



*Value Through Professional
Asset Management*

2024

ADVERTISING OPPORTUNITIES

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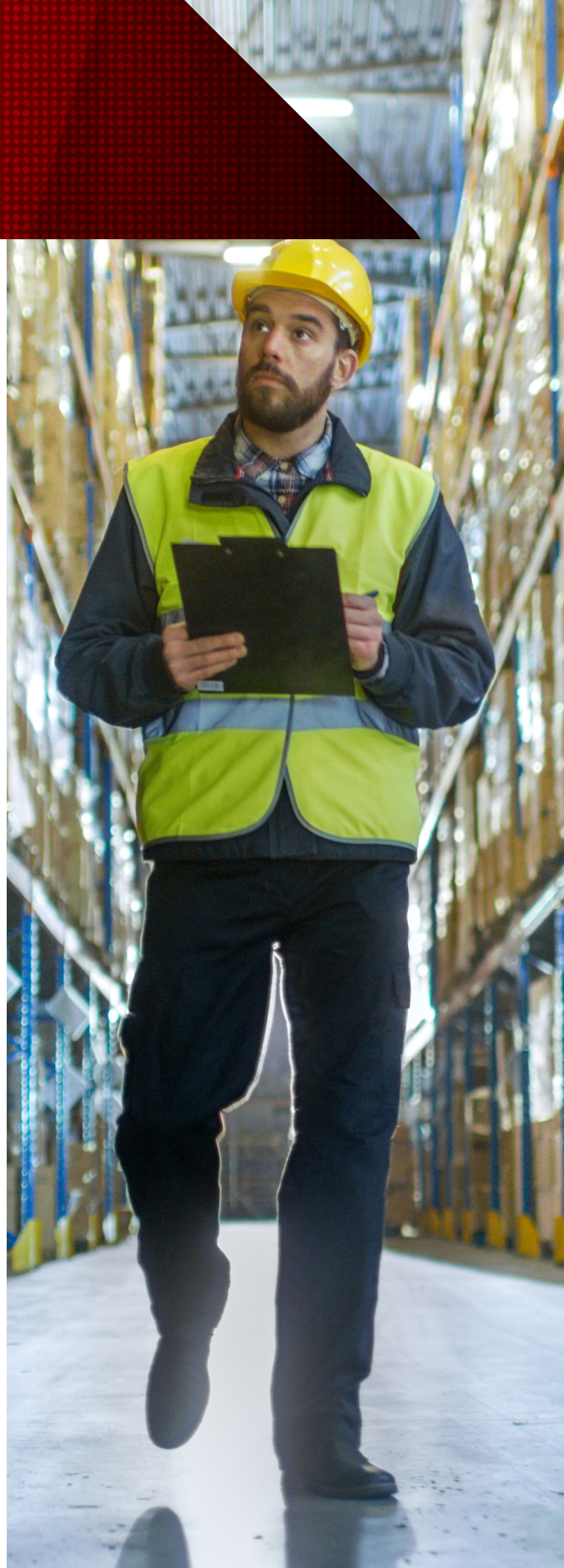
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WHAT IS THE NPMA?



The NPMA is the leading membership association for asset management and fleet management professionals. For over 50 years, the NPMA has committed to continuing its history of advancing the profession through leadership in education, standards, compliance, and certifications.



**LEARN MORE ABOUT
THE NPMA FOUNDATION**

www.npma.org/foundation

NPMA MEMBERS HAVE INPUT ON PURCHASING DECISIONS RELATED TO:

- Asset maintenance software
- Asset management consulting services
- Asset management software
- Auction services
- Disposition and recycling services
- Fleet management services
- Fleet management software
- Fleet vehicle purchases
- Mobile hardware
- Physical inventory services
- Real property services
- Real property software
- RFID hardware, services, software, and tags

REPRESENTATIVE MEMBER **ORGANIZATIONS**



CONTRACTORS (COMMERCIAL GOVERNMENT)

Aerojet Rocketdyne
Aerospace Corporation
BAE Systems
Ball Aerospace and Technology
Boeing Company
CACI International Inc
Chugach Consolidated Solutions
Collins Mission Systems
Constellis
General Dynamics
Huntington Ingalls Industries
KBR
L3Harris SASI
Leidos
Lockheed Martin
Northrop Grumman
Raytheon Technologies
SAIC
United Launch Alliance

EDUCATION

Cal Poly Pomona University
Colorado State University
Michigan State University
Mississippi State University
Sam Houston State University
Stanford University
Texas Tech University
University of Alabama in Huntsville
University of California
University of Florida
University of Texas

RESEARCH AND DEVELOPMENT

Brookhaven National Laboratory
Draper Laboratory
Idaho National Laboratory
JHU Applied Physics Laboratory
Los Alamos National Laboratory
MIT Lincoln Laboratory
Oak Ridge National Laboratory
Sandia National Laboratories
Space Dynamics Laboratory

FEDERAL GOVERNMENT

DCMA
Defense Intelligence Agency
Department of Agriculture
Department of Commerce
Department of Defense
Department of Education
Department of Energy
Department of Health and
Human Services
Department of
Homeland Security
Department of Justice
Department of State
Department of Transportation
Department of Treasury
Department of Veteran Affairs
Federal Aviation Administration
General Services Administration
NASA
Smithsonian Institution

PRINT MEDIA

THE PROPERTY PROFESSIONAL

- Direct Mail: Sent to over 2,000 members
- Web Accessible: Archived on the NPMA website

THE PROPERTY PROFESSIONAL MAGAZINE

The magazine is distributed in both print and electronic media five times a year. Written by industry leaders, each issue contains educational articles, case studies, current events, and editorial columns pertaining to the association and the asset management profession. Premium position in *The Property Professional* magazine will be agreed upon by both parties and may include inside front cover, inside back cover or back cover.

SELECTION:	RATES:
Full Page	\$945/per issue \$3,425/annually*
Full Page Premium	\$4,400/annually* (Premium position)
Half Page	\$525/per issue
(Horizontal only)	\$2,425/annually*
Quarter Page	\$475/per issue \$1,725/annually*

**Annual rates include five issues per year*

VENDOR POSTAL MAILING

NPMA will coordinate a postal mailing to all opt-in members on behalf of vendor to spotlight their products/services.

- Vendor to provide pre-assembled materials for mailing
- Vendor to ship pre-assembled materials to NPMA-designated mailing facility for addressing

SELECTION:	RATES:
One Mailing:	\$1,050 + Mailing Expenses (contact NPMA for a quote)

ADDITIONAL OPPORTUNITIES FOR EXPOSURE:

- Custom belly band: \$4000/per issue
 - Includes the printing and assembly of the belly band
 - Vendor to provide 18" w X 3" h 4CP high resolution artwork file
- Vendor provided brochure inserted in poly bag and mailed with magazine: \$2625/per issue
 - Brochure must be no larger than 8.5" w x 11" h

Ad Specs:

- Full Page including covers:
8.375" w x 10.875" h
- Half-page (horizontal): 7" w x 4.5" h
- Quarter-page: 3.5" w x 4.5" h

Ad must be submitted in a hi-res format, no rules around the border and have 1/4" bleed on all sides

2024 Ad Schedule:

ISSUE #	AD TO NPMA	MAIL DATE
1	12/01/2023	2/02/2024
2	2/09/2024	4/05/2024
3	5/09/2024	7/08/2024
4*	8/26/2024	10/04/2024
5	10/14/2024	12/06/2024
<i>*This issue will include highlights from the 2024 National Education Seminar</i>		

Notes:

- Trim Size of publication: 8.375" w x 10.875" h (add 1/4" to all four sides for bleed)
- Half and quarter page ad placement is at the discretion of the editorial staff and cannot be guaranteed.
- Payment must be received before inclusion of the ad in the publication.

Email ads to hq@npma.org.

ELECTRONIC/WEB ADVERTISING



NEWSFLASH E-NEWSLETTER

The digital newsletter is distributed biweekly. Each edition highlights important news and events relevant to NPMA members.

Note: Ad position cannot be guaranteed.

NEWSFLASH DATA

- Emailed to over 2,800 members with the ability to be shared with non-members
- Posted on the NPMA website
- Average Open Rates: 40.6%

SELECTION:

Block ad for one month	\$370
Block ad for two month period	\$475
Block ad for six month period	\$790
Block ad for one year	\$1,155

RATES:

AD SPECS

Pixels = 750 w x 230 h - jpg or png
Your logo and/or name or block ad will be linked to your designated URL.

ADVERTISING OPTIONS



NPMA WEBSITE

The NPMA website (www.npma.org) is a key resource for both NPMA members and other professionals with an interest in the asset management field.

2022 ANNUAL WEBSITE STATS

Unique Visitors	Total Visits	Page Views
47,000	111,000	398,181

VENDOR SPOTLIGHT EMAIL

NPMA will send email to all opt-in members on behalf of vendor to spotlight their products/services.

SELECTION:

ONE SPOTLIGHT EMAIL

RATES:

\$1,800

VENDOR SPOTLIGHT WEBINAR

NPMA will advertise and host a one-hour webinar on behalf of the vendor where the vendor is able to spotlight their products/services.

- The webinar will be advertised through one exclusive email to all opt-in NPMA members and two Newsflash articles (NPMA's biweekly email newsletter).
- NPMA will provide a list of registered attendees to the vendor following the webinar.
- NPMA will store a link to a recording of the webinar for one year on the NPMA website.
- Proposal and approval by VP Communications is required prior to invoicing. Proposal details to include: 2 proposed dates, title of webinar, overview of content.

SELECTION:

ONE WEBINAR

RATES:

\$2,415

LIVE EVENTS/ EXHIBITS

EDUCATION IS A WIN ★ GO ALL IN WITH ★

NPMA 2024 National Education Seminar



Reno, Nevada
July 29 – August 1, 2024



BENEFITS OF EXHIBITING

- Meet with managers and employees responsible for all aspects of asset and fleet management
- Reach public and private sectors in one location
- Engage with highly motivated professionals looking to enhance their knowledge of the latest and greatest products and services for the industry.

The NPMA National Education Seminar (NES) is designed for managers, administrators, supervisors, and employees at all levels and in all aspects of asset management and fleet management in the public and private sectors who are looking for the latest solutions for managing, controlling, and protecting assets. NES is a robust, well established event for NPMA that offers educational content on the entire lifecycle of property and asset control. The event attracts serious professionals who have paid a registration fee to attend the seminar. As a result, you will meet highly motivated prospects who look forward to meeting with NES exhibitors like you for the latest and greatest information to enhance their knowledge and use of products in the industry. Please join us and exhibit at NES 2024!

SEMINAR REGISTRATION

The exhibit package includes one full seminar registration to NES and one 6' exhibit table located in the foyer area for maximum exposure. You will broaden your NES experience, learn about the challenges that asset management professionals encounter every day, and meet more prospects outside of exhibit hours by choosing to participate in the full seminar.

EXHIBIT TRAFFIC

There are no educational sessions or training scheduled during exhibit hours. To ensure traffic in the exhibit area, NPMA dedicates breakfast and refreshment breaks in the exhibit area on Monday and Tuesday morning of the seminar. In addition, exhibits and educational sessions are located under one roof ensuring higher participation in the exhibit area.

Exposure

NPMA anticipates over 500 attendees. Exhibits will be set-up in the foyer area outside the General Session room. Each exhibitor also gains additional exposure through a listing and description in the NES event app.

Access

All exhibit packages include a copy of the post event opt-in attendee list for a one time follow up activity by the vendor.

Who Attends NES?

Attendees represent a wide range of organizations such as:

- Government Contractor organizations
- Federal Government Agencies such as DCMA, DHS, DOC, DOD, DOE, DOJ, DHHS, FAA, FEMA, GSA, NASA, USDA as well as other Agencies and Departments
- Educational Institutions including Universities, Colleges, and School Districts
- Manufacturing
- Aerospace organizations
- Local Government Agencies
- State Government Agencies
- Medical Facilities and Hospitals
- Research and Development
- Services and Consulting

LIVE EVENTS/ EXHIBITS

WHO SHOULD EXHIBIT?

- Asset Management Software
- Barcode Software and Technology
- Consulting
- Control/Tracking Systems
- Disposal
- Fleet Management Software and Services
- Inventory Management
- Labels and Labeling Equipment
- Material Handling Equipment
- Online Auction Providers
- Purchasing Management Software
- RFID
- Recyclers
- Shipping Materials
- Surplus Sales
- Training/Publications
- Valuation

Do you have questions or need additional information about exhibits or sponsorships at NES? Contact NPMA at conferences@npma.org or 404-477-5811.

TABLE SELECTION

Table selection is based on a first-purchase, first-choice rule, so the action you take now secures a prime location for higher exposure that drives results.

EXHIBIT HOURS

Sunday, July 28, 2024:

3:00 PM - 5:00 PM: Set-Up

Monday, July 29, 2024:

8:00 AM - 9:00 AM: Breakfast with Exhibitors

10:30 AM - 11:00 AM: Beverage Break with Exhibitors

2:45 PM - 3:15 PM: Afternoon Break with the Exhibitors

4:15 PM - 4:45 PM: Exhibits Open during Foundation Raffle

Tuesday, July 30, 2024

7:30 AM - 8:30 AM: Breakfast with Exhibitors

10:30 AM - 11:00 AM: Break with Exhibitors

12:00 PM - 1:30 PM: Exhibits Open during Lunch

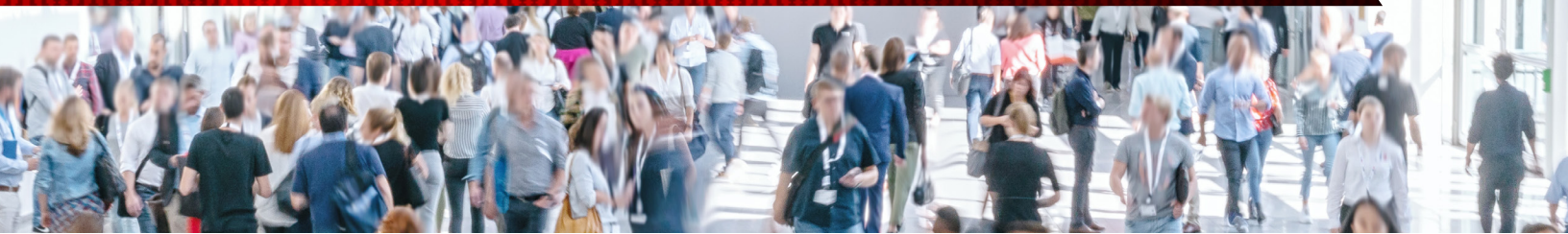
2:45 PM - 3:15 PM: Break with Exhibitors

3:15 PM: Dismantle

ONE 6' TABLE EXHIBIT PACKAGE

6' Table	1
Chairs	2
200-word description in electronic NES App	✓
NES Event Badge	1 Full (valued at \$1,150)
Inclusion in online NPMA Vendor Directory during 2024	✓
Post event opt-in attendee list for one time use (includes email addresses)	✓
On or before May 29, 2024 (included in printed material)	\$2,350
After May 29, 2024 (will not be included in printed material)	\$2,500

LIVE EVENTS/ EXHIBITS



À LA CARTE SPONSORSHIP OPPORTUNITIES AT NES

A sponsorship is an additional way to stand out from the crowd and have your message reach attendees before, during, and after NES. By becoming a sponsor, you gain:

- Increased visibility and recognition for your company, organization, or solution
- Brand awareness and promotion
- Market exposure
- Return on your investment by generating interest and traffic to your exhibit (for those also exhibiting at NES)

Benefits for all NES sponsors also include:

- All sponsors will be acknowledged with prominent signage at the event.
- Publication/giveaway inserted in attendee bags (supplied by sponsor and pre-approved by event management).
- Inclusion of logo and brief message (30 words or less) on sponsor page in the electronic NES App
- Logo acknowledgement on opening and closing General Session slides
- Acknowledgement by NPMA President during opening General Session
- Logo linked to your designated URL on the 2024 NES website
- Sponsor ribbons provided for sponsor representatives attending the event

À LA CARTE OPTIONS:

PRICE:

Co-Sponsor the NPMA Gives Back Project	\$2,600
Breakfast Sponsor	\$2,625
Refreshment Break Sponsor	\$1,575
Name Badge Lanyards:	\$1,500
30 Second Video Commercial:	\$550*

*Video commercials will be played during a General Session timeslot. Video must be provided by sponsor and is subject to approval.

Do you have additional questions or need additional information about exhibits or sponsorships at NES 2024? Contact NPMA at conferences@npma.org or 404-477-5811.

Logistics details will be provided closer to seminar dates.

CONTRACT

The Property Professional Magazine

- | | |
|---|---------|
| ☐ Full page - 1 issue | \$945 |
| ☐ Full page - 1 year | \$3,425 |
| ☐ Full page - 1 year - premium | \$4,400 |
| ☐ ½ page - 1 issue | \$525 |
| ☐ ½ page - 1 year | \$2,425 |
| ☐ ¼ page - 1 issue | \$475 |
| ☐ ¼ page - 1 year | \$1,725 |

Belly band and mailing insertion options

- | | |
|---|---------|
| ☐ Custom belly band - 1 issue: | \$4,000 |
| ☐ Brochure insert - 1 issue: | \$2,625 |

Newsflash

- | | |
|--|---------|
| ☐ Block ad - 1 month | \$370 |
| ☐ Block ad - 2 months | \$475 |
| ☐ Block ad - 6 months | \$790 |
| ☐ Block ad - 1 year | \$1,155 |

Vendor Directory/Spotlight Email

- | | |
|--|---------|
| ☐ Spotlight Email | \$1,800 |
|--|---------|

Postal mailing and webinar options

- | | |
|---|---------|
| ☐ Vendor postal mailing
+ Mailing Expense | \$1,050 |
| ☐ Vendor webinar | \$2,415 |

NES Exhibitor Package

- | | |
|--|---------|
| ☐ One 6' Table (purchased prior to
May 29, 2024) | \$2,350 |
| ☐ One 6' Table (purchased after
May 29, 2024) | \$2,500 |

À la Carte Sponsorships at NES

- | | |
|--|---------|
| ☐ Co-Sponsor the NPMA
Gives Back Project | \$2,600 |
| ☐ Breakfast Sponsor | \$2,625 |
| ☐ Refreshment Break Sponsor | \$1,575 |
| ☐ Name Badge Lanyards | \$1,500 |
| ☐ 30-Second Video Commercial | \$550 |

Upon receipt of completed contract, an invoice for the total amount due will be emailed to the contact listed on the contact page. Payment in full is required before a contract is considered valid.

CONTACT INFORMATION

COMPANY / ORGANIZATION NAME

ADDRESS

CITY / STATE / ZIP

CONTACT NAME

PHONE

EMAIL

PRINT NAME

SIGNATURE

By submitting this contract, I agree to the terms and conditions as listed in this prospectus

Exhibitor badge (Monday & Tuesday only) \$650

This badge gives full access to the exhibit hall, meals, and sessions for Monday and Tuesday.

POLICIES

NPMA ADVERTISING POLICIES AND CONTRACT

To protect the interests of its members and advertisers, NPMA has established these policies for advertising in any of its publications, on its website, or at events sponsored by the Association. All materials submitted as advertising are subject to acceptance at the sole discretion of NPMA. NPMA reserves the right to decline or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause.

All advertisements must conform to the ethical and editorial standards and practices of NPMA. Membership numbers provided in this document are based on current data, as of October 2023, and cannot be guaranteed throughout the year.

NPMA reserves the right to reject advertising that makes misleading claims or that uses art or words that impugn or degrade anyone on the basis of race, color, national origin, creed, disability, age, or sexual orientation. NPMA reserves the right to reject advertising that promotes illegal activity or activity detrimental or damaging to the Association and its mission. NPMA supports the Better Business Bureau's Code of Advertising. Advertisers are subject to review by the Better Business Bureau.

Advertisements are accepted upon representation that the advertiser is authorized to use the entire contents and subject matter thereof.

Advertisements will not be included in any publications or on NPMA's website until full payment has been received.

In consideration of NPMA's acceptance of such advertisements, the advertiser agrees to indemnify and hold harmless NPMA, its Board of Directors, and its officers, agents, and employees from and against all loss, cost, and expense, including reasonable attorney fees resulting from the publication or use of the advertisement.

Submittal of advertising to NPMA constitutes acceptance to the above policies. These policies are subject to revision.

CANCELLATION POLICY:

Ad cancellations for *The Property Professional* magazine must be submitted in writing to hq@npma.org or via fax to 404-240-0998 at least 15 days prior to the advertising deadlines listed on page 5.

EXHIBITOR TERMS & CONDITIONS

Through the submission of this contract for the 2024 National Education Seminar, exhibitor and all exhibit staff agree to the following terms and conditions. Please contact the NPMA Show Management with any questions. NPMA reserves the right to cancel a contract or deny access to the seminar to any exhibitor who fails to follow these rules. Note: For the purposes of this document, Show Management refers to the National Property Management Association and Etherio, their officers, directors, employees, and agents. Attendee numbers for any event are not guaranteed.

EXHIBIT SPACE AGREEMENT:

By submitting the agreement for exhibit space, the exhibitor releases Show Management from any and all liabilities to exhibitor, its agents, licensees, or employees that may arise as a result of submission of an agreement or participation in this exhibit. Acceptance of an agreement does not imply endorsement by Show Management of the exhibitor's products, nor does rejection imply lack of merit of product or manufacturer. Show Management has the sole right to determine eligibility of any company or product for inclusion. Show Management has the right to move any exhibitor's location in the exhibit area for any reason.

Exhibitor assumes full responsibility for their exhibit. Exhibitor understands that they must work with Show Management to obtain any necessary permits and to ensure exhibit meets Fire Marshal requirements.

CANCELLATION POLICY:

Cancellations for NES sponsorships and/or exhibit space must be submitted in writing to conferences@npma.org by May 15, 2024 to receive a 50% refund of the deposit. No refunds will be granted after this deadline.

POLICIES

SUBLETTING OF SPACE:

Exhibitors may not assign, sublet, or share any part of the space allotted to them, and may not advertise goods or services other than those manufactured or sold by them in the regular course of their business without the express written approval of Show Management.

ATTENDEE LIST:

Any seminar attendee lists provided to exhibitors will exclude attendees that have opted out of sharing their contact information.

EXHIBIT SPACE:

All exhibit opportunities are on a first-come, first-served basis. Show sponsors will receive first choice of location. Decorations, signs, banners, etc., may not be taped, nailed, tacked, stapled or otherwise fastened to the permanent structure of the building. Helium balloons are not permitted within the facility. Adhesive-backed decals, stickers, and paint are not to be used or distributed anywhere on the premises.

SET-UP AND DISMANTLE:

Exhibitors are required to adhere to set-up and dismantle times set by Show Management. Exhibits shall remain fully intact until the designated dismantle time for the seminar. Each exhibiting company should have a representative present at the exhibit area throughout the exhibit hours and during the set-up and dismantling of their exhibit. Additional literature, product, storage crates, or packing materials may be stored under your assigned table as long as there are no protruding items from the sides. Exhibitor is responsible for ensuring their area is free from any debris, etc., that could cause harm to a seminar attendee.

SHIPPING:

Exhibitors are responsible for the shipment and delivery of equipment and material with charges to be paid by the exhibitor. Shipments should arrive no sooner than the date designated in your exhibitor manual. Exhibitors are also responsible for arranging return shipments from the hotel and will be responsible for any storage, cleaning, and shipping charges for materials left on the show floor after the conclusion of the event.

SECURITY:

Show Management, Etherio, and the host hotel are not responsible for items taken from the exhibit spaces. We highly recommend your personnel remove all personal and valuable items such as laptops, etc., from your exhibit space each evening.

EXHIBITOR REGISTRATION:

Exhibitor personnel are required to register online prior to the seminar in order to receive a badge to gain access to the exhibit area and other seminar activities. Your exhibit package determines the number of complimentary registration(s) your company will receive for the seminar. Additional personnel may be registered under the applicable registration rate.

INSURANCE:

It is recommended that exhibitors maintain at its cost, reasonable levels of the following types of insurance: general liability (for which \$1,000,000 shall be deemed the minimum reasonable level), workers compensation liability, and, if appropriate to the services rendered, automobile liability (including bodily injury and property damage), naming NPMA, the venue, and Etherio as additional insureds. The limits of such policies do not limit Exhibitor's liability to NPMA or the additional insureds. Proof of insurance may be required by the host hotel.

FORCE MAJEURE:

The performance of the Agreement is subject to any circumstances making it illegal or impossible to provide services or use hotel facilities, including Acts of God, war, government regulations, disaster, strikes (except neither party may terminate or suspend this Agreement for strikes, labor disputes or work stoppages involving their respective employees or agents), civil disorder, pandemic, or curtailment of transportation facilities. This Agreement may be terminated for any one of the above reasons by written notice from one party to the other.

INDEMNITY:

Exhibitor agrees to indemnify and hold harmless Show Management, other venues, and employees or agents, for any claims arising out of the acts or negligence of the exhibitor, his agents, or employees, or out of labor disputes. Exhibitor further agrees to assume all risk and indemnify and hold harmless Show agents and employees of each of these entities and claims, liability expenses and damages of any kind or nature arising out of or in connection with damage to or loss of any property belonging to exhibitor or exhibitor's employees, agents, contractors, representatives, patrons and/or guests.