



National Rural Economic Developers Association

2017 MARKETING KIT

Big Ideas for Economic Development

About NREDA

NREDA is a member organization dedicated to the advancement of rural economic development through education and networking opportunities. It is the leading professional development resource for rural America.

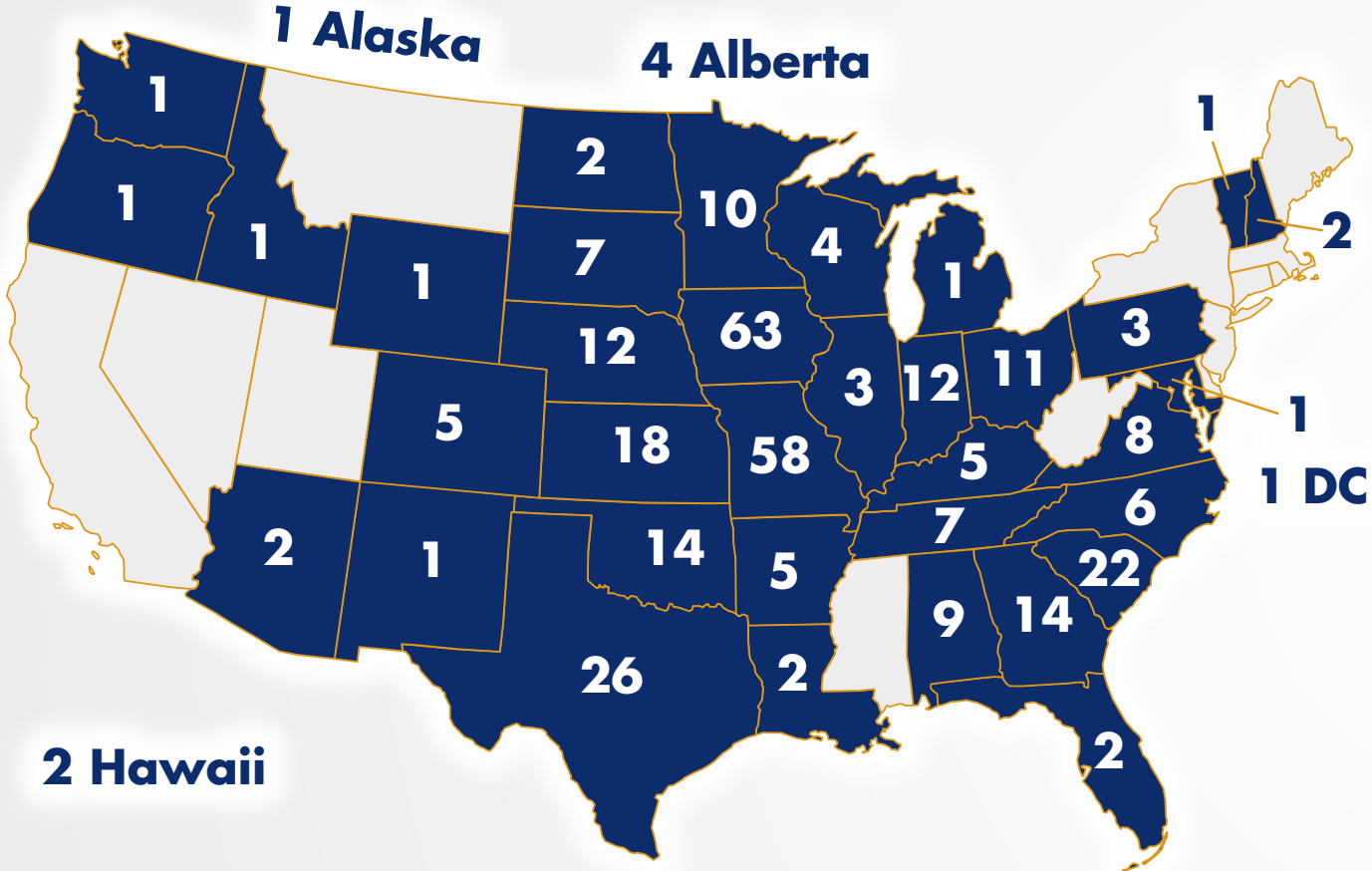
NREDA

- Promotes the exchange of ideas and information between association members.
- Provides educational opportunities to encourage professional advancement.
- Furthers the movement of growing and revitalizing rural America through economic enhancement.

Who makes up the NREDA Membership base?

- Association: 8
- Government Related: 8
- Consultants: 14
- Telephone Coop Related: 14
- Electric Coop Related: 208
- Economic Development Organizations: 99
- Honorary/Student: 3
- Total Members: 354 (Increased 15% from 2015)

2017 NREDA Membership



The National Rural Economic Developers Association (NREDA) promotes rural development opportunities through electric and telephone cooperatives. During the time of the Rural Electrification Administration (REA), cooperatives had been a longtime advocate of marketing rural locations as a competitive and low-cost alternative for business investment. The creation of a national organization, structured to coordinate recruitment resources, was hoped to provide all members a greater presence to corporate America.

Goal Accomplished!

In the spring of 1989 NREDA was formally organized and later that year held the first member meeting in Washington, DC. In 1990, Nashville, Tennessee served as the conference city for the first annual conference, attracting more than 300 attendees. From that small beginning, NREDA has matured into a professional organization providing members valuable assistance with their economic development, key account management, community development, infrastructure development and other rural development programs.



Membership has its Benefits

- **People** – NREDA’s 354 individual members are a virtual Who’s Who of electric and telephone cooperatives, local economic development organizations, associations and government leaders. Members take pride in their willingness to share expertise and information with peers.
- **NREDA News Brief Newsletter** – A monthly electronic newsletter places a wealth of information about issues, events and resources at members’ fingertips.
- **NREDA Annual Conference** – The national conference offers insightful speakers, education sessions, face-to-face access to federal officials, networking opportunities and fun.
- **Educational Opportunities** – Webinars and professional development seminars on topics of interest to economic developers make learning and accessibility easy.
- **Membership Directory** – Members utilize the online directory with listings of NREDA member contact information, cross-referenced by state, organization and areas of expertise.
- **Website** – A secure Members Only section offers a member search feature, links to industry-related websites, job postings, archived copies of the newsletter and the latest news, announcements and events.
- **Rural Focus** – No other organization matches NREDA’s focus on rural economic development, examination of needs, resources identified and communication of small town successes.
- **Personal and Professional Development** – Leadership, participation and recognition opportunities through committee involvement, by serving on the Board of Directors and through attendance at the annual conference.
- **Membership Mentoring** – NREDA’s mentoring program, ED411, matches members with seasoned professionals in specific areas of expertise.
- **Networking!**

Sponsorship and Marketing Program

Your support of NREDA enables the organization's members to continue to learn, grow and expand their resources—resources that include you as a supporting company of NREDA.

The NREDA Sponsorship and Marketing Program has several levels of participation including:

- Annual support of NREDA through the association's meetings
 - Annual Conference
 - Webinars
 - Other educational sessions such as REDLG 101
- Electronic newsletter advertisements
- Website advertisements
- Exhibiting as a regular NREDA Sponsor Partner

As a sponsor partner—at any level—you will receive year-round recognition through mentions:

- In the meeting promotions.
- On meeting signage.
- On the association's website.

Additionally, sponsor partners have first choice of exclusive marketing opportunities. Additional benefits are based on the level you attain and are detailed in the following pages. Save time and money by selecting the Sponsorship Program bundled with a marketing package that best fits your needs.

Here's how:

- Select the Sponsorship package and/or advertising option(s) of your choice.
- Select which events you want to sponsor at the level you have chosen (applicable to conference sponsorship only).
- Complete the NREDA Order Form and return along with your payment.

Customized packages can be designed to meet your specific needs.

All packages require payment at the time of submission.

Why Market with NREDA?

- You will enhance your visibility by supporting NREDA throughout 2017.
- You will have direct contact with key decision-makers: Our meetings create a group eager to learn more about your products and services.
- You can find the fit that's right for your company's message. There are a variety of opportunities for prominence throughout the year.

NREDA Advertising

Newsletter Rates

\$100 for 6 issues / \$200 for 12 issues

The NREDA Newsletter *NREDA News Brief* is published monthly and sent to over 500 individuals with an open rate of 30 percent. A hyperlink to the advertiser's website is included with the newsletter ad.

Newsletter Ad Specs

Newsletter ads are two sizes:

- The banner ad (one available) is 435 pixels wide and up to 300 pixels high.
- The sidebar ads (two available) are 173 pixels wide and up to 300 pixels high.

All artwork must be saved at 72 dpi and submitted as a .jpg or .gif file. The file size must be less than one (1) MG and can be four (4) color or black and white. Ads submitted that do not meet these specifications cannot be used.

Website Rates

\$300 for 6 mos. / \$600 for 12 mos.

Website Ad Specs

NREDA's website, www.nreda.org, receives approximately 500 hits monthly.

- Three ad spaces are available
 - Home page
 - Events page
 - About Us page
- Graphic ads must be 400 pixels wide and 125 pixels high.
- Text ads must be 25 words or less with no graphics.
- Both ad types include a link to the advertiser's custom-designed web page.

For more information or if you have questions, contact: nreda@lovesmalltownamerica.com.

NREDA Annual Conference Sponsorship Opportunities

Sponsoring at the NREDA Annual Conference provides opportunities for you to:

- Support your customer by supporting the NREDA Annual Conference.
- Network with your customers.
- Build company and product awareness.
- Establish long-term relationships with new and existing customers.

2017 NREDA Annual Conference

November 1–3, 2017

Sheraton Gunter Hotel San Antonio

205 E. Houston St.

San Antonio, Texas 78205

www.sheratongunter.com

NREDA's Annual Conference draws nearly 125 attendees with its educational offerings designed to engage the learner and subsequently impact rural communities across America and into Canada. Over the past five years alone, NREDA has presented programming on 28 different topics including rural and economic growth, housing, profitability, agriculture, nonprofits including volunteer boards and foundations, manufacturing, leadership and business development.

When you stay at the Sheraton Gunter Hotel, you'll be able to experience their signature Sheraton amenities,

onsite dining including Market on Houston and Bar 414 and be steps away from world-class attractions including The River Walk, the Alamo, the Majestic Theatre and the Tobin Center for the Performing Arts. The Sheraton Gunter preserves 1900s grace, infusing it with modern amenities to create a special atmosphere where past meets present.

If booked before October 9, 2017, sleeping room per night rates are \$169 for a single or double, \$184 for a triple and \$199 for a quadruple. One bedroom suites are \$295 per night. The government rate is \$120 for a single or double. Rates do not include applicable state and local taxes of 16.75%.

If you book before October 9, 2017, the reduced sleeping room rates are also available three (3) days prior and three (3) days after the event.

To book your sleeping room online, go to: <https://www.starwoodmeeting.com/Book/nreda>

Note that online booking is only for sleeping rooms October 30 – November 4, 2017. If you would like to book your stay to come earlier and/or stay later, please call to make your reservations.

To book your sleeping room by phone call (888) 627-9001 and let them know you're with NREDA or National Rural Economic Developers Association.



Annual Conference Sponsorship Packages

Exclusive sponsorships are limited and awarded on a first come, first served basis.

Sponsorships that include attendee registrations do not include registration for pre-conference session and optional activities.

All sponsorship levels include:

- Signage at the conference.
- Special mention at the conference.

President's Reception Sponsor \$6,000 (Exclusive)

- Exclusive sponsor of President's Reception.
- Membership for three (3) company representatives.
- Electronic copy of the NREDA Membership Directory.
- Conference registration for up to three (3) attendees.*
- Six (6) foot exhibit table at conference.
- Five (5) minutes to address attendees during designated function.

Titanium Sponsor \$15,000 (Not Exclusive)

- Sponsorship for one of the following:
 - Keynote or Closing Speaker.
 - Awards Luncheon.
- Membership for two (2) company representatives.
- Electronic copy of the NREDA Membership Directory.
- Conference registration for two (2) attendees.*
- Six (6) foot exhibit table at conference.
- Three (3) minutes to address attendees during designated function.

Diamond Sponsor \$3,500 (Not Exclusive)

- Sponsorship for one of the following:
 - General Session speaker.
 - Wednesday Welcome Refreshments.
 - Friday Box Lunches (labeled with company logo).
- Conference registration for two (2) attendees.*
- Six (6) foot exhibit table at conference.
- Two (2) minutes to address attendees during designated function.

Platinum Sponsor \$2,500 (Not Exclusive)

- Sponsorship for one of the following:
 - One (1) Breakfast (Tuesday and Friday available).
 - At-a-Glance Agenda (company logo displayed on agenda).
- Conference registration for one (1) attendee.*
- Six (6) foot exhibit table at conference.
- One (1) minute to address attendees during designated function.

Gold Sponsor \$1800 (Not Exclusive)

- Sponsorship for one of the following:
 - Wednesday Member Orientation.
 - One (1) Refreshment Break.
 - One (1) Breakout Session Speaker or one (1) Mobile Classroom.
- Conference registration for one (1) attendee.*
- Opportunity for company literature to be available at registration desk.

Silver Sponsor \$750 (Not Exclusive)

- Opportunity to provide attendees with a giveaway or gift (purchased by sponsor).

Bronze Sponsor \$300 (Not Exclusive)

- Signage at the conference.
- Special mention at the conference.

A La Carte Sponsorship Options

Conference Mobile Website \$3,500 (Exclusive)

- Conference registration for one (1) attendee.*
- Logo branded on Mobile Website created by NREDA.

Padfolio/Write Pad \$3,500 (Exclusive)

- Conference registration for one (1) attendee.*
- Sponsored item purchased by NREDA with your company logo imprint.

Tote Bag \$3,500 (Exclusive)

- Conference registration for one (1) attendee.*
- Sponsored item purchased by NREDA with your company logo imprint.

Mobile Classroom Transportation Shuttles \$3,000 (or \$1,250/ea.) – 3 Charter Busses (Choose the \$3,000 sponsorship for exclusivity)

- Conference registration for one (1) attendee with the \$3,000 commitment only.*
- Display your company information on onboard media system/signage on bus.

ID Badge/Lanyard \$1,500 (Exclusive)

- Sponsored item purchased by NREDA with your company logo imprint.

Electronics Charging Station \$1,000 (Exclusive)

- Exclusive sponsor of an Electronics Charging Station provided by NREDA.

*Conference registrations do not include optional activities or the preconference sessions.

NREDA ORDER FORM

Advertising Opportunities

Please select the number of issues and issue dates for your advertisement.

Number of Newsletter Ads

- 6 Issues (6 months) – \$100
Please indicate which months you'd like your advertisement to be placed.
 - January – June
 - July – December
- 12 Issues (1 year) – \$200

Website Ads

- 6 months – \$300
Please indicate which months you'd like your advertisement to be placed.
 - January – June
 - July – December
- 12 months – \$600

Advertisement Amount Due \$ _____

Annual Conference Sponsorship

Select Sponsorship Level and Option

- President's Reception – \$6,000
- Titanium Sponsor – \$5,000 *Check one*
 - Keynote Speaker
 - Closing Speaker
 - Awards Luncheon

- Diamond Sponsor – \$3,500 *Check one*
 - General Session Speaker
 - Wednesday Welcome Refreshments
 - Friday Box Lunches

- Platinum Sponsor – \$2,500 *Check one*
 - Thursday Breakfast
 - Friday Breakfast
 - At-a-Glance Agenda

- Gold Sponsor – \$1,800 *Check one*
 - Wednesday New Member Orientation
 - Refreshment Break
 - Breakout Session Speaker
 - Mobile Classroom

- Silver Sponsor – \$750

- Bronze Sponsor – \$300

A LA CARTE OPTIONS

- Mobile Website – \$3,500
- Padfolio Write Pad – \$3,500
- Tote Bag – \$3,500
- Mobile Classroom Shuttle – \$3,000 (For three shuttles, or \$1,250 each)
- ID Badges (at card) – \$1,500
- Electronic Charging Station – \$1,000

Sponsorship Amount Due \$ _____

Not a Member? Become a member today! Membership information and online application can be found at www.nreda.org. Click on the Join NREDA tab.

Contact Person _____

Company/Organization _____

Billing Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

Website _____

Total Amount (Advertisement + Sponsorship) Due \$ _____
Sponsorships are not recognized until payments are received.

Method of Payment (Payment in U.S. Dollars)

- Check Visa MasterCard AMEX

Card Number _____

Expiration Date _____

Signature _____

Name On Card _____

Return completed form and accompanying payment to:

NREDA • 1255 SW Prairie Trail Parkway • Ankeny, Iowa 50023
Phone (515) 334-1049 • Fax (515) 334-1149 • Email meetings@nreda.org



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Our Mission Statement

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