mean?

Answer: The primary sponsor will get to address the event or have a client do so for them. They will receive a large (10 foot) banner 2019 Awards Reception Sponsored by XZY. They will be given the opportunity to work with the Programming team to suggest ideas for music, flow or format. Final decisions will be made by NEFMA. Attendees will receive one free drink presented by both the primary and secondary sponsors

Question: If I sponsor Lunch and Learn, how much time will I receive, and how much control over content do I have?

Answer: You will have 30 minutes of the one hour lunch. You have complete control over the content, but NEFMA requests the topic in advance to make sure that it does not duplicate the work of another speaker. Should the sponsor choose, they can bring in another speaker to present for them. The opportunity comes with a 7 foot banner: NEFMA Lunch and Learn Sponsored by XYZ.

Question: For the right of first refusal with a Gold Sponsorship, how do I exercise that option?

Answer: You must confirm you desire to exercise the option in writing no later than 90 days before the next conference. If you do not confirm, the opportunity will be offered to other sponsors.

Question: If the Gold Package gives me the chance to moderate a panel, how does that work?

Answer: Simply request to be considered for a sponsorship by emailing Graham@mckennamangement.com. Indicate any specialties and skills you may have that will assist us in matching you to a moderation opportunity, along with the proposed moderator. NEFMA reserves the right to select moderators based on the skill set of the firm and the moderator.

Question: Sponsorships come with an advance list of attendees. What does that provide?

Answer: No less than one week before the conference you will receive a list with name of attendee, mailing address and email address so that you can plan your networking and outreach activities.

Question: What do I get as the secondary sponsor of the Evening Awards Event?

Answer: The secondary sponsor receives a 7 foot banner. They will be acknowledged by the president of NEFMA from the podium. They also receive shared credit for the free drink. Note: the secondary sponsor must be in a distinct category from the primary sponsor (e.g. general agency and direct mail agency but not two general agencies)

Question: if I want to be a sixty-second spot sponsor, and I don't have an ad, can I still participate?

Answer: You can either use an ad or video you may already have, or we can put you together with one of a number of NEMFA Service Member providers who can assist you with developing a 60 second video or ad. Note: spots will be distributed throughout the sessions on a first come first serve basis according to sponsor preference with no more than two spots per break.

Question: What are the restrictions on building my own afternoon session adjacent to the conference, and how will people know about it?

Answer: Simply email Graham@mckennamanagement.com and request an afternoon slot. We will assign you to one of our rooms. Should you need AV support, we will also put you in contact with hotel AV, and you will be billed directly. There are no restrictions on your format or content, but we ask to approve your topic no less than 30 days in advance of the conference so that we avoid duplication. The session will be promoted as part of the NEFMA program on the website and in the printed agenda. It will be noted that this is a "partner presentation presented by xyz."

Question: If I am the bag sponsor, will my bag be the only one? Does my bag need to mention NEFMA?

Answer: There will be no official NEFMA bag. Yours will be handed out with the conference materials. Your bag does not need to mention NEFMA. You may use existing bags you have on hand.

Question: What are specific website opportunities?

Answer: email Graham@mckennamanagement.com for a tour of available slots and prices.

Question: If I do a free standing insert, who produces it, and how will they be displayed?

Answer: You do the production and deliver them to the hotel, attention Graham Cox, NEFMA no later than one day prior to the conference. They will be placed in the packet side folder in a loose format in alphabetical order.

Question: If I do a Hall of Partners Banner Stand, who does production, and how can I support my stand with other activities?

Answer: You do the production with the vendor of your choice or use an existing piece and bring the banner and banner stand to the event. There are no design restrictions. You are free to stand by your banner stand and engage attendees as they go by and distribute literature or promotional items. There will not be tables.

Question: What are the specs for social media post ads, and how do I get my ad posted?

Answer: Please send your post copy and images to Graham@mckennamanagement.com. Once your post has been reviewed and approved by NEFMA it will be posted to NEFMA's LinkedIn page and Twitter page.

Question: I am an existing sponsor, but I would like to do a 90-Second “elevator intro” speech during the conference. May I do so?

Answer: No. While we very much value your interest, we think it is important to give our newest sponsors a special venue in which to share what they do with the attendees. This is open to any sponsor who has not been a sponsor in the previous two conferences.

Question: To get the multi-conference discount of 10%, when do I have to sign up for both? Will I get the discount if I sponsor two things of identical value at the two conferences?

Answer: To get 10% off, you must buy both the fall 2019 and spring 2020 conferences at once and pay for both at that time.

Question: What procedure do I have to follow to get the 50% discount for my client who comes as my guest?

Answer: Simply email Graham@mckennamanagement.com and provide the name of the guest and their firm. He will provide you with a promotion code for them to enter as your guest. They will automatically receive 50% off their conference registration fee for *a full conference registration* (does not include hotel).