



Shaping the Evolving Workplace

December 11–12, 2024 • New Orleans, LA



BE PART OF THE OCS EVOLUTION

This year's reimagined CTW will focus on innovation and transformation within workplace services. Non-traditional uses of space at the conference will allow for flexible participation from suppliers, whether through showcasing solutions in breakout sessions, mingling or sponsoring receptions. The new Connection Hub, a non-traditional exhibit hall, will weave suppliers into the general session stage and breakout session roundtable conversations. Additionally, exclusive networking-themed sessions will be held to foster increased interaction, rekindle connections with former and current clients, and cultivate new relationships and leads that could drive future business opportunities.

What are some changes you'll see?

Suppliers have a new, unique opportunity to be a part of the revitalization of OCS/Pantry. CTW isn't just about the traditional methods of displaying, demonstrating, and sampling equipment and products. It's about genuinely connecting, networking, and collaboratively brainstorming the future direction of the evolving workplace.



IDEATE

Discover ideas through roundtables and peer-to-peer pods that generate alternative solutions



DELIVER

Explore topics on how to execute and achieve results that are promised, expected or desired



ENVISION

Look to the future of OCS/pantry and design with deliberate consideration, reflection and discussion

CTW Partner Opportunities

Connection Hub

The Connection Hub will be accessible throughout the event, spanning both days. Suppliers can choose their preferred mode of engagement. Attendees are welcome to join sessions or visit suppliers at their designated hubs. Casual, frequent breaks for coffee, snacks and refreshments will be set up where operators gather at your hub to share challenges and collaborate on solutions.

Each company may reserve a maximum of one Connection Hub space. Sampling is permitted with both options, provided all sampling guidelines and procedures are followed. Refrigeration is available on a very limited basis and must receive advance approval. Water and air lines are not available, but 5-gallon jugs of water may be ordered. Ancillary services (electric, internet, water/ice, catering, etc.) are available at an additional cost. The Connection Hub space is carpeted. No forklifts may be used onsite, and all freight size guidelines must be followed for any items (equipment, materials, etc.) shipped or delivered by participating companies.

OPTION 1

\$1,499 Member | \$1,999 Non-Member Price

INCLUDES:

- One (1) 6' x 30" skirted table with (2) chairs
- One (1) company ID sign
- Company name and booth number in the printed floor plan directory, on the CTW website and in the mobile app
- One (1) badge. Additional badges are available at a rate of \$399 per badge

All materials (pop-up banners, equipment, etc.) must be placed on top of the table or behind the table (not to exceed 8 feet high, including the height of the table). Nothing may be placed to the side or in front of the table. No additional furniture or fixtures (other than tabletop items) may be ordered.

OPTION 2

\$1,999 Member | \$2,499 Non-Member Price

INCLUDES:

- (1) 8 foot deep x 10 foot wide space with 8 foot high back drape, 3 foot high side rail drape
- One (1) 6' x 30" skirted table (2) chairs
- One (1) company ID sign
- Company name and booth number in the printed floor plan directory, on the CTW website and in the mobile app
- One (1) badge. Additional badges are available at a rate of \$399 per badge

Please note: No forklifts may be used onsite, and all freight size guidelines must be followed for any items (equipment, materials, etc.) shipped or delivered by participating companies.



	WITH Connection Hub Participation	WITHOUT Connection Hub Participation*
Learning Opportunities		
General Session Keynote Speaker Sponsor will have the opportunity to introduce keynote speaker. Your company's logo will be included in all emails, website and other event promotion regarding the featured General Session Keynote Speaker at CTW; in Program Guide mentions of Keynote Speaker; on Keynote Speaker signage, and in the General Session walk-in slides. Includes one badge. Additional badges are available at \$399 each.	\$5,000	\$7,000
General Session Panel Sponsor will have the opportunity to moderate or introduce Panel. Your company's logo will be included in all emails, website and other event promotion regarding the featured General Session Panel at CTW; in Program Guide mentions of Panel session; on Panel session signage, and in the General Session walk-in slides. Includes one badge. Additional badges are available at \$399 each.	\$4,000	\$6,000
Sponsored Solution Take the opportunity to discuss how your product or solution is revolutionizing the workplace. Topics must be approved in advance. Your company's logo will be featured on the slides at the beginning of the session, and you will be recognized verbally as the session sponsor. Logo placed on CTW website with the session you are sponsoring.	\$1,800	\$2,800
Onsite Advertising & Mobile App Opportunities		
 Onsite Registration Sponsor Your company's logo will be featured on the registration landing page and on signage at registration.	\$7,500	\$9,000
Printed Program Guide Ads <ul style="list-style-type: none"> • Back Cover (exclusive) \$1,500 \$2,450 • Inside Back Cover (exclusive) \$1,100 \$2,150 • Inside Front Cover (exclusive) \$1,100 \$2,150 • Full Page \$799 \$1,550 • Half Page \$449 \$950 		
New Product Zone Your actual product will be displayed in the highly promoted New Product Zone at CTW, and featured in new product marketing through a comprehensive email campaign.	\$500	\$1,500
 Mobile App <ul style="list-style-type: none"> • Splash Page \$3,000 \$5,000 • Banner Ads \$1,250 \$2,000 The mobile app will bring the CTW show to everyone's fingertips! Use this tool to navigate the show schedule and floor plan, access session documents, find exhibitors and speaker information, and more. Be the brand they see each time they open the CTW app.		

*If your company is not participating in the Connection Hub, but you choose to sponsor one of the following opportunities, your first badge is at the full registration rate (unless otherwise noted), and any additional badges are available at \$399 per badge.

SOLD OUT

SOLD OUT

	WITH Connection Hub Participation	WITHOUT Connection Hub Participation*
Branding & Product Placement Opportunities		
Attendee Bag Insert <ul style="list-style-type: none"> • Brochure • Product Make sure everyone sees what you are promoting with a sample product, trinket, or brochure. NAMA will insert your item into sample bags distributed to all operators at CTW. Sponsor responsible for production and shipping costs.	\$500 \$1,500	\$1,000 \$2,000
Badge Attendees are required to wear their badge at all official CTW events. Your brand will be worn by everyone at the show! Sponsor's branding will be on the back side of the badge only. Includes one badge. Additional badges are available at \$399 each.	\$3,000	\$4,000
Lanyards Attendees at CTW are required to wear their badge credentials at all official CTW events. Your branded lanyard will be connected to each badge. Sponsor responsible for production and shipping costs.	\$3,000	\$5,000
Key Cards Every attendee staying at the CTW hotel will carry your promotion on their guest room keycard. Includes one badge. Additional badges are available at \$399 each.	\$3,000	\$6,000
Room Drop Bag Insert Make sure attendees staying at the CTW hotel see what you are promoting with a sample product, trinket, or brochure. NAMA will insert your item into sample bags distributed to all operators at CTW. Sponsor responsible for production and shipping costs.	\$1,500	\$3,000
General Session Table Gift Highlight your product as a gift to attendees at the General Session. Your gift will be placed at each person's seat in the General Session. Sponsor responsible for production and shipping costs.	\$2,000	\$4,000
General Session Table Sponsor Host a table at the General Session and take the opportunity to network with Operators and other attendees.	\$1,000	Not Available
Pre-Show Event Branded Email Your branded and NAMA approved email will be sent by NAMA in one pre-show communication to all CTW attendees. Metrics will be provided post-email, including open and click thru rate.	\$1,500	Not Available
Logo Recognition in Pre-Show Email Your logo with hyperlink will be placed in one pre-show communication to registered attendees. On average, NAMA's pre-show emails generate above a 50% open rate and more than a 15% click thru rate!	\$1,000	Not Available
Footprints/Floor Clings (4) Footprints or floor decals will be placed in the Connection Hub guiding attendees to your booth.	\$1,000	Not Available

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Branding & Product Placement Opportunities (Continued)		
Registration Confirmation Email Their registration is confirmed and so is your brand with this exclusive opportunity to place your logo on all registration confirmation emails.	\$1,500	\$2,500

WITH Connection Hub Participation	WITHOUT Connection Hub Participation*
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Digital Advertising Opportunities		
Social Media Package x1 Facebook, x1 Instagram, x1 LinkedIn Reach our social media followers with you hyperlinked logo	\$700	\$1,000
CTW Website Banner Ad Your banner ad will appear on the home page of the event website as one of up to five ads in a rotating display. Provides visibility before, during and after the event. Visible for up to four months based on time of purchase.	\$850	\$1,500
Geo-fencing Ad Target audiences in and around the conference in New Orleans with digital ads about your brand that will show up as they browse on their laptops or mobile devices. Lead times for this service require up to 2 weeks advance setup.	\$3,999	\$5,999

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Refreshments & Networking Opportunities		
<p>Welcome Reception</p> <p>Align your company with one of the biggest social gatherings at CTW by sponsoring the Welcome Reception. Your logo will be recognized on all mentions of the reception before and during the event, including on the website, in the program guide, onsite signage, on beverage napkins during the event and in push notifications on show app. Includes one badge. Additional badges are available at \$399 each.</p>	\$15,000	Not Available
<p>Lunch</p> <p>Align your company with one of the biggest social gatherings at CTW taking place in the Connection Hub. Your logo will be recognized on all mentions of the lunch before and during the event, including on the website, in the program guide, onsite signage, and in push notifications on show app.</p>	\$8,000	Not Available
<p>CTW Café – Beverages</p> <p>Your beverage products served daily in the CTW Café.</p>	\$1,500	\$2,500
<p>CTW Café - Breakfast/Food Items</p> <p>Your breakfast/food items served daily in the CTW Café.</p>	\$1,500	\$2,500
<p>CTW Café – Creamer/Sweetener</p> <p>Your creamer or sweetener products served daily in the CTW Café.</p>	\$500	\$1,000
<p>Beverage Sampling</p> <p>Offer a beverage sample to each attendee as they enter the Connection Hub during a designated hour on Wednesday or Thursday. Limited to one beverage product sample per day.</p>	\$2,500	Not Available

SOLD OUT

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Registration Rates	EARLY BIRD ends Oct 31	REGULAR Nov 1 - Dec 10	ONSITE Dec 11 - 12
Operator Member	\$199	\$299	\$349
Operator Non-Member	\$299	\$399	\$449
Non-Sponsoring Broker Member	\$699	\$799	\$849
Non-Sponsoring Broker Non-Member	\$799	\$899	\$949
Non-Sponsoring Sustaining Member	\$1,199	\$1,299	\$1,349
Non-Sponsoring Sustaining Non-Member	\$1,399	\$1,499	\$1,549
Non-Sponsoring Distributor Member	\$1,199	\$1,299	\$1,349
Non-Sponsoring Distributor Non-Member	\$1,399	\$1,499	\$1,549
Non-Sponsoring Supplier Member	\$1,199	\$1,299	\$1,349
Non-Sponsoring Supplier Non-Member	\$1,399	\$1,499	\$1,549
Machine Manufacturer Member	\$1,199	\$1,299	\$1,349
Machine Manufacturer Non-Member	\$1,399	\$1,499	\$1,549

Contact us today!

COMPANIES BEGINNING WITH A – M

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COMPANIES BEGINNING WITH N – Z OR A NUMBER

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namactw.org