



National Programs

National Advertising
Division®

NAD 2021 Annual Conference

Sponsorship Prospectus

Celebrating
50 years
of the

National Advertising Division



NAD 2021: The Future of Ad Law

Sponsorship Prospectus

NAD 2021, the annual conference of BBB National Programs' National Advertising Division (NAD), will celebrate 50 years of advertising industry self-regulation and high standards of truth and accuracy in national advertising. This annual conference convenes corporate in-house counsel and advertising and marketing professionals, government and regulatory agencies, marketing and advertising agencies, and legal professionals to discuss the critical trust and technology challenges facing the advertising industry today and share practical advice on the day-to-day issues that this increasingly competitive environment can raise.

Sponsorship Opportunities

Our engaging discussions on legal trends, advertising law, Federal Trade Commission enforcement priorities, and best practices will span three days of dynamic sessions on an interactive virtual platform providing sponsors endless opportunities for audience engagement and sponsor visibility.

Sponsoring NAD 2021 puts your brand in front of decision-makers and executives from many of the nation's leading law firms and companies from small to medium-sized businesses through the Fortune 100.

Sponsor NAD 2021 and showcase your brand with this targeted and influential audience. Contact us at sponsorships@bbbnp.org to reserve your spot and maximize the value and impact of your sponsorship.

Sponsorship Options

As a sponsor, your brand will be featured during NAD 2021 and in content and materials promoting the conference. Different sponsorship options are available to help you achieve your marketing goals.

Bronze Sponsor

Logo on the NAD 2021 website, marketing materials, and list of sponsors displayed during the conference

Standard: **\$7,500**
National Partner: **\$6,000**

Silver Sponsor

Logo included in digital ad displayed on virtual event lobby, plus all benefits of Bronze Sponsorship

Standard: **\$10,000**
National Partner: **\$8,000**

Gold Sponsor

Copy of the attendee list, plus all benefits of Silver Sponsorship

Standard: **\$15,000**
National Partner: **\$12,000**

Diamond Sponsor

Content marketing opportunity each day of the conference, plus all benefits of Gold Sponsorship

Standard: **\$20,000**
National Partner: **\$16,000**

Important Information

Deadlines

Sponsorship Application Deadline

September 10, 2021

Cancellation Deadline

September 10, 2021

Eligibility

BBB National Programs reserves the right to determine the eligibility of any company or organization to exhibit and/or sponsor at this conference, and further reserves the right to reject any application and/or limit space assigned. Those submitting applications will receive confirmation of acceptance or rejection.

Scope

BBB National Programs will provide appropriate acknowledgement and recognition of Sponsor in accordance with advertised sponsorship benefits, and with applicable laws and Internal Revenue Service rules and regulations. BBB National Programs and Sponsor agree that the purpose of the conference is educational in nature, that Sponsor participation in the conference does not convey BBB National Programs' approval, endorsement, certification, acceptance, or referral of any product or service of Sponsor. No materials developed or intended for use in connection with the conference will be distributed or otherwise used prior to advance review and written approval by BBB National Programs. BBB National Programs requires review of final artwork for any print or digital pieces promoting NAD 2021.

BBB National Programs requires full payment of the total Sponsorship cost with the submission of the application. Failure to make timely payment may result in cancellation of sponsorship agreement. BBB National Programs reserves the right to reject any Sponsorship application.

Termination of Conference

BBB National Programs reserves the right to cancel this conference and any group activity that does not meet minimal group requirements. If BBB National Programs determines that the premises where the Conference is to be held have become unfit for occupancy, or if the premises are materially interfered with by reason of strike, embargo, injunction, act of war, act of God, terrorist attack or threat, any other emergency, or any act or event not the fault or beyond the control of BBB National Programs, the Sponsorship Agreement may be terminated by BBB National Programs. In the event of such termination, the Sponsor waives any and all damages and agrees that BBB National Programs may—after deducting all costs and expenses (including a reserve for claims)—refund the Sponsor as a complete settlement and discharge of Sponsor's claim and demands, its pro rata amount of all monies paid by all Sponsors, if other Sponsors are involved in the conference.

Names and Trademarks

BBB National Programs shall have the right to use Sponsor's name, trademark, and logo, limited to the terms of this Agreement. Sponsor shall not have the right to use any of BBB National Programs' names, trademarks, logos, or copyrights without prior written approval.

Limitation of Liability

Sponsor agrees to make no claim for any reason whatsoever against BBB National Programs, the venue, or the city and/or state where the conference is held for any loss, including theft, damage or destruction of goods, or for any injury to the Sponsor or its employees, including while the conference is in progress, being set up, or being taken down. Sponsor agrees to indemnify and hold harmless BBB National Programs and its officers, directors, employees, and agents from and against any and all claims of any person arising out of acts, omissions, or negligence of Sponsor, its agents, or employees.

By registering, you agree to receive information about our programs, events, and services. You can manage your BBB National Programs email marketing preferences by clicking the "unsubscribe" link in any email you may receive from us.

Sponsorship Application

Firm/Company Name

Website

Address

City

State

ZIP

Contact Name

Title

Email

Phone

Company Description (75-word limit)

Unless you indicate otherwise, the company name and website provided on this application may appear with your description in conference marketing and communications materials.

Do not include our company name and website in conference marketing and communications materials.

Submitting an Application

We thank you for your interest in being a sponsor and look forward to future discussions. To apply, email this completed application form to sponsorships@bbbn.org.

Early submissions will maximize exposure for your company—apply today!