



Annual Conference

San Diego, CA

BACK TO THE FUTURE



Sponsorship Prospectus

December 9-12 | Town & Country Resort | San Diego, CA

2024

December 9-12

About NATA

The National Association for Temple Administration (NATA) is a professional association for Executive Directors and Administrators of synagogues throughout the United States and beyond. Founded in 1941, NATA is dedicated to improving the management of synagogues as the key institution in Jewish life. We prepare and inspire our members to serve and lead congregations with excellence by:

- Enriching members' professional and personal development
- Serving as the voice of synagogue management
- Advancing and promoting the profession

About the Conference

Every year we invite our 400+ members from around the world to come together for 3 days of:

- Enhancing their knowledge through professional development opportunities.
- Being inspired by engaging speakers.
- Building new and strengthening long-time relationships with colleagues.
- Learning from each other by sharing ideas and resources.
- Acknowledging members through service recognition and awards.
- Enjoying some time away from the day-to-day stressors of work life back home.
- Gaining the strength and motivation they need to continue their hard work for another year.



Why Sponsor the NATA Conference?

Your support of our conference as a sponsor, exhibitor, or advertiser will contribute to lower registration fees for our members and support our goal of offering scholarships for those members in need. And, of course, will raise your company's profile within the NATA community.

Our sponsorship options allow you to market to all NATA members, not just those who attend the conference in person. Our members are the decision makers, influencers, and direct purchasers of goods and services of their organizations.

Grow your business amongst NATA's membership network by selecting a sponsorship package that fits in your budget and offers the best opportunity to reach your target audience.

Sponsorship Options

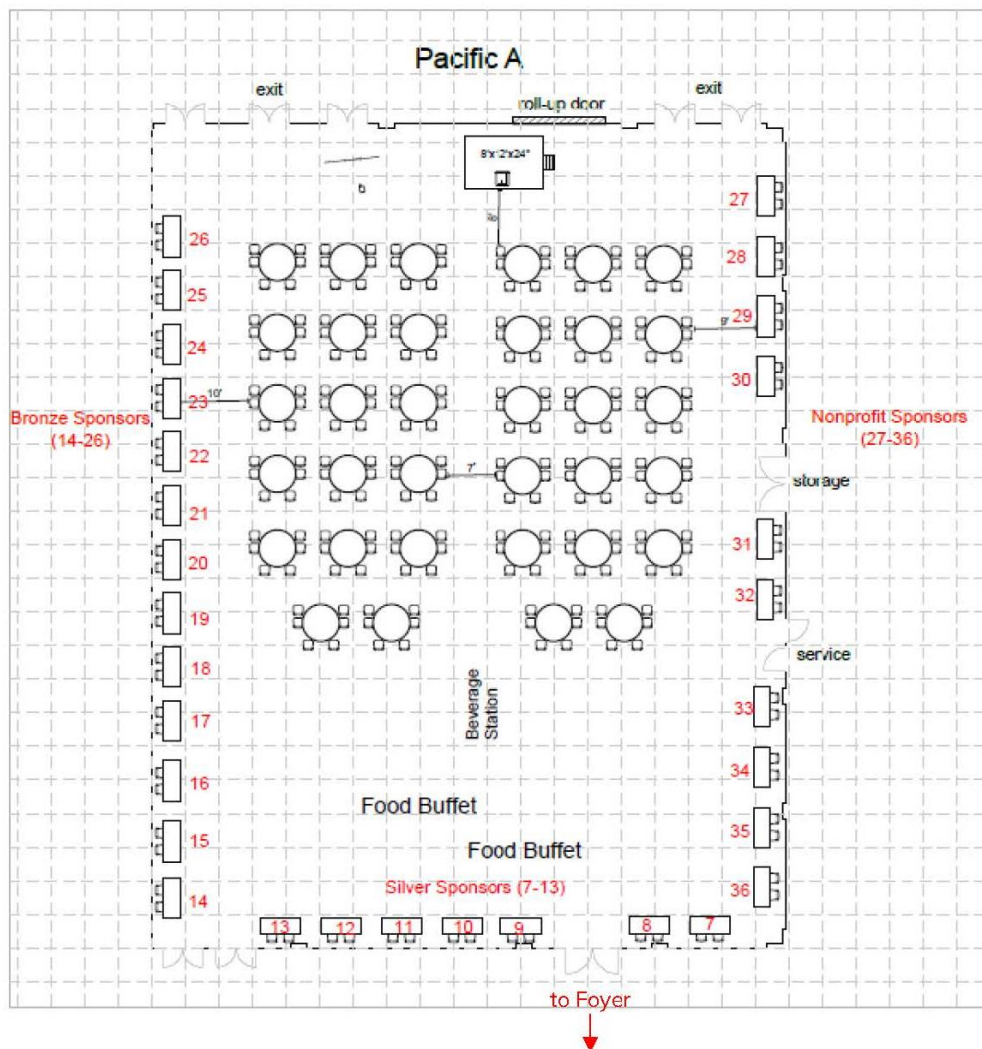
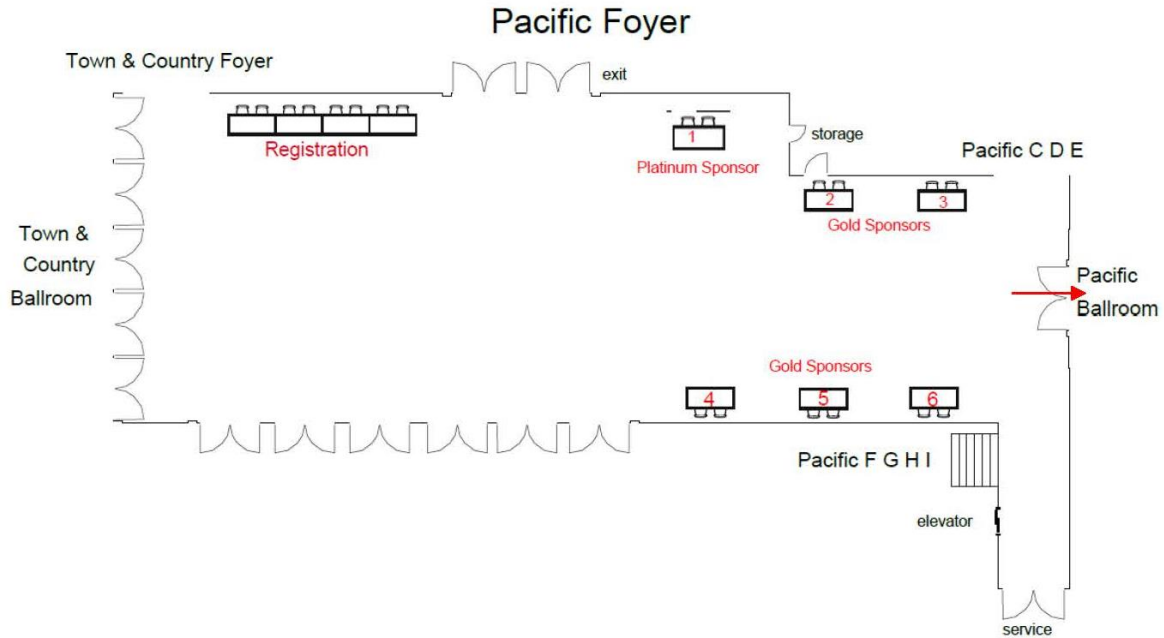
Our on-site exhibitor space is limited, so we recommend securing your place early! We are excited to talk to you about how we can maximize the value of our sponsorship and ensure your ability to make the most of this opportunity to promote your business to our conference attendees and all NATA members.

Choose Your Level!

1 Only!

	Platinum	Gold	Silver	Bronze	Non-Profit
	\$6000	\$3850	\$2200	\$1250	\$800
Listing in Sponsor Directory w/company description & link to website	✓	✓	✓	✓	✓
Projected Digital Ad rotation at general sessions and meals	8 second display	6 second display	5 second display	4 second display	3 second display
Sponsor Happy Hour Reception w/attendees	✓	✓	✓	✓	✓
Virtual Booth in Mobile App	✓	✓	✓	✓	✓
Lead Generation w/QR Code Scanning	✓	✓	✓	✓	✓
Signage at Conference	Individual Signage	Logo on Sponsor Recognition Sign	Logo on Sponsor Recognition Sign	Name listed on Sponsor Recognition Sign	Name listed on Sponsor Recognition Sign
Exhibit Table at Conference 1 table, 2 chairs, & WiFi	Premium Placement	Preferred Placement	Quality Placement	✓	✓
Meal Package – 2 breakfasts and 2 lunches	For 2 people	For 1 person	For 1 person	For 1 person	For 1 person
Marketing Flyer or Gift in Attendee Welcome Bag	3 Flyers and/or gifts	2 Flyers and/or gifts	1 Flyer or gift	n/a	n/a
Solo Targeted pre-conference Emails	2	1	<p style="text-align: center;"><i>Get Started Today!</i></p> <p style="text-align: center;">Go online to start your application or feel free to reach out to us for more information. NATAnet.org/2024-Conference</p> <p style="text-align: center;">Sponsorship Chair: Ben Wachstein bayitbenwa@gmail.com (410) 484-0411</p> <p style="text-align: center;">NATA Office: (800) 966-6282</p>		
Push Notifications during the Conference	2	1			
Video Ad on Conference Website AND in Exhibit Hall	1 minute	30 seconds			
Tickets to Sunday Night Outing with Attendees	2	2			
Recognition on Registration Page & Confirmation w/link	✓	n/a			
Recognition on Event Emails	✓				
Banner Ad in Mobile App	✓				
2 minutes of Podium Time at 1 meal	✓				
Post-Conference Webinar for all NATA Members	✓				

Exhibitor Space



NEW!! Add-on Opportunities

Enhance your exposure at the conference by adding on one of these amazing options to expand your reach!

NOTE: These are add-ons to a standard sponsorship package of your choice. If you cannot attend the conference in person and are interested in one of these options in lieu of exhibiting on site, please contact us!

Coffee Break Supporter \$3,000

Our attendees love their coffee!!!

Imagine their gratitude when they learn that you are the one that makes their dreams of all day coffee service a reality! By choosing this add-on feature, you'll be the hero for a day.

Included:

- Prominent signage announcing your sponsorship of the day's coffee service.
- Ability to provide your own branded cups and/or napkins.
- Logo on website program page.

Note: This is an additional cost over and above the standard sponsorship package of your choice.

Only 3 available - 1 for each full day of the conference.

Tote Bag Supporter \$2,500

All attendees will receive a tote bag to carry around their materials and goodies. Wouldn't it be fantastic to see your logo being carried around by every attendee?! Your message will stay with them when they take their bag home to be re-used again and again as a handy shopping bag. **Only 1 available - will it be you?**

Included:

- Re-usable tote bag with your company logo co-branded with the NATA logo, for every attendee. (NATA will order the bags)
- Additional recognition with your logo displayed on our conference website program page.

Lanyard Supporter \$1,500

All attendees are required to wear a name tag that requires a lanyard worn around their neck. What better way to leave an impression than to see attendees wearing your company name or logo all day every day?! As an added bonus, your company will remain on their mind when they find another way to use their lanyard at home after the event. **Only 1 available!**

Included:

- Re-usable clip-style lanyard with your company logo co-branded with the NATA logo, for every attendee. (NATA will order the lanyards)
- Additional recognition with your logo displayed on our conference website program page.



A-la-Carte Marketing Opportunities

If you are unable to attend the event in person this year, consider one of these options to promote your organization to conference attendees.

Literature Insert \$250

Have your brochure, flyer, or other marketing materials included in the SWAG bag each attendee receives. We expect about 200 people at our event. The cost reflects the price of 1 insert in each bag and you must provide enough copies of the brochure or flyer. Limited to 1 insert per company. (Note: Inserts are included with the top three sponsorship levels. This a-la-carte option is offered for sponsors who are unable to attend the event in person or as an add-on for nonprofit and bronze sponsors.)

Digital Projection Ad \$250

Create an ad for display in a digital slide show to be projected during all general sessions and meals. (Note: This is included in all sponsorship packages. This a-la-carte option is offered for sponsors who are not able to attend the event in person.)

Digital ads must be sent to NATA as a PowerPoint slide set to widescreen 16:9 format.

Other Information

Location

Town & Country Resort
500 Hotel Circle North
San Diego, CA 92108
(800) 772-8527

Shipping Supplies

Exhibitor supplies may be shipped to the hotel directly.

Please address packages to yourself c/o the hotel; do NOT address packages to NATA.

Sponsors are responsible for any holding and/or shipping costs charged by the hotel.

For detailed information about shipping costs and requirements, review the [Town and Country shipping guidelines](#) on our website.

Guest Room Reservations

Sponsors may use our discount room block for hotel accommodations.

You will receive a link to the room block reservation page after your sponsorship application is received and approved.

A/V Needs

All exhibitor tables will have access to WiFi in the meeting space.

You may request power at the exhibit table for an additional cost of \$225.

Any additional needs will be at the exhibitor's expense and should be arranged directly with the contracted A/V vendor.

For contact information of the selected vendor, please contact the NATA office.

Shipping Inserts

Literature and gifts to be included in the attendee bags must be received by December 6, 2024. Ship to:

NATA c/o Shaun Copans
Temple Emanu-El
6299 Capri Drive
San Diego, CA 92120

Terms & Conditions

Payment

- Payment is required to secure any sponsorship level and exhibit table.
- Online payment must be made w/application.
- No refunds will be made after November 9, 2024

Important Dates

- **November 9, 2024**
Sponsorship application period closes.
- **December 1, 2024**
Digital Ads due. If logo and/or advertisement is received late, we cannot guarantee it will be included in the on-sight signage and/or digital slide show.
- **December 6, 2023**
Literature and SWAG bag inserts must be available onsite

Exhibit Schedule

- **Setup**
Tuesday morning, 12/10/2024, before noon
- **Exhibit**
12:00 pm Tuesday, 12/10/2024, through 2:00 pm Thursday, 12/12/2024
- **Breakdown**
2:00 pm Thursday, 12/12/2024

Thank you!



2024 Conference Team: Gordon Gladstone, Joie Magnone, Josh Laster, Lauren Snyder, Mark Shepard