



NAFA[®]
National Air
Filtration
Association

2022 SPONSORSHIP PROSPECTUS

Advancing your Business with NAFA



Visibility



Access



Education

 **Featuring opportunities at these 2022 events:**

April 5-7

Technical Seminar

Louisville, Kentucky

September 19-22

Annual Convention

Coeur d'Alene, Idaho

National Air Filtration Association

Our mission is to be *the Global Source*
for *Expertise, Education and Best Practices in Air Filtration*

www.nafahq.org | nafa@nafahq.org | (608) 310-7542

NAFA BY THE NUMBERS 2021



Impact

278 Members, from:

- 41 States
- 1 Territory
- 17 Countries

1855
Certifications



Reach

- 1000+ Network
- 3400+ Social Media Followers
- 24 Sponsor Partners
- 3 Foundation Scholarships

Engagement



- 75+ Engaged Leaders
- 345 Conference Attendees
- 40 Clean Air Awards
- 4 Active Committees



Industry Expertise

- Publications 5
- Guidelines 10



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2022 Technical Seminar & Annual Convention Sponsorships*

Benefits Summary	Platinum Level \$2500	Gold Level \$1750	Silver Level \$1000
Verbal recognition from podium at general session	✓		
Tabletop display at Technical Seminar throughout the conference	✓		
One free registration to the NAFA conference of your choice	✓		
Opportunity to include an item or promotional item in the registration bag at both conferences (provided by company)	✓	✓	
Logo recognition in one issue of NAFA's printed publication, <i>Air Media</i>	✓	✓	
Recognition on NAFA social media platforms	✓	✓	✓
Logo recognition onsite at both conferences including program, slide presentation and signage	✓	✓	✓
Logo recognition on promotional materials at both conferences including emails and website	✓	✓	✓

Add-ons Looking for additional exposure? Complement your sponsorship package (above) with these add-ons! Available on a first-come, first-served basis.

\$2,000	Welcome Reception (Technical Seminar or Annual Convention)	Events will kick off with a special Welcome Reception. The sponsoring company will receive special recognition through logo branded cocktail napkins and signage. You will be the exclusive sponsor of the reception at this highly-attended event.
\$1,500	Registration Bag (Technical Seminar or Annual Convention)	Meeting branded registration bags will be distributed to all participants with the sponsoring company's logo featured. You will be the exclusive sponsor of the registration bags.
\$1,000	Lanyard (Technical Seminar or Annual Convention)	Lanyards will be distributed to all Technical Seminar participants with the sponsoring company's logo featured. You will be the exclusive sponsor of the lanyards.
\$1,000	Young Professionals Reception – Technical Seminar	The Technical Seminar offers an opportunity for young professionals time to network among themselves. This is your chance to support the next generation in our industry as they build connections. The sponsoring company will receive special recognition through logo branded signage and the opportunity to distribute a giveaway at the reception. You will be the exclusive sponsor of this event.

* Note that if you are interested in tailoring a custom sponsorship package to better meet your specific needs, please contact Terry Driscoll, nafa@nafahq.org. Also note that there are **additional advertising opportunities** on the NAFA website and in Air Media Magazine. For more information, visit nafahq.org.

Thank you 2021 sponsors!



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2022 Sponsorship Payment Information

Sponsorship Level

Platinum (\$2,500).....	\$
Gold (\$1,500).....	\$
Silver (\$1,000).....	\$

Add-ons

Welcome Reception (\$2,000).....	<input type="checkbox"/> Technical Seminar	<input type="checkbox"/> Annual Convention	\$
Registration Bag (\$1,500).....	<input type="checkbox"/> Technical Seminar	<input type="checkbox"/> Annual Convention	\$
Lanyard (\$1,000).....	<input type="checkbox"/> Technical Seminar	<input type="checkbox"/> Annual Convention	\$
Young Professionals Reception (\$1,000).....	<input type="checkbox"/> Technical Seminar		\$
Total			\$

Primary Contact

Name.....
Organization

Phone Email

Payment Information

Check one: Check - bill me Credit card payment

Credit Card Number Exp. Date

Billing Address

Name as it appears on card

Signature (for all payment types)

Please send high-resolution (300 dpi) company logo (file format .GIF, .JPG, or .PNG) to Terry Driscoll, nafa@nafahq.org.

NAFA is a 501(c)(6) organization so your contribution is tax-deductible as a business expense, but not a charitable contribution. Please consult your tax attorney for additional information.