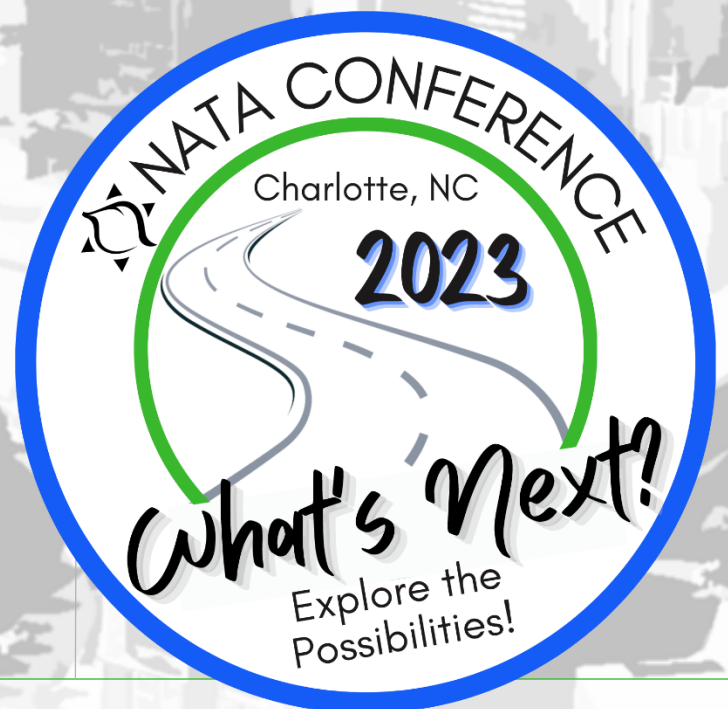




# 2023

## Sponsorship Prospectus

December 2 – 5 | Omni Charlotte Hotel



## 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 this year, 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!

	<i>Diamond</i>	<i>Platinum</i>	<i>Gold</i>	<i>Silver</i>	<i>Non-Profit</i>
	\$6000	\$3850	\$2200	\$1250	\$800
Listing in <b>Sponsor Directory</b> w/company description & link to website	✓	✓	✓	✓	✓
<b>Verbal Recognition</b> Throughout the Conference	✓	✓	✓	✓	✓
<b>Projected Digital Ad</b> rotation at general sessions and meals	8 second display	6 second display	5 second display	4 second display	3 second display
Sponsor Happy Hour <b>Reception</b> w/attendees	✓	✓	✓	✓	✓
<b>Virtual Booth</b> in Mobile App	✓	✓	✓	✓	✓
<b>Lead Generation</b> w/QR Code Scanning	✓	✓	✓	✓	✓
<b>Signage</b> 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
<b>Exhibit Table</b> at Conference (1 table)	Premium Placement	Preferred Placement	Quality Placement	✓	✓
<b>Meal Package</b> – 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 <b>Welcome Bag</b>	3 Flyers and/or gifts	2 Flyers and/or gifts	1 Flyer or gift		
Solo Targeted <b>pre-conference Emails</b>	2	1			
<b>Push Notifications</b> during the Conference	2	1			
<b>Video Ad</b> on Conference Website	1 minute	30 seconds			
Recognition on <b>Registration Page</b> & Confirmation w/link	✓				
Recognition on <b>Event Emails</b>	✓				
<b>Banner Ad</b> in Mobile App	✓				
<b>Tickets</b> to Sunday Night Outing with Attendees	2				
2 minutes of <b>Podium Time</b> at 1 meal	✓				
Post-Conference <b>Webinar</b> for all NATA Members	✓				

*Get Started Today!*

Go online to start your application or feel free to reach out to us for more information.

[NATAnet.org/2023-Conference](https://NATAnet.org/2023-Conference)

**Sponsorship Chair:**

Ben Wachstein  
[bayitbenwa@gmail.com](mailto:bayitbenwa@gmail.com)  
 (410) 484-0411

**NATA Office:** (800) 966-6282

# 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 17, 2023

## WHAT'S INCLUDED

Onsite exhibitors will be provided with:

- One (1) 6' Table
- 2 Chairs (more available upon request)
- Power cord/strip at or near the table
- WiFi
- Tables assigned on a first come first served basis based on sponsorship levels
- Sponsor Reception & Networking Event
- Meal package for 1 person (2 for Diamond Sponsor). Additional meal packages may be purchased as needed.

## IMPORTANT DATES

- **November 3, 2023**  
Sponsorship application period closes.
- **November 10, 2023**  
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.
- **November 30, 2023**  
Literature and SWAG bag inserts must be available onsite

## EXHIBIT SCHEDULE

- **Setup**  
Sunday morning, 12/3/2023, before noon
- **Exhibit**  
12:00 pm Sunday, 12/3/2023, through 2:00 pm Tuesday, 12/5/2023
- **Breakdown**  
2:00 pm Tuesday, 12/5/2023

# 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 \$100

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. Additional materials can be added at \$100 each. (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 silver sponsors.)

## DIGITAL PROJECTION AD \$250

NEW this year! 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.

# Venue Information

## LOCATION

[OMNI Charlotte Hotel](#)  
132 E Trade Street  
Charlotte, NC 28202  
(704) 377-0400

## SHIPPING SUPPLIES

Exhibitor supplies may be shipped to the location address noted above and should arrive no sooner than November 30, 2023.

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.**

## SHIPPING INSERTS

Literature and gifts to be included in the attendee bags must be received by November 30, 2023.

Ship to:

NATA c/o Jonathan Friedman  
Temple Beth El  
5101 Providence Road  
Charlotte NC 28226

## GUEST ROOM RESERVATIONS

Sponsors may contact the [OMNI Charlotte Hotel](#) directly to arrange for hotel accommodations during the conference.

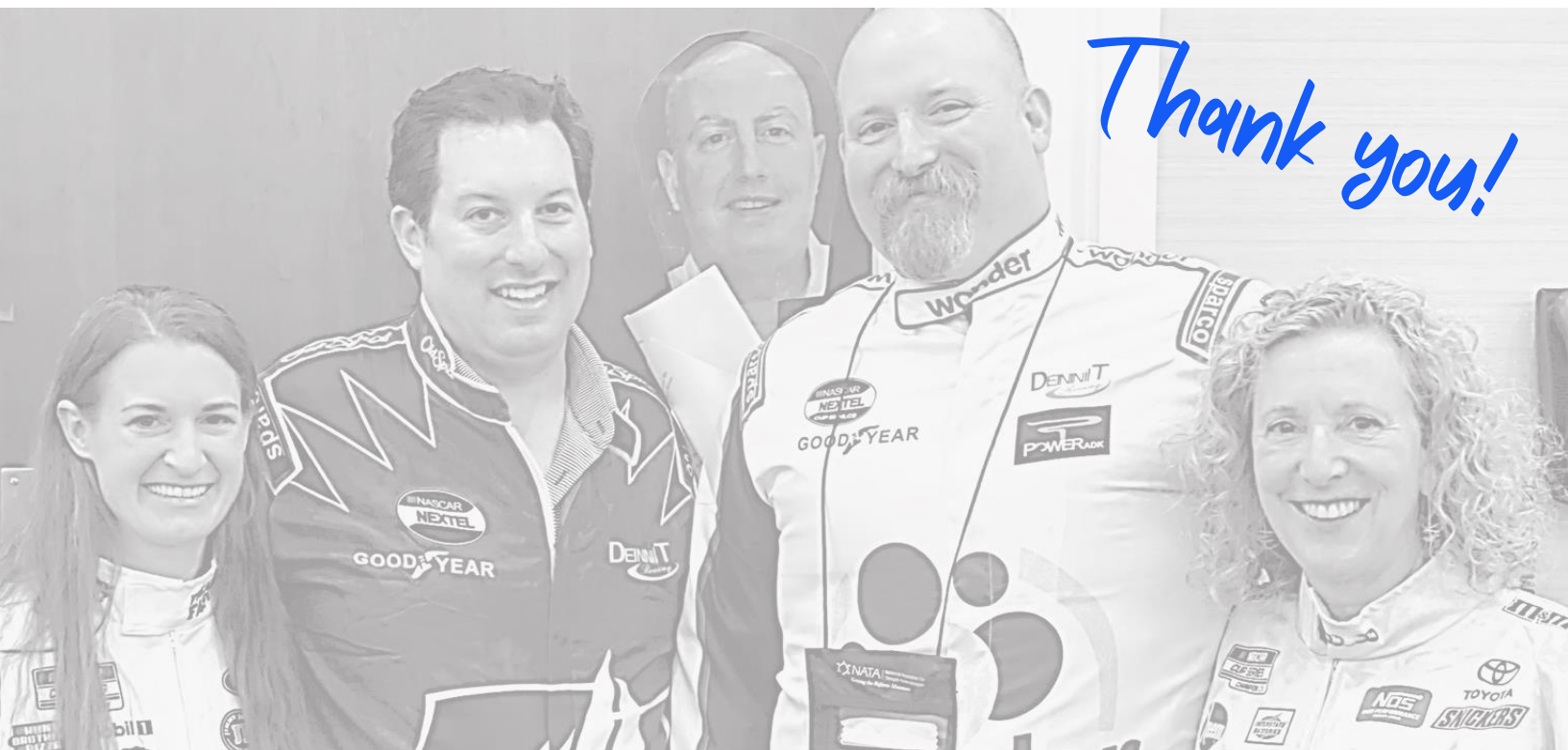
Due to limited availability, our group discount on hotel room reservations is limited to NATA members, speakers, and guests.

If there are rooms available in the block on the discount reservation cut-off date, we will send an email to all sponsors to invite you to change any existing reservation to take advantage of the discount.

## A/V NEEDS

All exhibitor tables will have access to power and WiFi. Any additional needs will be at the exhibitor's expense and should be arranged directly with the preferred A/V vendor:

Patrick Horner  
Senior National Sales Manager  
Pinnacle Live  
[patrick.horner@pinnaclelive.com](mailto:patrick.horner@pinnaclelive.com)



2023 Conference Team: Maureen Chapman, Danny Glassman, Peter Pishko, Chip Schragger, Karen Wisialowski