

NATIONAL ASSOCIATION OF CATASTROPHE ADJUSTERS

# EXHIBITOR & SPONSOR PROSPECTUS



PARTNER WITH THE LEADING ASSOCIATION  
DEDICATED TO THE CATASTROPHE ADJUSTER INDUSTRY



[WWW.NACAADJUSTER.ORG](http://WWW.NACAADJUSTER.ORG)

# JOIN US!

We would like to invite you to participate in the 49th NACA Annual Convention, January 21-25, 2024, at the Grand Sierra Resort in Reno, Nevada.

The convention attracts NACA members and independent adjusters from around the country with its program of nationally-recognized speakers, educational breakouts with continuing education credits, and interview opportunities between licensed adjusters and adjusting firms.

This prospectus details the options available for promoting your company and/or seeking new adjusters for your teams.

Your involvement in the convention benefits your organization as well as the professionals in attendance. All opportunities are on a first-paid, first-served basis. Your timely action will secure the appropriate exposure and benefits for your organization.

## 2023 NACA CONVENTION BY

## THE NUMBERS

**600 convention attendees**

**58 Exhibitor booths**

**376 independent adjusters**

**Over 1,000 appointments made in the exhibit hall**



# HOTEL & TRAVEL INFORMATION

## HOTEL

Grand Sierra Resort  
2500 E 2nd Street  
Reno, NV 89595  
1-800-648-5080  
\$99 single/double rate plus  
tax (resort fee included)

## RESERVATION

If booking outside the room block,  
the hotel will charge the prevailing  
resort fee.

[Hotel Booking Link](#)



# EXHIBITOR PACKAGE

The 49th NACA Annual Convention offers two and a half days of one-on-one time with qualified adjusters and numerous networking events taking place within the exhibit hall. Booths are assigned on a first-paid, first-served basis



## BOOTHS

### Exhibit Rates:

Through July 31, 2023:

- \$2,200 members
- \$2,575 nonmembers

August 1 to November 30, 2023:

- \$2,500 members
- \$2,875 nonmembers

After November 30, 2023:

- \$2,995 members
- \$3,370 nonmembers

There is a \$200 discount when purchasing two or more booths.

[Register your booth](#)

Each 10'x10' booth space includes:

- Draped back wall (8' H) and siderails
- Choice between a 6-ft table with two chairs or one 40" starbase table and two high stools and a wastebasket
- ID sign (44" W x 7" H)
- Name badge for two booth personnel (additional badges may be purchased at \$350 each)
- Participation in welcome reception, breaks and Expo lunch
- Recognition in the convention mobile app and website
- Opportunity for product or service exposure through participation in exhibitor drawings\*

Electrical services are ordered separately and billed by the hotel. Please note the hotel charges labor costs in addition to the electricity ordered.

\*Exhibitors donating prizes will be invited to identify themselves, their company, their service, and their door prize before drawing the winner(s) on Wednesday, January 24, 2024.



# EXHIBIT SCHEDULE

## **Exhibit Hall Hours for IA Firms:**

### **Sunday, Jan 21, 2024**

12:00 pm – 5:00 pm Exhibitor Setup

### **Monday, Jan 22, 2024**

9:30 am – 5:30 pm

### **Tuesday, Jan 23, 2024**

8:00 am – 5:00 pm

### **Wednesday, Jan 24, 2024**

8:00 am – 1:30 pm

### **Wednesday, Jan 24, 2024**

1:30 – 3:00 pm Exhibitor Teardown

## **Exhibit Hall Hours for Suppliers:**

### **Sunday, Jan 21, 2024**

12:00 pm – 5:00 pm Exhibitor Setup

### **Monday, Jan 22, 2024**

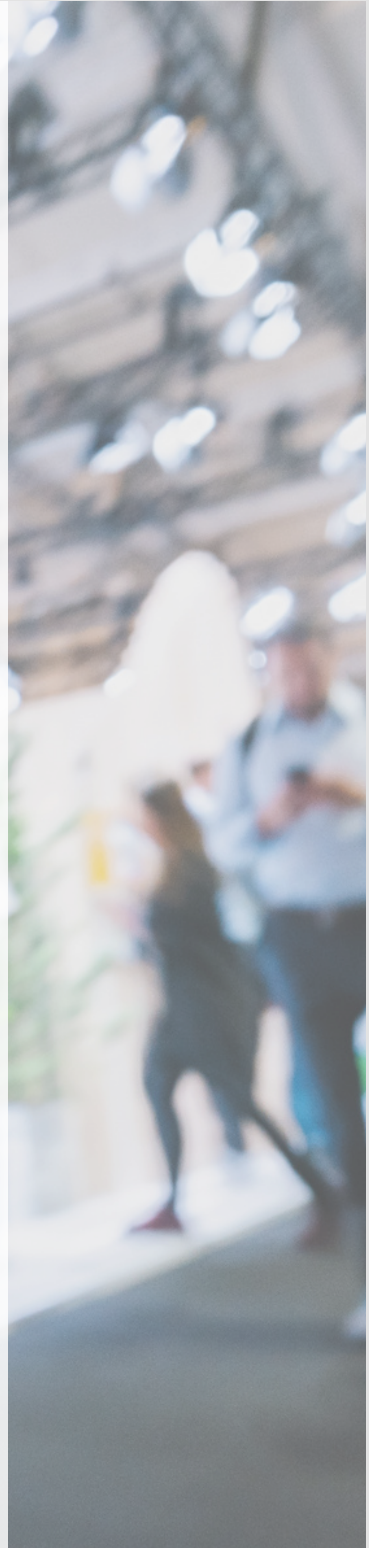
9:30 am – 5:30 pm

### **Tuesday, Jan 23, 2024**

8:00 am – 5:00 pm

### **Wednesday, Jan 24, 2024 (Optional)**

1:30 – 3:00 pm Exhibitor Teardown



# BEST BOOTH AWARDS!

NACA is pleased to announce that we will be holding “Best Booth” awards at the 2024 NACA Annual Convention. We want to support and recognize exhibiting companies who go above and beyond normal expectations to deliver outstanding exhibit experiences to attendees. We will be presenting awards in the following categories:

- Best of Show
- Best Single Booth
- Best Double Booth

The booths will be judged on design, creativity, use of space, and overall presentation.

Judging will take place Tuesday, January 23, during the afternoon break in the exhibit hall. Winners will receive ribbons to attach to their booths and will be featured in the post-convention issue of the NACA Newsletter.

# SPONSORSHIP OPPORTUNITIES

*ELEVATE YOUR BRAND IDENTITY AT THE CONVENTION WHILE SHOWING YOUR SUPPORT FOR NACA! WE CAN CUSTOMIZE A UNIQUE SPONSOR PACKAGE FOR YOU, OR SELECT ONE OF THE OPPORTUNITIES BELOW*

## **\$25,000 - The Premium Diamond ~~SOLD~~**

Includes:

- Two complimentary 10x10 booths with four booth personnel badges
- Priority location of booth
- Prominent spot on entrance unit
- Lunch & Learn or Welcome Breakfast
- Full-page ad in NACA's monthly newsletter for 2023 and link to company on NACA's social media
- Recognition on NACA website, onsite meeting signage, during the receptions, and at the general session
- Company highlighted on mobile app
- Recognition of sponsorship via mobile app push notification
- Logo on the Step & Repeat
- Two inserts in meeting bags
- Complimentary use of one meeting room for private interviews

## **\$17,500 - The Premium Platinum**

Includes:

- Morning and Afternoon Breaks in the Exhibit Hall Monday- Wednesday
- One complimentary 10x10 booth with two booth personnel badges
- Priority location of booth
- Prominent spot on entrance unit
- Half-page ad in NACA's monthly newsletter for 2023 and link to company on NACA's social media
- Recognition on NACA website, onsite meeting signage, during the receptions, and at the general session
- Company highlighted on mobile app
- Recognition of sponsorship via mobile app push notification
- Logo on Step & Repeat
- One insert in meeting bags
- Complimentary use of one meeting room for private interviews

## **\$15,000 - Wednesday Lunch in Expo Hall**

Includes:

- One complimentary 10x10 booth with two booth personnel badges
- Priority location of booth
- Five-minute announcement before prize drawings
- Quarter-page ad in NACA's monthly newsletter for 2023 and link to company on NACA's social media
- Recognition on NACA website, onsite meeting signage, and during the two receptions and the general session
- Company page in the mobile app
- Recognition of sponsorship via mobile app push notification
- One insert in meeting bags

## **\$12,500 - Tuesday or Wednesday Breakfast**

Includes:

- One complimentary 10x10 booth with two booth personnel badges
- Priority location of booth
- Recognition on NACA website, onsite meeting signage, and during the two receptions and the general session
- Company page on the mobile app with a banner ad at 9 second intervals
- Recognition of sponsorship via mobile app push notification
- One insert in meeting bags

## **\$7,500 - The Premium Gold**

Includes:

- Priority location of booth
- Recognition on NACA website, onsite meeting signage, and during the welcome reception and general session
- Recognition of sponsorship via mobile app push notification
- Company page in the mobile app
- One insert in meeting bags



# SPONSORSHIP OPPORTUNITIES

## Logo on Step & Repeat:

Large - \$500

Placed in a prominent spot in the meeting space, the Step & Repeat banner is a great photo op for attendees and another way to prominently display your company logo.

## Refreshment Breakfast, Morning or

Afternoon - \$5,000

## Private Interview Room on Spa Level ( if available at the time of request) - \$1,500

Reserve one of the private meeting rooms at the Grand Sierra for additional space to conduct interviews with adjusters. The \$1,500 fee covers all three expo days, Monday-Wednesday. Please note that private meeting rooms are included with premium packages.

## Customized Hotel Key Cards - \$6,000 **SOLD**

Have your company logo imprinted on one side of the hotel key cards, which will be given to attendees when they check in.

## Drink Tickets - \$5,000 (one ticket per person)

## Lanyards - \$2,500 **SOLD**

## Meeting Bags – \$5,000 **SOLD**



## Sponsor a Vet - \$395

This is a special scholarship program for NACA to create opportunities for our active service members and veterans. Attendees identify their veteran status on the registration form, and names are randomly selected from the list of veterans attending the convention. Vets will receive a certificate to be credited for their registration, or they can opt to apply the scholarship toward the next year's convention. Thank you for your support of all service members!

## Professional Head Shot Photo Booth for Adjusters - \$5,000

Provide adjusters onsite with a new professional head shot on January 22 & 23, 2024, in the Networking Salon! Your company logo will be prominently displayed and each adjuster will receive a photo to take home with them and an electronic copy of the headshot via an e-mail with your customized message.



# SPONSORSHIP OPPORTUNITIES

## On-site Optional Event- **Disco Bowl!**

Buyout of Grand Sierra Bowling Center

Tuesday, Jan 23, 2024

6:00 - 9:00 pm

### This Year Only!

#### Event Highlights

- Includes balls and shoes and all games of bowling
- Hot dogs, pizza, corn dogs, and more
- Drink tickets
- Prizes for top bowling scores

This is going to be a huge draw!

Help us keep tickets low by sponsoring the following:

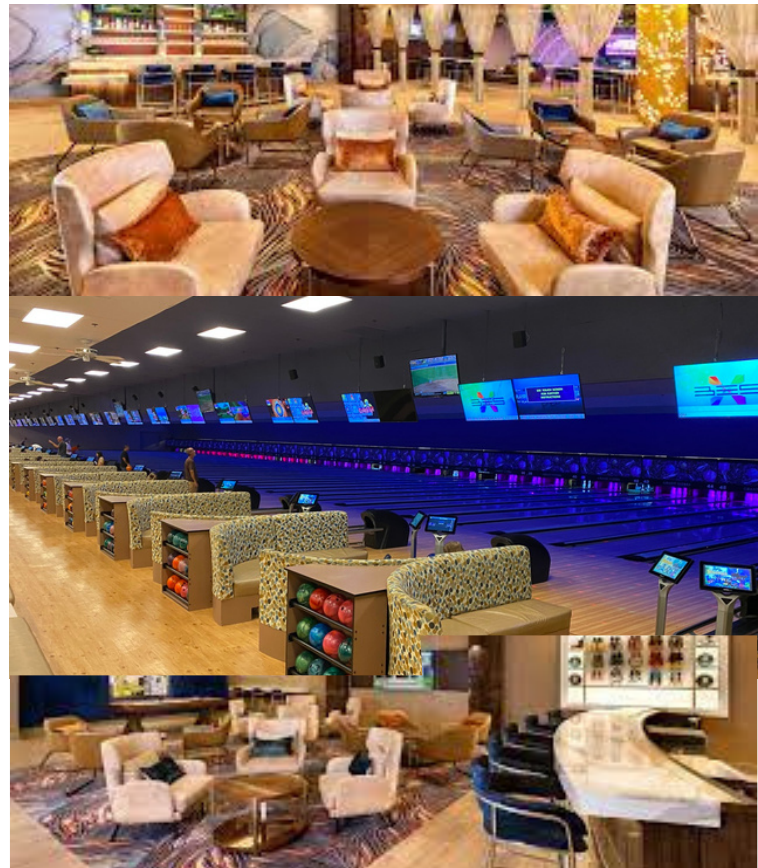
Bowling Center Rental: \$6,000 **SOLD**

Bowling Center Dinner: \$2,000 (4 available)

Bowling Center Drink Tickets: \$2,500 for one drink ticket per person

#### Sponsorship Includes:

- Quarter-page ad in NACA's monthly newsletter for 2023 and link to company on NACA's social media
- Recognition on NACA website, onsite meeting signage, and during the two receptions and the general session
- Company page on the mobile app



# RULES AND REGULATIONS

NACA has contracted Alliance Expo Services to manage the exhibit process. The following rules and regulations are a part of the 48th NACA Annual Convention's Exhibitor's Application and Contract. Please provide a copy of these Rules and Regulations to the person(s) responsible for the setup of your booth(s).

## Assignment of Space

Assignment of exhibit space and sponsorship will be on a first paid, first-served basis. Every effort will be made to accommodate requests for booth assignments.

Exhibit Fees and Payment Applications will not be processed without the required payments and signature. All applications must be accompanied by full payment on or before **December 15, 2023**. Payments received after that date will be assessed a \$100 late fee. Receipt of payment does not obligate NACA to accept a contract as binding. NACA retains the option of returning funds.

## Exhibitor Cancellation

Cancellations of sponsorship or exhibit space must be directed in writing to Joelle Ward at [Joelle.ward@conferencedirect.com](mailto:Joelle.ward@conferencedirect.com) by **December 9, 2023**. Refunds, less an administrative fee of \$150 will be made at the discretion of NACA.

No refund will be given for a cancellation after **December 23, 2023**.

## Shipping

Alliance will provide shipping instructions and other important information as determined.

Exhibitors wishing to ship directly to/from the Grand Sierra Resort are responsible for making arrangements for their shipments.

## Exhibitor Registration

Name badges for two (2) people are included with each booth. Additional badges may be purchased for \$350 each. Each name badge admits one person to the exhibit hall only. All exhibitors must register online.

## Attendee Lists

The exhibitor may use the pre-convention and post-convention attendee lists **one time only**. The exhibitor will not copy the list or any portion thereof or extract or retain any information within. The exhibitor will not permit any NACA list details to pass into the hands of another person, association, organization or company. Any prohibited use by the exhibitor shall constitute a material breach of this contract.

**Liability**

NACA and the Grand Sierra Resort will not be held responsible for the safety of the property of the exhibitors from theft, fire, damages, accident or other causes. Exhibitor agrees to protect, save and hold NACA and the Grand Sierra Resort and all agents and employees thereof (hereafter collectively called "indemnities") forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor.

Further, exhibitors shall at all times protect, indemnify, save and hold harmless the indemnities against and from any and all losses, costs (including attorney's fees), damages, liability or expense arising from or out of or by reason of any accident or bodily injury or other occurrence to any person or persons, including the exhibitors, its agents, employees, and business invitees which arises from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or a part thereof.



Trade Show Electrical and AV Prices

Audio Visual / Entertainment Dept.  
2500 E. 2nd. Street | Reno, NV 89595  
Phone (775) 789-1605  
jerome.pierce@grandsierraresort.com

Day of Show orders will be subject to a 25% Increase

Rates subject to change. Exhibitors only pay for two days. Damaged or lost equipment billed at replacement cost.

EQUIPMENT		QNTY	COST	Days	TOTAL	EQUIPMENT		QNTY	COST	Days	TOTAL	EQUIPMENT		QNTY	COST	Days	TOTAL
LIGHTING OUTLET						EQUIPMENT OUTLETS						VIDEO					
120 Volt 60Hz						120 Volt 60Hz Single Phase						40" Flat Screen Monitor w/ Stand					
500 Watt			\$75.00			10 Amps or Less			\$150.00			55" Flat Screen Monitor w/ Stand			\$400.00		
1000 Watt			\$150.00			20 Amps or Less			\$250.00			60" Flat Screen Monitor w/ Stand			\$600.00		
2000 Watt			\$250.00			30 Amps or Less			\$300.00			70" Flat Screen Monitor w/ Stand			\$750.00		
AUDIO						208 Volt 60Hz Single Phase						BluRay Player			\$75.00		
All Wired Mics			\$50.00			10 Amps or Less			\$200.00			25" HDMI / Video Cable			\$50.00		
All Wireless Mics or Lavs			\$150.00			20 Amps or Less			\$250.00								
8 Ch. Mixer			\$150.00			30 Amps or Less			\$400.00			LIGHTING					
CD Player			\$75.00			60 Amps or Less			\$500.00			Uplighting (Each Fixture)			\$50.00		
Small Powered Speaker on Stand			\$50.00			100 Amps or Less			\$750.00			Booth or Sign Lighting			\$200.00		
Audio Patch			\$50.00			208 Volt 60Hz Three Phase											
Contact AV Manager for Custom AV Equipment Quotes						20 Amps or Less			\$400.00			ACCESSORIES					
						30 Amps or Less			\$500.00			3M Non-Residue Tape			\$50.00		
PODIUMS & CARTS						60 Amps or Less			\$750.00			Flipchart W/ Paper			\$50.00		
AV Cart			\$25.00			100 Amps or Less			\$1,000.00			Flipchart W/ "Post-It" Pad			\$75.00		
AV Cart w/ Multi Outlet Strip			\$50.00			200 Amps or Less			\$1,250.00			White Board w/ marker			\$50.00		
Standing Podium, Only			\$25.00			400 Amps or Less			\$2,000.00			Laser Pointer			\$50.00		
Standing Podium w/ Microphone			\$50.00									Walkie-Talkies (Each)			\$100.00		
COMPUTER EQUIPMENT						ACCESSORIES											
PC Laptop Computer			\$250.00			25' Extension Cord			\$25.00			LABOR RATES					
Computer Audio Interface			\$50.00			50' Extension Cord			\$40.00			All Labor: Per Hour			\$60.00		
Navigator (Power Point Remote)			\$50.00			Multi Outlet Strip			\$25.00			OT Rate (after 8 hours)			\$90.00		
LCD PROJECTORS												Premium Labor Rates			\$75.00		
3,000 Lumens			\$400.00			RIGGING						OT Premium Labor Rates			\$112.50		
6,000 Lumens			\$800.00			Dead Hang Point (Each)			\$50.00			(Holidays, or After 10pm or Before 6am)					
8,000 Lumens			\$1,000.00			Rigging Point for Chain Motor			\$75.00			Note: Labor will be charged for power ran under carpets in booths					
8' Tripod Screen			\$50.00			1 Ton Chain Motor			\$150.00								
COLUMN TOTAL						COLUMN TOTAL						COLUMN TOTAL					

CLIENT INFORMATION

Group Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

DELIVERY AND USE & TIMES

Deliver to: \_\_\_\_\_  
Date In: \_\_\_\_\_  
Date Out: \_\_\_\_\_  
AV Signature: \_\_\_\_\_