



14[MEDIAKIT]15

National Speakers Association
480.968.2552 | 1500 S. Priest | Tempe, Az



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Dear Prospective Partner:

NSA is the membership organization where our speakers are your audience. Our labs, workshops, and Annual Convention are some of the largest national and international gatherings of professional speakers and small business owners who translate influence into experiences, **with a direct reach to nearly 19,000 and connecting through communication to thousands more.**

Becoming a sponsor or exhibitor will give your organization the opportunity to **connect with these decision-makers one on one.** This year we've added new zones of education and innovation, where we're allowing for dedicated spotlights on your product, technology, or service. With more than 1,500 people expected to attend our highly ranked and sold out Annual Convention, joining us as a partner is an excellent way to connect with and market to speakers who will confidently lead their businesses into the next decade.

Space is limited. Partner today with NSA and gain access to a powerfully influential audience composed of businesses exceeding revenues of up to \$1 million annually and 95% decision-makers.

Contact Sarah Best (Sarah@NSAspeaker.org) to talk about how we can customize your sponsorship package, or reserve your exhibit booth by [completing our online form.](#)

We look forward to speaking with you soon!

Sincerely,

Lindsay Martin-Billbrey

NSA Director of Learning Experiences

Why Partner with National Speakers Association?

ABOUT US

The National Speakers Association (NSA) is the leading organization for professional speakers. Founded in 1973, NSA brings speakers together to provide the resources needed to better serve their clients, advance their careers and businesses, and reach a higher level of personal enrichment.

NSA COMMUNITY

NSA's thousands of members include experts in a variety of industries and disciplines. They reach out to audiences as trainers, educators, humorists, motivators, consultants, authors, and more.

In addition, **they are business owners, frequent travelers, high-tech consumers, and corporate decision makers** who appreciate learning how new and exciting product offerings and services help them grow their business. **Nearly 95% of our audience are also the final decision-maker for their business.**

WHY NSA?

Our members aren't just using products and services, they sell them! If you have a product or service that will improve their processes, create a better product, or increase their profit margin, it's likely our members will buy it and then rave about the product to their audiences, which extends your reach and influence.

For our members, professional speaking isn't a hobby or one facet of their position. Facilitating, coaching, keynoting, creating content, selling supporting media—this is their business.

Almost 60 percent of NSA's members have been in the speaking profession for more than 10 years. Whether just joining the profession through our Academy, working as an active speaker for 20+ years, or serving as an affiliate partner like a speaker bureau or vendor, our audience spans generations and trends.

AREAS OF INTEREST

Enterprise – The purposeful undertaking of a successful speaking business venture. This includes business management, sales and marketing knowledge, as well as the skills necessary to generate income through speaking engagements and other revenue streams.

Eloquence – the art of speaking and the use of powerful and persuasive presentations. This means creating the proper setting for an effective presentation as well as the concrete skills related to presenting, performing and theatrical methods.

Expertise – The knowledge, skills and experience in a specific area. Speakers should know which body of expertise is ideal for them and be able to effectively research and develop their content.

Ethics – The principles or standards governing the conduct of those in the speaking profession. Ethics is the foundation and summation of the three other competencies. It is about who you are as a person, both personally and professionally, and encompasses your reputation, character and integrity.

Sponsorship Opportunities

As a partner supporting NSA's influential learning experiences, your company and products reach a targeted audience and gets your message in the right hands.

NSA will work with your strategic planning initiatives to give you a unique experience that aligns with your existing marketing plan and includes exposure before, during, and after our experience.

Sponsorship is available in two different ways: **Supporting**

Supporting Sponsors partner with NSA for annual exposure to our audience of more than 19,000 community members

Ala Carte per event

Ala Carte sponsors get exposure per event, from an intimate summit of 85 to our annual event of nearly 2,000



	Presenting \$100,000	Diamond \$50,000	Platinum \$35,000	Gold \$25,000	Silver \$15,000
Recognized as exclusive sponsor for category or event	●				
Top billing as Supporting Sponsor on all events and collateral	●				
Main stage speaking spot at Influence-NSA's Annual Convention	●	●			
Interview with Voices of Experience, NSA's podcast	●	●	●		
Series of feature articles, blogs, and webinars on NSA's sites	●	●	●	●	
Single Product Spotlight	●	●	●	●	●
Event signage, website placement on all NSA, digital marketing programs and guides	●	●	●	●	●
Full page ads in Speaker Magazine	●	●	●	●	
Featured sponsor in Speaking Business Now, NSA's weekly community newsletter	●	●	●	●	
Complimentary event registrations	●	●	●	●	●
Other benefits customized to sponsor	●	●	●	●	●



A La Carte Sponsorship Prices



Bronze: \$12,500

- Event breakfast and coffee*
- CSP Induction & Reception
- First Timers Program
- Learning Lounge
- Tech Alley
- Event Wireless Internet
- Event Mobile App

\$10,000

- Event Automated Registration
- Customized Coffee Creak*
- Customized Afternoon Break*
- Twitter Conversation Boards
- Youth Program (sold out)
- Networking Event**

\$7,500

- Member Lounge
- Social Media Lounge
- Event Water Stations
- Event Guides (sold out)
- Foundation Event Partner
- Youth Day of Service (sold out)
- 30 minute product demonstration

\$5,000

- Room Keys (with your logo)
- Power Up Stations
- Photo Booths (up to 4 per event)
- Headshot Booth
- Luggage Tags (sold out)
- Granola Bars
- Speaker Green Room

\$2,500

- Carbon Emission Match

\$1,000

- Social Event Promotion

All A La Carte Sponsors receive the following benefits:

- Text link on the event website
- Recognition of support in the event guide
- Company recognition by text or logo onsite

**Up to three available per event*

***customization available, may raise price of sponsorship*

Booth Prices and Deadline



NSA offers the opportunity to have a presence at our Winter and Annual convention, with a variety of booth sizes and configurations. Not a member? You can qualify for a special Supplier/Vendor/Bureau membership rate and receive up to \$1,000 off booth space at events.

8 x 10 BOOTH (table top)

- One (1) full meeting exhibitor registration and opportunity to purchase one (1) additional paid registration at the early bird price if registered at least eight (8) weeks before events
- Wireless high speed internet access
- Company listing in conference guide, website, and mobile app
- 2015 "I'm exhibiting with NSA" logo to use in marketing and on your website
- Link from www.nsaspeaker.org/attend to your website
- ID sign
- Listing in show directory distributed onsite

NSA MEMBERS: \$2,000

NON-MEMBERS: \$3,000

10 x 10 BOOTH

- Two (2) full meeting exhibitor registration and opportunity to purchase two (2) additional paid registrations at the early bird price if registered at least eight (8) weeks before events
- Wireless high speed internet access
- Company listing in conference guide, website, and mobile app
- 2015 "I'm exhibiting with NSA" logo to use in marketing and on your website
- Link from www.nsaspeaker.org/attend to your website
- ID sign
- Listing in show directory distributed onsite

NSA MEMBERS: \$2,500

NON-MEMBERS: \$3,500



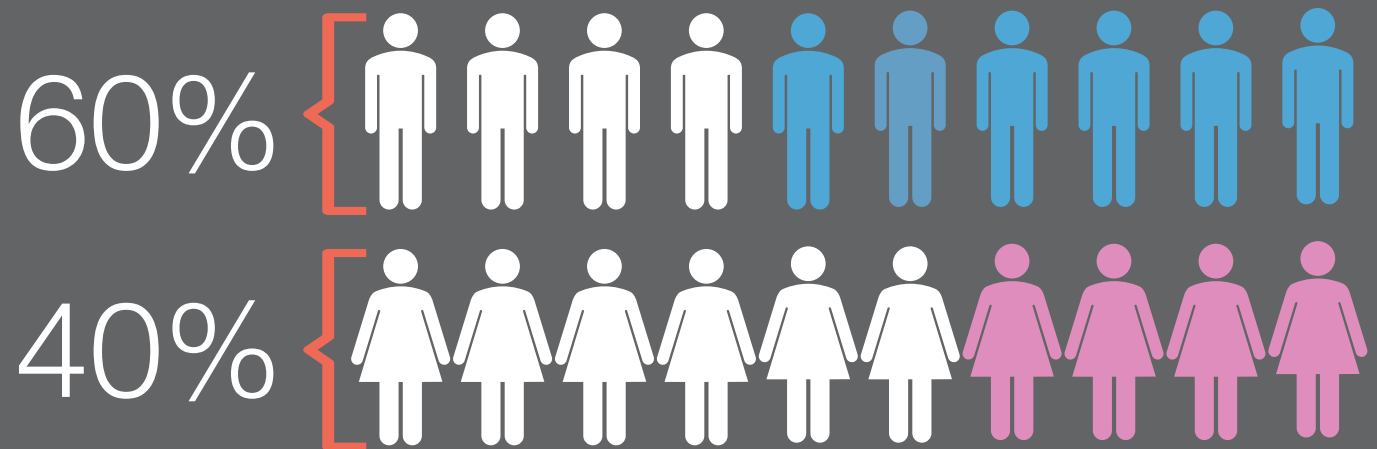
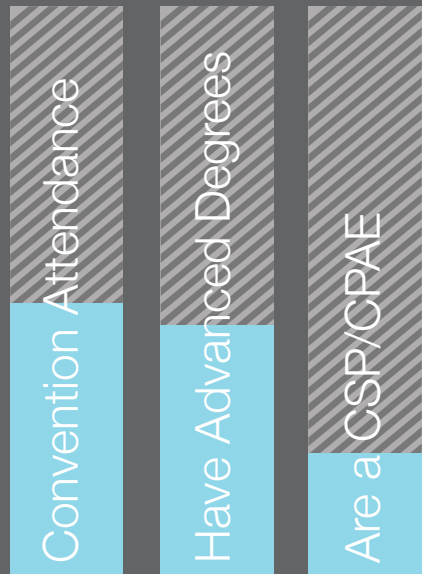
Create Name Recognition
Everywhere You Need to Be



Be Seen

where your customers are

NSA Member Demographics



Several Ways to Target Your Audience

MAILING LIST

Get your direct mail piece to more than 3,000 professional speakers by renting NSA's member postal mailing list. We can segment the list to a certain region of the country, member type, attendance at an event or other sub-group.

SPEAKER INFO eNEWSLETTER

Be part of the newest NSA advertisement platform – NSA's Speaker Info electronic newsletter. Display your logo or company description in these content-rich email messages sent bi-weekly to all NSA and Academy members. Many options are available, from banner ads to product/service descriptions. To find out more, contact Colby Horton at MultiBriefs at 469.420.2601 or chorton@multibriefs.com

SPEAKING BUSINESS WEEKLY MEMBER eMAIL

NSA's monthly NSA Now provides our members with all the details they need to make the most of their NSA membership by staying updated on news and happenings within the association. This email can also promote your business with a banner style ad or mini-article. Contact Sarah Best at Sarah@NSAspeaker.org or 480.968.2552 for more details.

SPEAKER MAGAZINE VOICES OF EXPERIENCES PODCAST

Advertise in Speaker magazine to reach an influential niche of professional speakers, authors and consultants every month. As the official

publication of the National Speakers Association, Speaker provides the latest trends, business information and industry news for its members and subscribers in 10 exciting issues each year. Speaker is offered in print and digital formats. By clicking on a live link in your digital ad, readers can access your website instantly.

Frequency

10 issues a year

Printed circulation: 5,200

Total printed readership: 15,000

Monthly online visits: 830+

Online page views per month: 6,000+



Awards

2011: Gold Award from Association Media & Publishing Excel Awards for Magazines: General Excellence for best writing, content, design and overall packaging.

2011: Silver Award from Association Media & Publishing Excel Awards in Media Innovation: Podcasts 2010 and 2009: Bronze Awards from Association Media & Publishing Excel Awards for Magazines: General Excellence for best writing, content, design and overall packaging.

CLOSING DATES

Space reservations are due on the 11th day (or closest business day) of the second month preceding cover date (i.e. March 11 for May issue). Ad materials are due one week after the space reservation date for each issue.

GUARANTEED / PREFERRED POSITION

An extra 15 percent computed on applicable rate for full-page ads only with spots such as back cover, inside front cover and

more. Positions are subject to the approval of National Speakers Association.

ADVERTORIAL

An extra 15 percent will be computed on applicable rate for full-page ads only. All advertorials will have an “Advertisement” masthead added to the top of the page. Advertorials are subject to the approval of the National Speakers Association.

RIDE ALONG

Want your pamphlet/promo piece mailed in the poly bag with Speaker magazine? Your piece can go out to every subscriber starting at \$6,000 based on size and weight. Call for more details!

COLOR/PRINTING DETAILS

80-pound coated sheet. Saddle-stitched. 150-line screen recommended. Highlight tones should be 3% to 98%, mid-tones should be relatively open with a maximum shadow density of 340%. All ads must be in color unless otherwise indicated.

AD SIZES

Full Page:

with border: 7.5” x 10”

with bleed: 8.75” x 11.25”

trim size: 8.5” x 11”

1/2 Page Horizontal:

7.5” x 4.75”

1/3 Page Horizontal:

4.875” x 4.75”

RATE POLICY

All contracts and insertion orders are subject to approval by the National Speakers Association. Advertising will be at the open rate unless a contract has been submitted for a specific frequency rate and time period. Frequency discounts are determined by the number of issues used or by the number of insertions of distinctly separate advertisements in a given issue within a 12-month period.

Copy and Contract Regulations

ADVERTISING ACCEPTANCE

All advertising is accepted subject to the approval of the National Speakers Association (NSA).

Advertisements are accepted and published upon the representation that the advertiser is authorized to publish the entire contents and the subject matter of the advertisement. The advertiser will indemnify and hold the National Speakers Association harmless from any loss or expense resulting from claims or suits for defamation, libel, violation of right of privacy, plagiarism, copyright infringement, unfair competition, unfair trade practice, or infringement of trademarks, trade names or patents.

LIMITATION OF LIABILITY

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Advertisements are accepted and published upon the representation that the advertiser is authorized to publish the entire contents and the subject matter of the advertisement. The advertiser will indemnify and hold

the National Speakers Association harmless from any loss or expense resulting from claims or suits for defamation, libel, violation of right of privacy, plagiarism, copyright infringement, unfair competition, unfair trade practice, or infringement of trademarks, trade names or patents.

FILE FORMATS FOR AD MATERIALS

The following formats are accepted:

- Preferred Method: High-resolution PDF (PDF/X-1a preferred). Images must be at least 300 dpi, with images and color converted to CMYK mode. Fonts should be embedded in the file.
- High-resolution TIFF. Resolution must be at least 300 dpi at final reproduction size. File should be supplied in CMYK mode.
- InDesign CS5 or CC files: Include all fonts and linked graphics. Images must be at least 300 dpi and converted to CMYK mode.

Materials should measure exactly as indicated. Any variation from specified dimensions will not be accepted. Final reproduction

quality is contingent on materials furnished. Materials will be kept for one year after final run unless specific written instructions are otherwise provided.

SUBMITTING AD MATERIALS

Ads should be submitted using one of the following methods:

- Email attachment: Compress ad materials into a single file using an application like WinZip or Stuffit. Compressed files should not exceed 8 MB.
- FTP upload. Contact our ad sales rep for log-in and password.

CONDITIONS

All insertion orders are accepted subject to provision of the current Rate Card. Rates are subject to change without notice. Contract rate protection will remain in effect for a period of 90 days from announcement. It is understood and agreed that advertising and editorial are independent and that no special editorial consideration of any kind shall be part of the sales agreement.



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Prices good through July 1, 2015