



NATIONAL FEDERATION
OF THE BLIND

Live the life you want.

**2024 National Convention
Sponsor and Exhibitor Prospectus**

Wednesday, July 3 through Monday, July 8, 2024

Rosen Centre, Orlando, Florida

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 to support this work. Participating in our 2024 National Convention will provide an ideal platform to share your products and services, increase in brand awareness, and connect with the blind community. We are looking forward to a dynamic and jam-packed convention and we hope you will join us.

This document contains details of available sponsorship and exhibiting opportunities for the 2024 National Convention, as well as the benefits associated with each. Information and registration can also be found at <https://nfb.org/convention> (general registration opens March 1, 2024). 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.

Founded in 1940, the NFB is the transformative membership and advocacy organization of blind Americans with affiliates, chapters, and divisions in the fifty states, Washington DC, and Puerto Rico. We believe in the hopes and dreams of blind people and work together to transform them into reality.

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 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.

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	3	2	1	1	1	1
Special listing in convention agenda	X	X	X	X	X	X
Profile on virtual event platform/app	X	X	X	X	X	X
Prime placement at NFB National Job Fair	X	X	X	X	X	X
Participation in pre-convention virtual sponsor preview	X	X	X	X	X	X
Opportunity to host convention seminar	Two hours	Two hours	One hour	Virtual or with fee	Virtual or with fee	Virtual or with fee
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 enewsletter	X	X				
Recognition on digital billboard	X					
Email advertisement sent to mailing list	X					
Interview on <i>The Nation's Blind</i> podcast	X					
Named sponsor of convention Banquet	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.
- Prominent placement in convention exhibit hall and use of the exhibit hall sound system for announcements and special promotions.
- Profile on virtual event platform and convention app.
- Opportunity to host a seminar during the convention—details vary by sponsor level.
- Complimentary convention registrations—number varies by sponsor level.
- Recognition at NFB National Career Fair (separate registration is required).
- If exhibiting, listing on NFB website under exhibitors at national convention, with a direct link to sponsor's website.
- Recognition with link in email to all convention registrants.
- Opportunity to participate in pre-convention virtual sponsor preview.
- Opportunity to host a virtual seminar in the weeks after the convention that NFB will promote.



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

Elite Sponsorship Level - \$50,000 (*limited to one*)

- Exclusive opportunity to serve as named sponsor for 2024 Banquet and one table of ten. Estimated attendance at the banquet is more than 2,500.
- An interview segment on *The Nation's Blind* podcast.
- Thank-you message displayed for the duration of the 2024 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 8,000 unique subscribers).
- Special recognition in the NFB newsletter, with link to sponsor's website (distribution is approximately 35,000).
- Use of NFB logo on sponsor's website for remainder of 2024, 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 2024 National Convention webpage for the remainder of 2024, at appropriate level, with direct link to organization's website.
- Social media recognition.
- Three tables in the convention exhibit hall (prominent location).
- Premium placement of full-page ad in the convention agenda.
- Fifteen complementary convention registrations and tickets for the convention kick-off reception for sponsors.
- Sponsor profile on virtual event platform and app with special recognition as Elite Sponsor.
- Two hours of in-person seminar time during the convention with choice of time—seminar advertised in agenda.
- Opportunity to participate in pre-convention virtual sponsor preview with special recognition as Elite Sponsor.
- Opportunity to host a virtual seminar in the weeks after the convention that NFB will promote.

Platinum Sponsorship Level - \$25,000

- Special recognition in the NFB newsletter, with link to sponsor's website (Distribution is approximately 35,000).
- Use of NFB logo on sponsor's website for remainder of 2024, 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 2024 National Convention webpage for the remainder of 2024, 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.
- Sponsor profile on virtual event platform & app with special recognition as Platinum Sponsor.
- Two hours of in-person seminar time during the convention with choice of time—seminar advertised in agenda.
- Opportunity to participate in pre-convention virtual sponsor preview with special recognition as Platinum Sponsor.
- Opportunity to host a virtual seminar in the weeks after the convention that NFB will promote.

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 2024 National Convention webpage for the remainder of 2024, 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.
- Sponsor profile on virtual event platform and app with special recognition as Gold Sponsor.
- One hour of in-person seminar time during the convention—seminar advertised in agenda.
- Opportunity to participate in pre-convention virtual sponsor preview.
- Opportunity to host a virtual seminar in the weeks after the convention that NFB will promote.

Silver Sponsorship Level - \$10,000

- Sponsor logo to appear on our 2024 National Convention webpage for the remainder of 2024, 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.
- Sponsor profile on virtual event platform and app with recognition as sponsor.
- Opportunity to reserve an in-person seminar advertised in agenda at a reduced fee of \$250 per hour.
- Opportunity to participate in pre-convention virtual sponsor preview.
- Opportunity to host a virtual seminar in the weeks after the convention that NFB will promote.

Bronze Sponsorship Level - \$5,000

- Sponsor logo to appear on our 2024 National Convention webpage for the remainder of 2024, 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.
- Sponsor profile on virtual event platform and app with recognition as sponsor.
- Opportunity to reserve an in-person seminar advertised in agenda at a reduced fee of \$250 per hour.
- Opportunity to participate in pre-convention virtual sponsor preview.
- Opportunity to host a virtual seminar in the weeks after the convention that NFB will promote.

White Cane Sponsorship Level - \$2,500

- One table in the convention exhibit hall.
- Quarter-page ad in the convention agenda.
- Two complimentary convention registrations and tickets for the convention kick-off reception for sponsors.
- Sponsor profile on virtual event platform and app with recognition as sponsor.
- Opportunity to reserve an in-person seminar advertised in agenda at a reduced fee of \$250 per hour.
- Opportunity to participate in pre-convention virtual sponsor preview.
- Opportunity to host a virtual seminar in the weeks after the convention that NFB will promote.

Registration deadline: May 31, 2024

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:

- Opportunity to participate in pre-convention virtual exhibitor preview.
- 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 and emails to convention registrants.
- Profile on virtual event platform and app.
- One six-foot exhibit table, two chairs, and overnight security in exhibit space.

Exhibit fee: \$1,250 per table (electricity, internet, and drayage purchased separately).

Registration deadline: May 31, 2024. Any exhibitor signing on after May 31, 2024 will incur a late fee of \$250 and will not be listed in printed exhibit materials.

Exhibit Hall Schedule

Setup: Wednesday, July 3, noon–4:30 p.m.

Exhibit hours:

- Thursday, July 4: 9:00 a.m.–5:00 p.m.
- Friday, July 5: 9:00 a.m.–5:00 p.m.
- Saturday, July 6: noon–1:45 p.m. AND 5:00–9:00 p.m.



Contact

If you have questions or would like to discuss the best ways for your organization to participate, 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 way to connect if you want to hire capable employees. 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 forty employers from across the country to attend this recruitment event.

For more information, contact Nikki Jackson, Employment Programs Coordinator at njackson@nfb.org or 410-659-9314, extension 2404.

Companies and organizations that participate in the career fair will be listed in the Career Fair Employer List, made available to each attendee. Convention Sponsors receive prime placement and special recognition.