



NATIONAL FEDERATION
OF THE BLIND

Live the life you want.

**2019 National Convention
Sponsor and Exhibitor Prospectus**

July 7-12, 2019

**Mandalay Bay Resort and Casino
3950 S Las Vegas Blvd
Las Vegas, Nevada 89119**

Overview

The National Federation of the Blind 2019 National Convention offers a variety of promotional opportunities for organizations that want to show support for the blind. For the first time in seven years, the convention will be held west of the Mississippi, at Mandalay Bay Resort and Casino. We anticipate a larger and more exciting convention than ever before.

Participating in the 2019 National Convention will provide an ideal platform to showcase your products and services, whether you are looking for an increase in brand awareness, leadership positioning, new business development, or a combination of these. The convention provides direct marketing opportunities and access to thousands of blind people, their families, and professionals that you will not find anywhere else. We work hard to provide a professional and straightforward experience for sponsors, exhibitors, and participants.

This document contains details of available sponsorship, exhibit, and career fair opportunities for the 2019 National Convention, as well as the benefits associated with each opportunity. Information can also be found at nfb.org/convention. If, after reviewing the information contained in this document, you have additional questions, please contact Anna Adler at 410-659-9314, extension 2282, or via email at aadler@nfb.org.

When you are ready to sign on as a sponsor or exhibitor, please visit nfb.org/convention and fill out the appropriate form online. We look forward to working with you on this exciting annual event.

Welcome

The National Federation of the Blind (NFB) continues to raise the expectations of blind people and transform dreams into reality, and on behalf of the NFB, we invite you to partner with us and support this work. By serving as a sponsor of the National Federation of the Blind 2019 National Convention, being held July 7-12, 2019, in Orlando, Florida, you will be helping us create opportunities for the blind of America to live the lives we want while increasing brand awareness of your organization for thousands of blind individuals and their families.

The National Federation of the Blind National Convention is the largest gathering of the blind in the world. The funding you provide by serving as a sponsor goes far beyond helping to support the important activities of our national convention. These resources contribute to our work throughout the year as we implement programs to improve education and employment opportunities, raise awareness, shatter misconceptions, provide resources and advocacy, and promote the true independence of blind Americans. Sponsors benefit from increased visibility leading up to and during the convention through social media promotion, advertising, and signage. National convention sponsors also enjoy the opportunity to connect with NFB leadership throughout the week, most notably during the convention kick-off reception.

Another benefit of sponsorship is your presence in the convention exhibit hall. Our exhibit hall is one of the highlights of the convention, with nearly every attendee visiting the hall. The exhibit hall provides the perfect opportunity for you to meet and interact with a unique customer base and demonstrate your products and services. As a sponsor in the exhibit hall, you will enjoy increased exposure, premium placement, and extended exhibit hours on the first day during the sponsors-only preview.

Your partnership helps us fulfill our mission to ensure that the blind achieve complete integration into society on the basis of equality. We look forward to working with you so that together we can transform blind people's dreams into reality.



Why the National Federation of the Blind National Convention?

The National Federation of the Blind (NFB) National Convention is the largest annual gathering of blind people in the world. Each year, thousands of blind people, their families, and supporters gather to discuss ways to continue helping blind people live the lives they want. Every aspect of life as a blind person is presented at the convention, including hobbies, education, employment, technology, parenting, and the rights of blind people. The six-day event allows blind people to come together to reflect on the advances we've made throughout the year as well as plan what is next for the NFB.

Why the NFB?

The National Federation of the Blind knows that blindness is not the characteristic that defines you or your future. Every day we raise the expectations of blind people, because low expectations create obstacles between blind people and our dreams. You can live the life you want; blindness is not what holds you back.

The National Federation of the Blind is the only organization that believes in the full capacity of blind people and has the power, influence, diversity, and determination to help transform our dreams into reality. Founded in 1940, the National Federation of the Blind is the largest organization of the blind in America.

Who Participates?

Thousands of blind people from across the country and their families attend the National Federation of the Blind National Convention. All age groups from infants to seniors attend the convention to learn about the activities of the Federation throughout the year, see old friends and make new ones, check out new technologies, and be inspired by other blind people. Parents, educators, legal and government professionals, and technology developers are just a few of the groups that attend this convention.

Sponsorship Opportunities

| | Elite \$50,000 | Platinum \$25,000 | Gold \$15,000 | Silver \$10,000 | Bronze \$5,000 | White Cane \$2,500 |
|------------------------------------------------|-----------------------------------------------------------|----------------------|------------------|--------------------|-------------------|-----------------------|
| Complimentary registrations | 15 | 12 | 10 | 8 | 5 | 2 |
| Tickets to sponsor reception | 15 | 12 | 10 | 8 | 5 | 2 |
| Ad in convention agenda | Full page with prime placement | Full page | Half page | Half page | Third page | Quarter page |
| Complimentary exhibit hall tables | Choice of four tables or two tables and one special event | 2 | 1 | 1 | 1 | 1 |
| Sponsors-only exhibit preview | X | X | X | X | X | X |
| Special listing in convention agenda | X | X | X | X | X | X |
| Prime placement at NFB National Job Fair | X | X | X | X | X | X |
| Inclusion in annual report | X | X | X | X | X | X |
| Logo on convention webpage | With link | With link | With link | X | X | |
| Social media recognition | X | X | X | X | X | |
| Logo on dais banner | X | X | X | | | |
| Table of ten at banquet | X | X | X | | | |
| Exhibit hall signage | X | X | | | | |
| Use of NFB logo | X | X | | | | |
| Recognition in newsletter | X | X | | | | |
| Recognition on digital billboard | X | | | | | |
| Email advertisement sent to mailing list | X | | | | | |
| Interview on <i>The Nation's Blind</i> podcast | X | | | | | |

Sponsorship Opportunity Details

All sponsors receive:

- Ad in the convention agenda – size varies by sponsor level
- Tickets for the convention kick-off reception for sponsors
- Complimentary convention registrations – number of registrations varies by sponsor level
- Prime placement at NFB National Career Fair
- If exhibiting, listing on NFB website under exhibitors at national convention, with a direct link to sponsor's website
- Special listing in convention agenda schedule mentioning the sponsors and their special preview in the hall
- If exhibiting, special sponsors-only preview in the exhibit hall for convention attendees; use of the exhibit hall sound system for announcements and special promotions
- One table in the convention exhibit hall
- Organization name included in the 2019 National Federation of the Blind Annual Report



In addition to the benefits listed above, each level of sponsor also receives:

Elite Sponsorship Level - \$50,000

- Exclusive opportunity to serve as named sponsor for 2019 Banquet and one table of ten. Estimated attendance at the banquet is more than 2,750. *Note: this opportunity only available to the first Elite Sponsor to register*
- An interview segment on *The Nation's Blind* podcast
- Thank-you message displayed for the duration of the 2019 National Convention on our digital sign rooftop billboard. The message can be customized to fit your brand within our sign specifications
- Your email advertisement posted to our discussion lists (Approximately 7,500 unique subscribers)
- Special recognition in the NFB newsletter, with link to sponsor's website (Distribution is approximately 28,000)

- Use of NFB logo on sponsor's website for remainder of 2019, dependent on mutually agreed upon copy
- Premium signage in a central and highly visible location
- Organization logo prominently featured during general session and banquet on dais banner
- Sponsor logo to appear on our 2019 National Convention webpage for the remainder of 2019, at appropriate level, with direct link to organization's website
- Social media recognition
- Choice of four tables in the convention exhibit hall (prominent location), or two tables in the convention exhibit hall (prominent location), and one special event
- Premium placement of full-page ad in the convention agenda
- Fifteen complementary convention registrations and tickets for the convention kick-off reception for sponsors

Platinum Sponsorship Level - \$25,000

- Opportunity to serve as a named sponsor of one special convention event that is appropriate to organization's business type, mission, and model. *Note: limited to the first five Platinum Level sponsors*
- Special recognition in the NFB newsletter, with link to sponsor's website (Distribution is approximately 28,000)
- Use of NFB logo on sponsor's website for remainder of 2019, dependent on mutually agreed upon copy
- Premium signage
- One table of ten and special recognition at the NFB banquet; estimated attendance at the banquet is more than 2,500
- Organization logo prominently featured during general session and banquet on dais banner
- Sponsor logo to appear on our 2019 National Convention webpage for the remainder of 2019, at appropriate level, with direct link to organization's website
- Social media recognition
- Two tables in the convention exhibit hall (prominent location)
- Full-page ad in the convention agenda
- Twelve complimentary convention registrations and tickets for the convention kick-off reception for sponsors

Gold Sponsorship Level - \$15,000

- One table of ten and special recognition at the NFB banquet ; estimated attendance at the banquet is more than 2,500
- Organization logo prominently featured during general session and banquet on dais banner
- Sponsor logo to appear on our 2019 National Convention webpage for the remainder of 2019, at appropriate level, with direct link to organization's website.
- Social media recognition
- One table in the convention exhibit hall
- Half-page ad in the convention agenda
- Ten complimentary convention registrations and tickets for the convention kick-off reception for sponsors

Silver Sponsorship Level - \$10,000

- Sponsor logo to appear on our 2019 National Convention webpage for the remainder of 2019, at appropriate level
- Social media recognition
- One table in the convention exhibit hall
- Half-page ad in the convention agenda
- Eight complimentary convention registrations and tickets for the convention kick-off reception for sponsors

Bronze Sponsorship Level - \$5,000

- Sponsor logo to appear on our 2019 National Convention webpage for the remainder of 2019, at appropriate level
- Social media recognition
- One table in the convention exhibit hall
- Third-page ad in the convention agenda
- Five complimentary convention registrations and tickets for the convention kick-off reception for sponsors

White Cane Sponsorship Level - \$2,500

- One table in the convention exhibit hall
- Quarter-page ad in the convention agenda
- Two complimentary convention registrations tickets for the convention kick-off reception for sponsors

Exhibit Information

The exhibit hall at the National Federation of the Blind National Convention attracts thousands of blind people each year. The NFB is a membership organization of tens of thousands of blind persons, parents of blind children, professionals in the blindness field, and interested people from local chapters across the United States. Our exhibit hall is one of the highlights of the convention, with nearly every attendee visiting the hall. Being an exhibitor is the perfect opportunity for you to meet your blind consumers and show them your products and services.

Exhibit package includes:

- Two complementary convention registrations, including full credentials and name badges identifying each person as an exhibitor
- Promotion as an exhibitor via company or organization name listed on the exhibit webpage
- One exhibit table, two chairs, and overnight security in exhibit space
- Opportunity to promote special offerings and promotions available during the convention on the NFB's online exhibit hall

Exhibit fee: \$1,100 per table (electricity, internet, and drayage can be purchased at an additional cost.)

The [exhibit application](#) must be completed by May 31, 2019.*

Exhibit hall schedule will be published in January 2019

*Any exhibitor signing on after May 31, 2019 will incur a late fee of \$250 and will not be listed in exhibit materials.



If you are interested in any of the opportunities or would like to discuss the best way for your organization to be involved, please contact Anna Adler at aadler@nfb.org or 410-659-9314, extension 2282.

National Career Fair

The NFB National Career Fair is the largest job fair for blind and low-vision job seekers anywhere in the world, so it is a great place to be if you want to hire capable employees. You'll be amazed at the skills our jobseekers have, and if you don't know how capable blind people can be, this is a great place to learn. We expect three hundred or more job seekers and over thirty employers from across the country to attend this recruitment event. Our employer attendees collect stacks of resumes and often find exactly the right fit.

Please contact Dick Davis at 612-872-0100 or ddavis@blindinc.org for more information about the career fair or employment committee events.

Companies and organizations participating in the career fair will be listed in the Job Fair Employer List, made available to each attendee. There is no cost to participate, and organizations will be given one table at the event. Convention Sponsors receive prime placement and special recognition.

If you are interested in any of the opportunities listed, please contact Anna Adler at aadler@nfb.org or 410-659-9314, extension 2282.