*Considering the ongoing impact and wide-ranging effects of the COVID-19 pandemic, the 2021 National Convention will be held virtually. Updates and announcements will be posted on nfb.org/convention.*
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. Participating in our 2021 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. We expect registration numbers to be higher than ever before, and the virtual format will allow you to connect with the blind community in new ways.

In a traditional year, our exhibit hall is one of the highlights of the convention, with nearly every attendee visiting the hall. In the same way, the virtual exhibit hall will provide the opportunity for you to meet and interact with a unique customer base and showcase your products and services. However, this format will allow even more people from across the country to participate.

This document contains details of available sponsorship and exhibiting opportunities for the 2021 National Convention, as well as the benefits associated with each. Information and registration 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.

Why the National Federation of the Blind National Convention?

The National Federation of the Blind (NFB) National Convention is the largest gathering of the blind in the world. 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.

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 inclusion in the agenda.

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 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. The virtual format will allow those who otherwise would not be able to travel to participate. All age groups from infants to seniors are represented at the convention to learn about the activities of the Federation throughout the year, connect with friends, 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 will join in this convention. During our 2020 convention over 10,000 people from around the globe participated virtually.

Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Platinum $25,000</th>
<th>Gold $15,000</th>
<th>Silver $10,000</th>
<th>Bronze $5,000</th>
<th>White Cane $2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad in convention agenda</td>
<td>Full page</td>
<td>Half page</td>
<td>Half page</td>
<td>Third page</td>
<td>Quarter page</td>
</tr>
<tr>
<td>Complimentary virtual exhibit hall - sponsor spotlight and prominent placement</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Exclusive seminar session(s) listed in convention agenda</td>
<td>Four hours</td>
<td>Two hours</td>
<td>Two hours</td>
<td>Two hours</td>
<td>One hour</td>
</tr>
<tr>
<td>Special listing in convention agenda</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Special recognition in national career fair listing</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Inclusion in annual report</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo on convention webpage</td>
<td>With link</td>
<td>With link</td>
<td>X</td>
<td>X</td>
<td>Listing only</td>
</tr>
<tr>
<td>Recognition in emails to convention registrants with link to sponsor webpage</td>
<td>200 words</td>
<td>100 words</td>
<td>100 words</td>
<td>100 words</td>
<td>Listing &amp; link</td>
</tr>
<tr>
<td>Social media recognition</td>
<td>Two posts</td>
<td>Two posts</td>
<td>One post</td>
<td>One post</td>
<td></td>
</tr>
<tr>
<td>Recognition in enewsletter</td>
<td>X</td>
<td>X</td>
<td>One post</td>
<td>One post</td>
<td></td>
</tr>
<tr>
<td>Use of NFB logo</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Sponsorship Opportunity Details by Level

Platinum Sponsorship Level - $25,000
- Sponsor promo included in emails exclusively for high-level sponsors to convention registrants with link to webpage.
- Full-page ad in the convention agenda.
- Four hours of live or pre-recorded seminar sessions (can be broken into separate sessions) listed in the convention agenda.
- Inclusion in email after convention inviting participants/members to view recorded sessions.
- Sponsor logo to appear on the NFB 2021 National Convention webpage for the remainder of 2021, at appropriate level, with direct link to organization's website.
- Social media recognition—multiple unique posts.
- Special recognition in the NFB enewsletter, with link to sponsor's website (distribution is approximately 32,000).
- Use of NFB logo on sponsor's website for remainder of 2021, dependent on mutually agreed upon copy.
- Prominent placement in the virtual exhibit hall.
- Banner image on the national convention virtual event platform.

Gold Sponsorship Level - $15,000
- Sponsor promo included in emails exclusively for high-level sponsors to convention registrants with link to webpage.
- Half-page ad in the convention agenda.
- Two hours of live or pre-recorded seminar sessions (can be broken into separate sessions) listed in the convention agenda.
- Social media recognition—multiple posts.
- Prominent placement in the virtual exhibit hall.

Silver Sponsorship Level - $10,000
- Sponsor promo included in email to convention registrants with link to webpage.
- Half-page ad in the convention agenda.
- Two hours of live or pre-recorded seminar sessions (can be broken into separate sessions) listed in the convention agenda.
- Sponsor logo to appear on our 2021 National Convention webpage for the remainder of 2021, at appropriate level.
- Social media recognition.
- Prominent placement in the virtual exhibit hall.

Bronze Sponsorship Level - $5,000
- Sponsor promo included in email to convention registrants with link to webpage.
• Two hours of live or pre-recorded seminar sessions (can be broken into separate sessions) listed in the convention agenda.
• Third-page ad in the convention agenda.
• Sponsor logo to appear on our 2021 National Convention webpage for the remainder of 2021, at appropriate level.
• Social media recognition.
• Organization name included in the 2021 National Federation of the Blind Annual Report.
• Prominent placement in the virtual exhibit hall.

**White Cane Sponsorship Level - $2,500**

• Sponsor listing with link to webpage included in email to convention registrants
• One hour live or pre-recorded seminar session listed in the convention agenda.
• Quarter-page ad in the convention agenda.
• Sponsor listing on our 2021 National Convention webpage for the remainder of 2021, at appropriate level.
• Organization name included in the 2021 National Federation of the Blind Annual Report.
• Prominent placement in the virtual exhibit hall.

**Registration**

Please register online at [nfb.org/convention](http://nfb.org/convention).

Sponsor Registration Deadline: May 31, 2021
Virtual Exhibit Hall

The 2021 exhibit hall will offer our partners an opportunity to share information about their products and services with the blind community. With thousands of blind people, parents of blind children, and professionals in the blindness expected to register, the 2021 national convention exhibit platform will provide direct marketing opportunities and consumer access that you will not find anywhere else.

Exhibitors will receive access to a virtual exhibit space and Zoom room to connect with participants during exhibit hours. Exhibitors can upload organizational information, links, images, and documents to their dedicated exhibitor profile within the convention platform and mobile app.

Registration

Exhibitor Registration Fee: $500

Please register online at nfb.org/convention.

Exhibitor Registration Deadline: May 31, 2021

Exhibit Schedule

July 6: 9:00 a.m.–5:00 p.m.
July 7: 9:00 a.m.–5:00 p.m.
July 8: 9:00 a.m.–12:00 p.m.
July 9: 9:00 a.m.–11:00 a.m.
July 10: 9:00 a.m.–12:00 p.m.

*All times listed are eastern. Demo rooms for exhibitors will not be available beyond the listed times so as not to conflict with major convention events such as the division meetings, affiliate caucuses, and general sessions.*

Contact

If you have questions or would like to discuss the best ways for your organization to participate, please contact Anna Adler at 410-659-9314, extension 2282, or via email at aadler@nfb.org.