

2025 Sponsor Program

Advancing Your Business with NAFA

As a sponsor, you can streamline your participation with NAFA while receiving important benefits for your company. Sponsorship propels your company by offering year-round visibility and opportunities to make meaningful connections, while also being seen as a leader in advancing the best practices in air filtration.

Join NAFA in the commitment to educate, provide expertise and best practices and build a strong network of dedicated air filtration professionals.

The NAFA sponsorship program includes:

- Membership
- Conference registration and sponsorship
- Visibility throughout the year



Since joining 15 years ago, we have only grown. If not direct sales to NAFA members, the networking and knowledge gained each year has contributed to company growth. Without NAFA, we would not be as successful as we are today.

- Brandon Deilgat, CAFS, NCT, American Metal Filter Company

Sponsorship Exposure - NAFA 2024 by the numbers

Impact

- 317 Members, from:
 - 43 States
 - 1 Territory
 - 19 Countries

Certification

- 486 CAFS
- 62 NCT II
- 498 NCT

Industry Expertise



- Publications 5
- Guidelines 12
- Webinars 4
- Podcasts 13

Engagement

- 525 Conference Attendees
- 58 Clean Air Awards; 306 renewals
- 4 Active Committees



Reach



- 5,161+ Social Media Followers
- 34 Sponsor Partners
- 5 Foundation Scholarships

Sponsorship Levels and Benefits

Commit by November 30, 2024 to get the most value. Sponsorships run January – December.

| Pick your level and benefits | <i>Premier!</i> | <i>Most Popular!</i> | Silver Level \$5,000 | Bronze Level \$2,500 |
|--|---|--------------------------------------|-------------------------|-------------------------|
| | Platinum Level \$20,000 | Gold Level \$10,000 | | |
| Recognition as the highest-level sponsor | ✓ | | | |
| Exclusive opportunity to sponsor a signature event at one of the conferences | ✓ | | | |
| Company membership; access for all employees | ✓ | ✓ | ✓ | |
| Technical Seminar Sponsorship • April 2 - 3 • Tempe, Arizona | | | | |
| Exhibit hall table-top | Premier placement | Priority placement | ✓ | |
| Conference registration | 2 | 1 | 1 | |
| Recognition in marketing materials and on site at the event | By level and verbally | By level and verbally | By Level | By level |
| Promotional item in registration bag | ✓ | ✓ | ✓ | |
| Annual Convention Sponsorship • October 21 - 23 • Newport, Rhode Island | | | | |
| Networking table at Connection Row throughout conference | ✓ | ✓ | | |
| Conference registration | 2 | 1 | | |
| Recognition in marketing materials and on site at the event | By level and verbally | By level and verbally | By level | By level |
| Opportunity to provide item for promotional table near registration | ✓ | ✓ | ✓ | ✓ |
| Visibility | | | | |
| Quarterly webinars | Logo by level | Logo by level | | |
| Directory - premier listing | ✓ | ✓ | ✓ | |
| Recognition on social media | ✓ | ✓ | ✓ | ✓ |
| <i>Filter Advisor</i> e-newsletter special feature | One newsletter "brought to you by," with member highlight | One newsletter with member highlight | | |
| <i>Filter Advisor</i> e-newsletter; logo by level | Logo by level | Logo by level | Logo by level | Logo by level |
| Logo on website by level | Home and sponsor pages | Home and sponsor pages | Sponsor page | Sponsor page |
| Advertising | | | | |
| <i>Air Media</i> Magazine ad (two issues) | One full page ad | One half page ad | One quarter page ad | |
| <i>Air Media</i> logo | Logo by level | Logo by level | Logo by level | Logo by level |
| Website; rotating | Horizontal ad at top of website | Horizontal ad at bottom of website | | |

Looking for additional exposure? There are additional opportunities to sponsor conference activities or advertise with NAFA. Please visit our website www.nafahq.org.

