SPONSORSHIP & ADVERTISING OPPORTUNITIES

147TH NRA ANNUAL MEETINGS & EXHIBITS
KAY BAILEY HUTCHISON CONVENTION CENTER
DALLAS, TX • MAY 3-6, 2018

WWW.NRAAM.ORG
STUDIES SHOW THAT, ON AVERAGE, SPONSORSHIPS INCREASE BOOTH TRAFFIC BY 104%! MORE TRAFFIC = MORE LEADS!

Whether you make a splash with a company banner or place your company logo in an email blast – there is a way to shine the spotlight on your company at NRA Annual Meetings & Exhibits!

Guarantee your company’s visibility to 80,000 enthusiastic attendees and 5 million NRA members before, during and after the show by securing a sponsorship or advertising opportunity, customized to your company’s needs. With a variety of price points, we can find the perfect fit for your company to stand above the competition.

ATTENDEE PROFILE

- 76% of attendees are male, 24% are female
- 81% of attendees spend more than $500 a year on hunting/shooting equipment
- 69% of attendees spend more than $100 with exhibitors while at the Show
- 94% of attendees plan to purchase products from exhibitors within 12 months following the Show
- 60% of attendees traveled more than 200 miles to attend the Show

2017 ANNUAL MEETING BY THE NUMBERS

- 81,836 attendees
- 803 exhibitors
- 628,000 square feet of exhibit hall

FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES CONTACT

Pete Yuska, NRA Exhibitor Services & Sponsorships  |  703-267-3782  |  pyuska@nrahq.org
STAND OUT FROM THE CROWD OF 800+ EXHIBITORS AND CAPTURE THE ATTENTION OF 80,000+ NRA MEMBERS WITH THESE TARGETED SPONSORSHIPS.

**LOGO ON FLOORPLAN:**
**PRINTED & ONLINE | $500**
Stand out in the online and print Directory by adding your company logo to the floorplan.

**MOBILE APP NOTIFICATIONS | $1,000**
Send your company promotion to all Mobile App users with this cost effective sponsorship.

**NEW**
**REGISTRATION CONFIRMATION EMAIL BANNER | $4,000**
Reach tens of thousands of attendees at the 2018 NRA Annual Meeting with a large banner advertisement in the confirmation email sent to all online registrants.

**WEBSITE BANNER AD | $5,000**
Attendees will be just a click away from your company website with a highly visible banner ad on the NRA Annual Meeting homepage.

**PRE-SHOW EMAIL BLAST | $6,750**
Tell 3.7 million NRA members about a special offer or invite them to your booth weeks before the Show.

**MOBILE APP EXCLUSIVE | $12,000**
Your company logo featured on all Mobile App promotions and announcements, and much MORE with this great sponsorship!

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ON-SITE DISPLAY OPPORTUNITIES

PROMOTE YOUR COMPANY TO OVER 80,000 ATTENDEES AS THEY MAKE THEIR WAY THROUGH THE CONVENTION CENTER.

METER BOARD | $1,750
Placed in high traffic areas throughout the Show.

CHARGING STATION | $5,000
Let attendees “charge up” their mobile devices at these stations that feature your brand.

VEHICLE DISPLAY | STARTING AT $5,000
Catch the attention of all attendees by placing your company branded vehicle in a high traffic location at the Convention Center.

LOBBY & OUTDOOR COLUMN WRAP | STARTING AT $2,500
High visibility, column wraps showcases your company to attendees before they even enter the exhibit floor.

BANNERS | $5,000
Banners guarantee exposure to attendees and are some of the most prominent advertising options at the Show.

FLOOR & WINDOW CLINGS | $5,750
Floor and window decals are placed throughout the show floor where attendees travel the most.

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ON-SITE DISPLAY OPPORTUNITIES (CONT.)

FROM A METERBOARD TO A PROMINENTLY HUNG BANNER, THERE IS AN ON-SITE DISPLAY OPPORTUNITY FOR YOU.

NEW

HOTEL ROOM DROPS | STARTING AT $6,500
Putting your message directly into the hands of attendees has never been easier with a door tag or room drop at each attendee’s hotel room.

DIRECTORY BINS | $7,500
Every attendee stops at these bins to pick-up a Show Directory, where your logo will be featured prominently.

ESCALATOR RUNNER | $7,500
Reach a captive audience in a high-traffic location with a runner in the middle of each escalator.

STAIR WRAP | $7,500
Your company branding featured on the stairs leading to the exhibit floor.

ON-SITE PROMOTIONAL PACKAGE | $8,500
Includes banner, logo on floorplan, and social media promotion, all tied together in one package!

SHOW BAGS | $15,000
Distributed at all Exhibit Hall entrances, your company name and logo will be in the hands of every attendee.

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Separate yourself from the competition with an advertisement in the Show Directory. This high-quality, full-color directory not only serves as a roadmap for attendees during the show, but also a go-to resource for years to come.

**EXCLUSIVE ADS**
- FRONT PAGE ADHESIVE NOTE ($15,000) SOLD OUT
- INSERT ($10,000)
- INSIDE FRONT COVER ($6,500)
- INSIDE BACK COVER ($5,750)
- BACK COVER ($7,500)

**LIMITED AVAILABILITY ADS**
- FULL PAGE ($3,750)
- 1/2 PAGE SPREAD ($3,750)
- 1/2 PAGE ($1,975)
- 1/8 PAGE AD ($500)
- COMPANY LOGO WITH DIRECTORY LISTING ($500)

[CLICK HERE TO DOWNLOAD THE AD ORDER FORM]
[CLICK HERE TO DOWNLOAD THE AD SPECS]

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ON-SITE DESTINATION SPONSORSHIPS

BUILD YOUR BRAND AMONG THE INDUSTRY’S MOST POWERFUL AUDIENCE WITH ONE OF THE DESTINATION SPONSORSHIPS BELOW.

FEATURED PRODUCT CENTER | $500 PER PRODUCT
Showcase the release of your new and innovative products in the Featured Product Center which is centrally located in the Convention Center. Featured Products are also highlighted on the Annual Meeting website as well as in the printed Featured Product Directory.

NEW
FEATURED PRODUCT CENTER DEMO | $250 PER PRODUCT
Demonstrate the special advantages of your Featured Product right in front of our revamped, centrally located Featured Product Center! 30 minutes of presentation time each day available on a first-come, first-served basis.

NRAstore BAGS | $6,500
NRAstore receives thousands of shoppers. Put your logo’d bag in the hands of people who are spending money at the show.

WALL OF GUNS | $15,000
Extensive logo placement on digital and print marketing are just a few of the perks to this Sponsorship!

EXHIBIT HALL CAFÉ SPONSORSHIP | $15,000
Naming rights, banners, tabletops and directional signs for the Exhibit Hall Café’s are just a few of the items included in this sponsorship.

LOBBY CAFÉ SPONSORSHIP | $15,000
Naming rights, banners, tabletops and directional signs for the Lobby Café’s are just a few of the items included in this sponsorship.

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SPECIAL EVENT SPONSORSHIPS

There are many must-see events for NRA Annual Meetings & Exhibits attendees. These exclusive sponsorship opportunities contain countless promotional benefits for your company – take your marketing to the next level with the events below:

**NATIONAL NRA FOUNDATION BANQUET & AUCTION**

**NATIONAL PRAYER BREAKFAST**

**WOMEN’S LEADERSHIP FORUM LUNCHEON & AUCTION**

**CIGAR & BOURBON RECEPTION**

**SATURDAY EVENING CONCERT**

**WOMEN’S NEW ENERGY BREAKFAST**

SPONSORSHIPS SELL QUICKLY AND OPPORTUNITIES ARE LIMITED.

The opportunities listed in this brochure are just a sample of the many offerings available to you at the NRA Annual Meetings. If you don’t see the perfect fit for your company, we’ll customize a program to meet your specific needs and goals.

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