

# NATPE MIAMI

JANUARY 18 - 20, 2022

## SPONSORSHIP OPPORTUNITIES



FINDING OPPORTUNITY IN CONTENT EVOLUTION

[NATPE.com/Miami](https://NATPE.com/Miami)



JANUARY 18-20, 2022

## ROOM NUMBERING:

**VERSAILLES TOWER**  
floors 5-17, room numbers: 61-91

**CHATEAU TOWER**  
floors 4-15, room numbers: 00-60

**SORRENTO TOWER**  
5 digit number beginning with the #3: S 30301-31917

**TRÉSOR TOWER**  
5 digit number beginning with the #2: T 20701-23702

## CASUAL DINING & SNACKS

1. **Chez Bon Bon** - Coffee, Cakes, Pastries and Chocolates - Chateau, lobby level
2. **Vida** - American Brasserie - Chateau, lobby level
3. **Blade Sushi** - Sushi - Chateau, lobby level, inside Vida
4. **Fresh** - Lunch Bites & Gelato - Poolside Corridor, lower level
5. **La Côte** - Mediterranean Grill - Beach/Poolside
6. **Pizza & Burger** - A pop up by Michael Mina - Chateau Lobby

## SIGNATURE DINING

7. **StripSteak by Michael Mina** - Innovative Steakhouse & Lounge - Chateau, lobby level
8. **Hakkasan** - Modern Chinese Cuisine - Lapis, 4th floor
9. **Scarpetta** - Sophisticated Italian Cuisine - Sorrento Lobby

## LAPIS SPA/GYM

10. **Lapis Spa** - Lapis, lower level
11. **Lapis Hair & Nail Salon** - Lapis, lower level
12. **Gym** - end of Vida corridor, up at the ramp

## BARS, NIGHTLIFE & ENTERTAINMENT

13. **Bleau Bar** - Cocktails - Chateau Lobby
14. **Glow Bar** - Cocktails - Poolside
15. **LIV** - Nightclub - Chateau Lobby
16. **Pizza & Burger** - A pop up by Michael Mina - Chateau Lobby
17. **Arkadia Pool Bar** - 21+ Next to Arkadia Pool, Day Club
18. **BleauLive Stage** - Ocean Lawn
19. **La Côte** - Mediterranean Grill - Beach/Poolside

## POOLS

20. **Kids' Pool & Water Slide**
21. **Oasis Pool**
22. **Bowtie Pool**
23. **Bowtie Pool Jacuzzi**
24. **Arkadia Pool** - by Michael Mina
25. **Trésor** - 7th floor pool and jacuzzi
26. **Sorrento** - 5th floor pool
27. **Pool Hut**
28. **Beach Hut** - Beach Concessions

## SHOPPING

29. **Aquamarine** - Swimwear, Sunglasses and Children's Pool Toys - Poolside Corridor, lower level
30. **Bleau Signature** - Branded Fontainebleau Apparel and Gifts - Poolside Corridor, lower level
31. **Ida and Harry** - Designer Women and Men Boutique - Chateau, lobby level
32. **Lapis Retail** - Bath & Body, Active Wear, and Intimates - inside Lapis Spa
33. **Morris & Co.** - Gifts, Travel Accessories and Sundries - Chateau Lobby, across from Chateau Front Desk
34. **Timeless** - Fine Jewelry and Watches - Chateau Lobby



- Boarding Pass Kiosk (3)
- Near Transportation Desk
- Near Chateau Concierge
- Restrooms - 14 locations
- 6 - Versailles
- 3 - Chateau
- 2 - Trésor between Kids' Camp, lower level
- 2 - Sorrento
- 1 - La Côte
- ATM - 5 locations
- Near Entrances Rent-A-Car
- Pizza & Burger
- Aquamarine
- Near to Trésor Front Desk (left of desk)
- UV - 2 locations - inside and outside nightclub
- Valet Parking Booth
- Arrivals Drive
- Departures Drive
- South Drive
- Kids' Camp - Sorrento, lower level
- Handicap Accessible Elevator
- Elevator
- Smoking Area
- Reflect Meeting Room
- FB Pets' Park
- Refresh Lounge
- Lower Level - Versailles





# Sponsorship Specifications 2022

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**Sponsorship**

**Speaker Lounge/  
VIP Green Room**

[See Specs](#)





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Sponsorship

Market Floor Lounge  
with Happy Hour

[See Specs](#)





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### Sponsorship

## Custom Pop-Up and Product Activations

[See Specs](#)





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**Sponsorship**

**Coffee With  
Sessions**

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**Sponsorship**

## Main Lobby Take-over Domination

[See Specs](#)







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**Sponsorship**

**Branded Hotel  
Key Cards**

[See Specs](#)





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**Sponsorship**

**Attendee  
Registration Hub**

[See Specs](#)







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Sponsorship

Lobby Video Wall

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## Sponsorship

## NATPE Attendee Badge and Lanyard

[See Specs](#)





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**Sponsorship**

**Event Pocket Guide**

[See Specs](#)





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**Sponsorship**

**Parking Valet**  
**Branded Window**  
**Clings**

[See Specs](#)





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**Sponsorship**

**Luster Gallerie  
Stairs Branding**

[See Specs](#)





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**Sponsorship**

**Official Market +  
Conference Bag**

[See Specs](#)







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**Sponsorship**

**Hotel Door Hangers**

[See Specs](#)





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**Sponsorship**

**Fontainebleau**  
**"Vida" Restaurant**  
**Branding**

[See Specs](#)





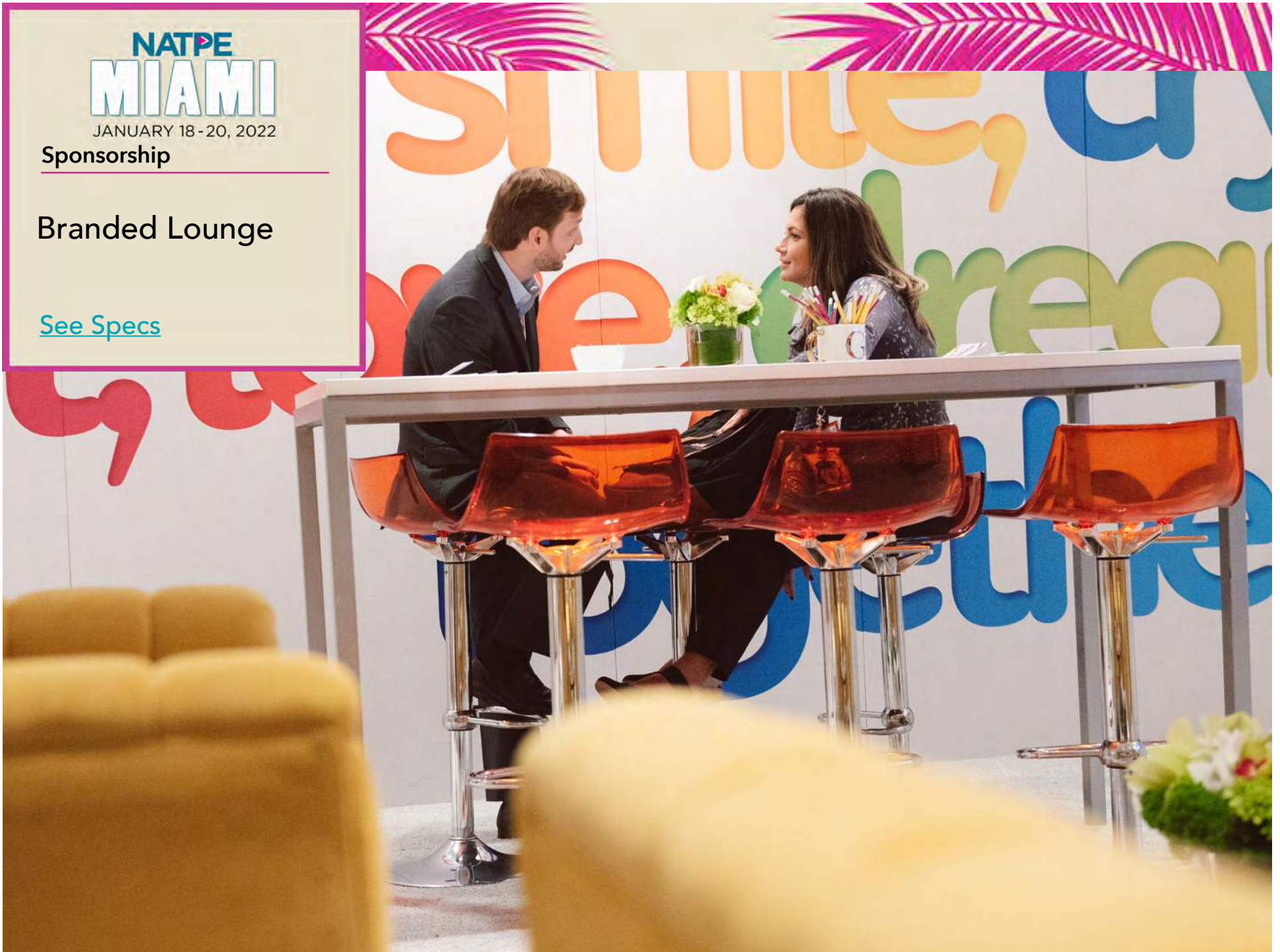
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**Sponsorship**

**Branded Lounge**

[See Specs](#)





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**Marketplace Entrance  
Branding**

[See Specs](#)





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**Sponsorship**

**Elevator Wraps**

[See Specs](#)







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**Sponsorship**

**Escalator Branding**

[See Specs](#)





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**Sponsorship**

**Premium Corridor  
Branding**

[See Specs](#)



from **all3**media  
international



GORDON RAMSAY'S

**24 HRS**  
**TO HELL AND BACK**

THE CULINARY BOOT CAMP SERIES  
THAT'S 'HELL ON WHEELS'

Fascinating factual from **all3**media  
international



FROM THE PRODUCERS OF THE IMPOSTER  
AND THREE IDENTICAL STRANGERS

**DROWNING  
IN PLASTIC**

CAN THE TIDE BE TURNED ON  
THIS GLOBAL CATASTROPHE?



A LANDMARK DOCUMENTARY TRILOGY

**GENERATION PORN**

AN IN-DEPTH LOOK AT THE  
INTERCONNECTED WORLD OF PORN



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**Sponsorship**

**Official NATPE  
Miami Wi-Fi Cards**

[See Specs](#)





# NATPE MIAMI

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## Sponsorship

"Vida" Restaurant  
Outer Corridor  
Branding

[See Specs](#)







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Sponsorship

Digital Way Finders

[See Specs](#)





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**Sponsorship**

**Panels & Sessions**

[See Specs](#)

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[Sponsorship](#)

[Screenings & Press](#)

[See Specs](#)



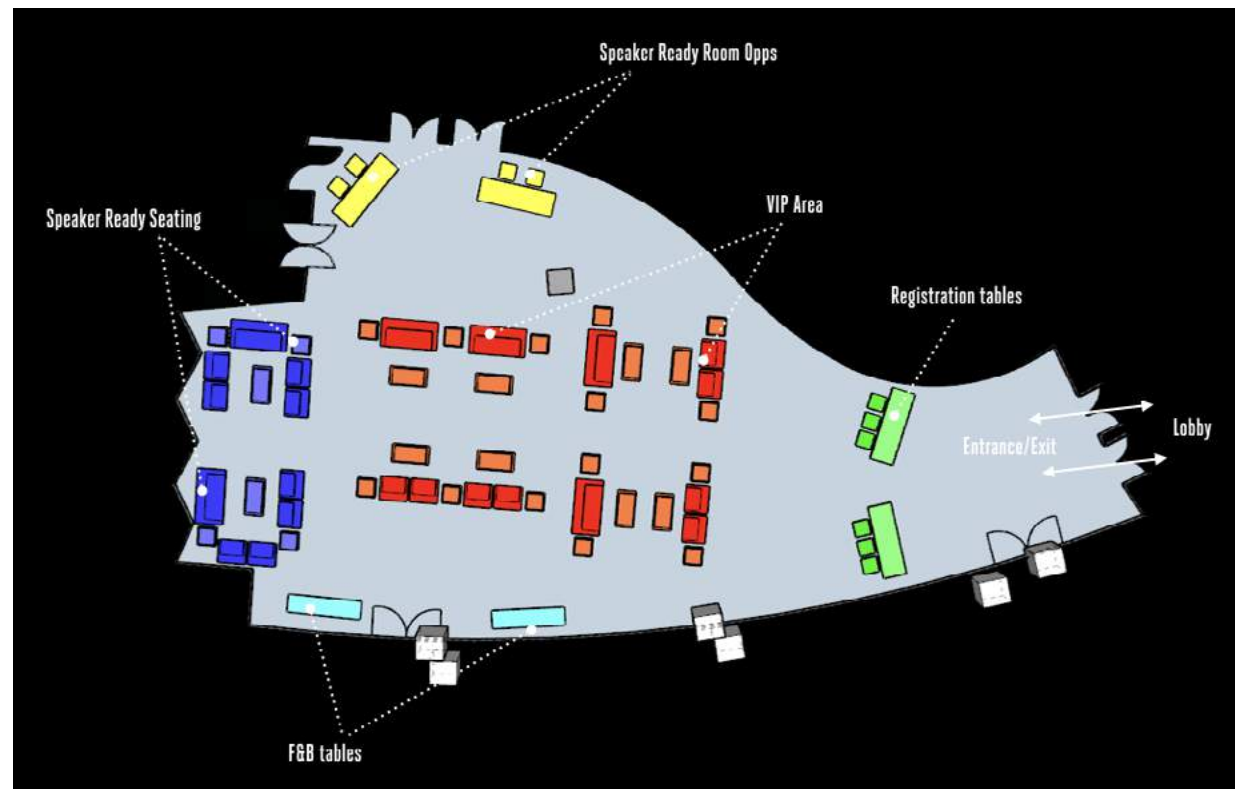


## Experiential Opportunities

### Speaker Lounge/VIP Green Room

Co-host, brand and engage with VIP speakers and talent

- Possible line items of physical items that identify sponsor
- How many expected VIPs – estimated number





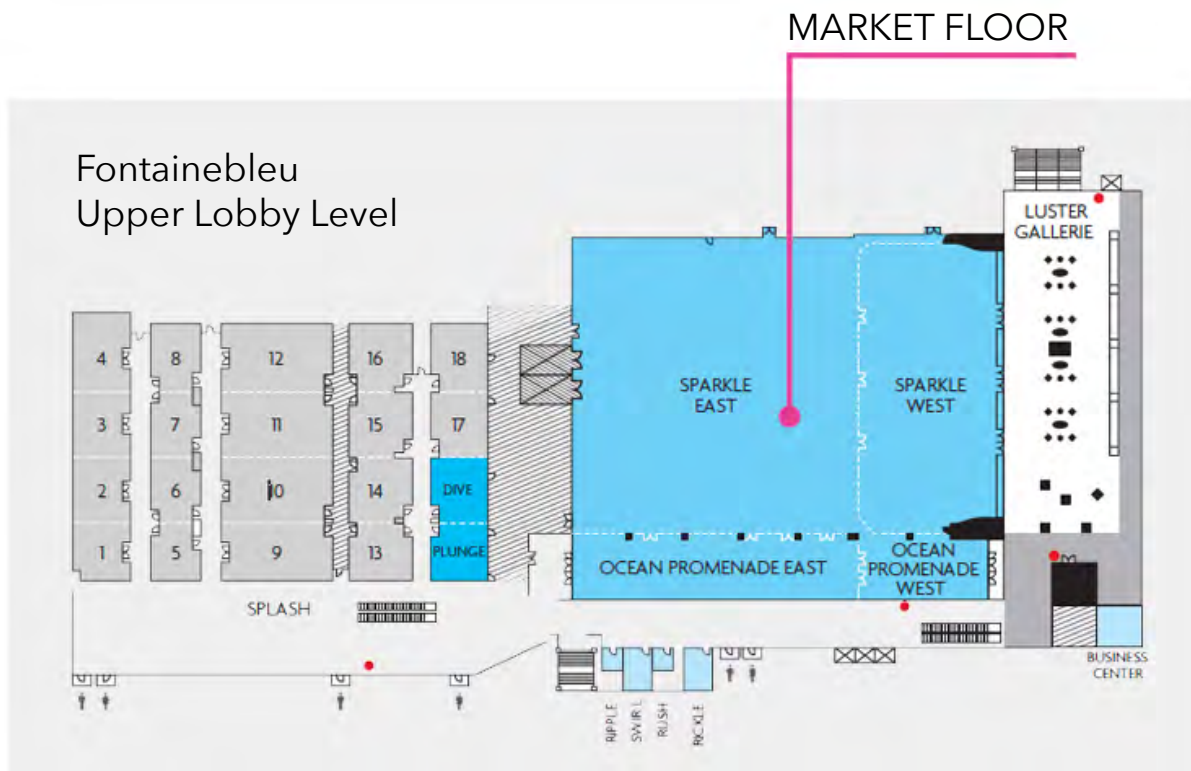
## Experiential Opportunities

### Market Floor Lounge w/ Happy Hour

- Type of beverages offered (beer, hard alcohol, wine)
- Duration of event
- Physical items received.

Jan 18th 5pm-6pm - Open Bar  
Jan 19nd - 5pm-6pm -Open Bar  
January 20th - Champagne Only Bar

- (2) One Meter Signs
- (1) 65 inch TV to run your content





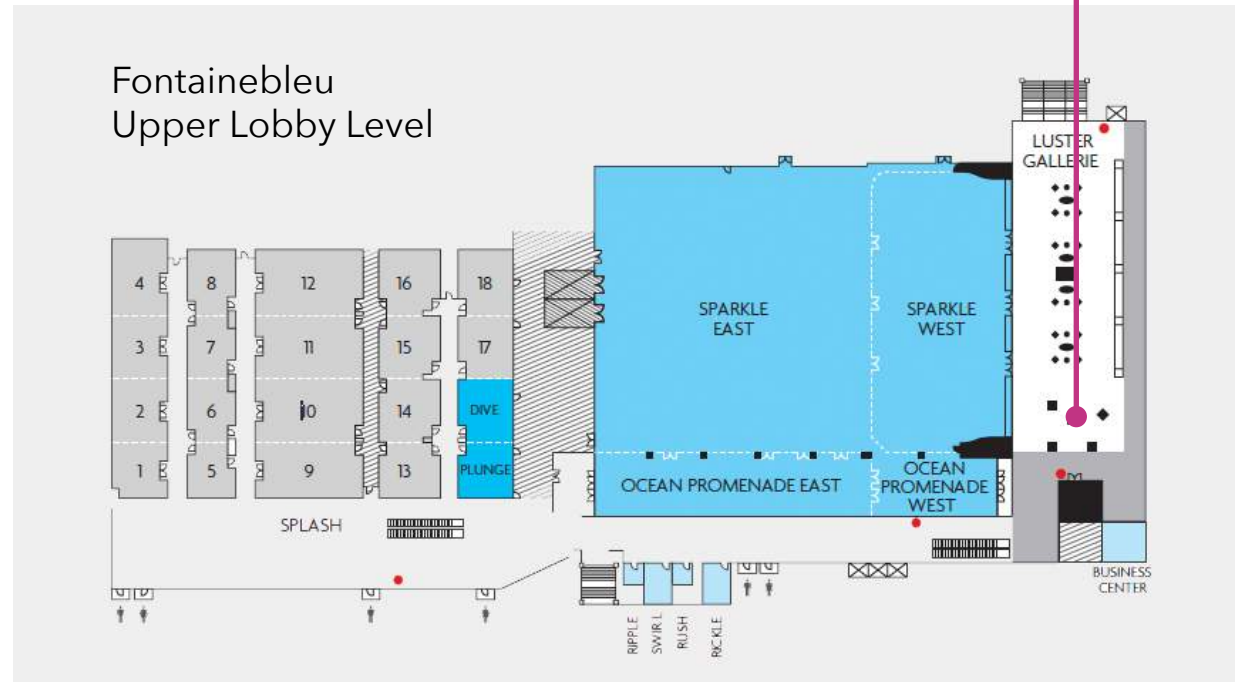
## Experiential Opportunities

### Custom Pop-Up and Product Activations

Let your Brand come to life with premiere space within the Luster Gallerie! Curate a unique experience that leaves long lasting impressions on industry leaders.

Speak with your NATPE Miami representative to review your company's objectives and how to best create an interactive space.

Luster Gallerie  
Activation Space





## Experiential Opportunities

### **"Coffee With" Session**

- Coffee w session
- Duration of event
- Physical items received
- Average # of expected attendees



# Sponsorship Specifications 2022

For more information visit [NATPE.com/Miami/sponsorship](https://NATPE.com/Miami/sponsorship)

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## Branding Opportunities

### Main Lobby Take-over Domination

(10) 3x3 vinyl floor clings

(4) One Meter Signs



## Branding Opportunities

### Branded Hotel Key Cards

- 2"W x3"H full color key cards
- Branded keys will be used at the Fontainebleau and Eden Roc Hotels
- 2800 keycards in total
- Mixed branding available - different images printed cards for a total of 5 different images

# Sponsorship Specifications 2022

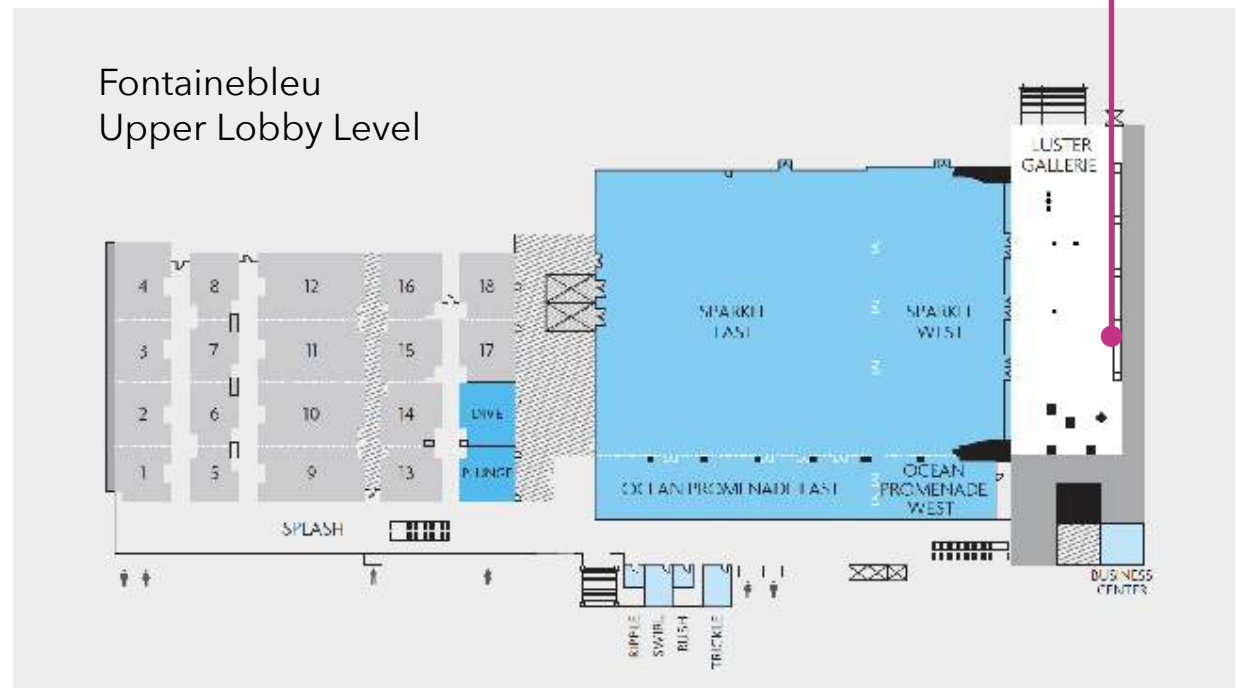
For more information visit [NATPE.com/Miami/sponsorship](https://NATPE.com/Miami/sponsorship)

## Branding Opportunities

### Attendee Registration Hub

- Brand one of the most visited areas for the NATPE Miami conference located in the Luster Gallerie across from the main Market Floor

NATPE Miami  
Registration Hub





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## Branding Opportunities

### **Luster Gallerie Gateway Grand Display**

- Premium activation location adjacent to Fontainebleau Resort check-in and entrance to Luster Gallerie, NATPE Marketplace & Conference gateway

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## Branding Opportunities

### NATPE Attendee Badge & Lanyard

- 5000 conference badges\*
- 4"W x 6"H full color
- Entire back side of badge available for branding along with a logo on the front of the badge

\*Units subjected to change based on health & safety maximums



## Branding Opportunities

### Event Pocket Guide

- Printed Event Guide distributed to all attendees
- Half-page front and full back page branding placement
- 5,000 units\*
- Includes conference agenda, property map, and exhibitor directory

\*Units subjected to change based on health & safety maximums

## Branding Opportunities

### Parking Valet Branded Window Clings

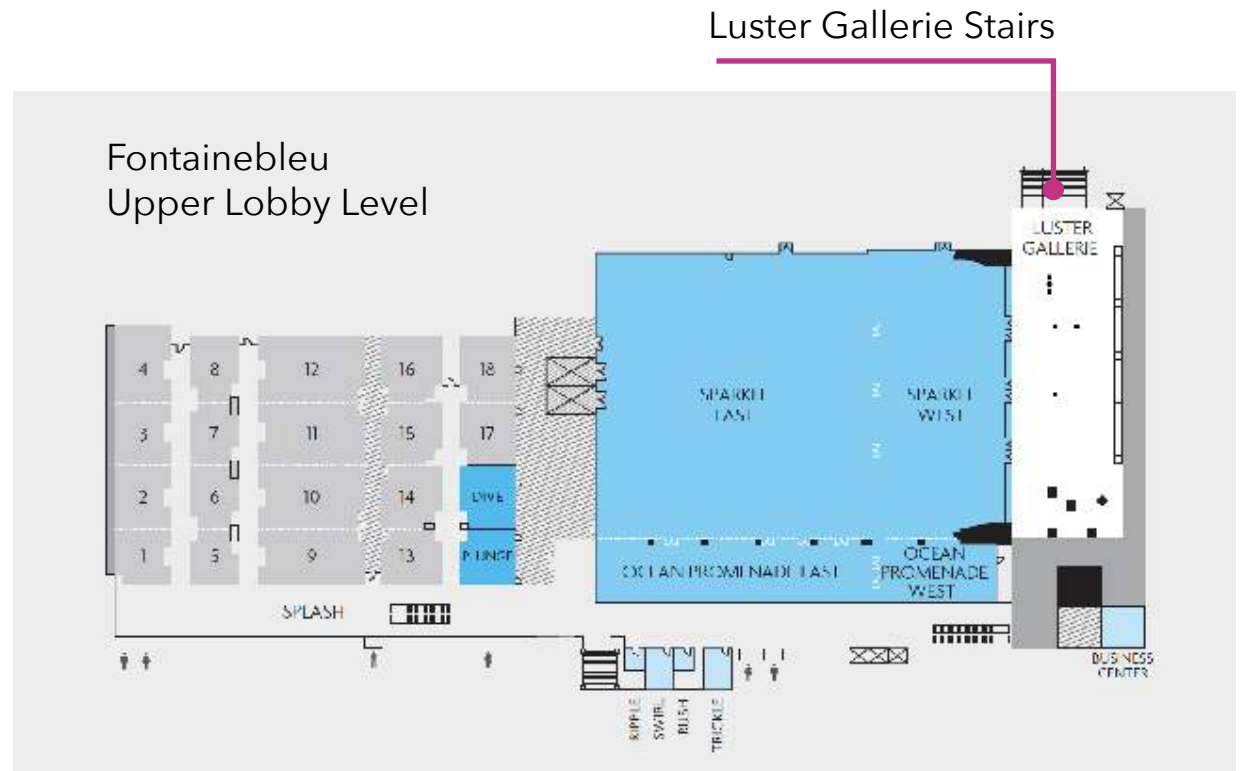
- Located at the main valet between the Tresor Tower and the Chateau Tower
- 8 glass wall panels are available for branding



## Branding Opportunities

### Luster Gallerie Stairs Branding

- Located by the Market Floor and NATPE conference registration
- Branded glass panels on stairs and wall are available to highlight your brand



## Branding Opportunities

### Official Market + Conference Bag

- Brand the official attendee beach bag distributed onsite to every NATPE attendee (including inserts)
- 5,000 units\*

\*Units subjected to change based on health & safety maximums



## Branding Opportunities

### Hotel Door Hangers

- Hung on the doors of the Fontainebleau and Eden Roc Hotels
- 2500 door hangers\*
- Front and back full color printing

\*Units subjected to change based on health & safety maximums

## Branding Opportunities

### Fontainebleau “Vida” Restaurant Branding

- Branded signage/messaging at entrance to restaurant and Table Tent Cards on all dining tables
- Due date will be December 17th 2021



## Branding Opportunities

### Branded Lounge

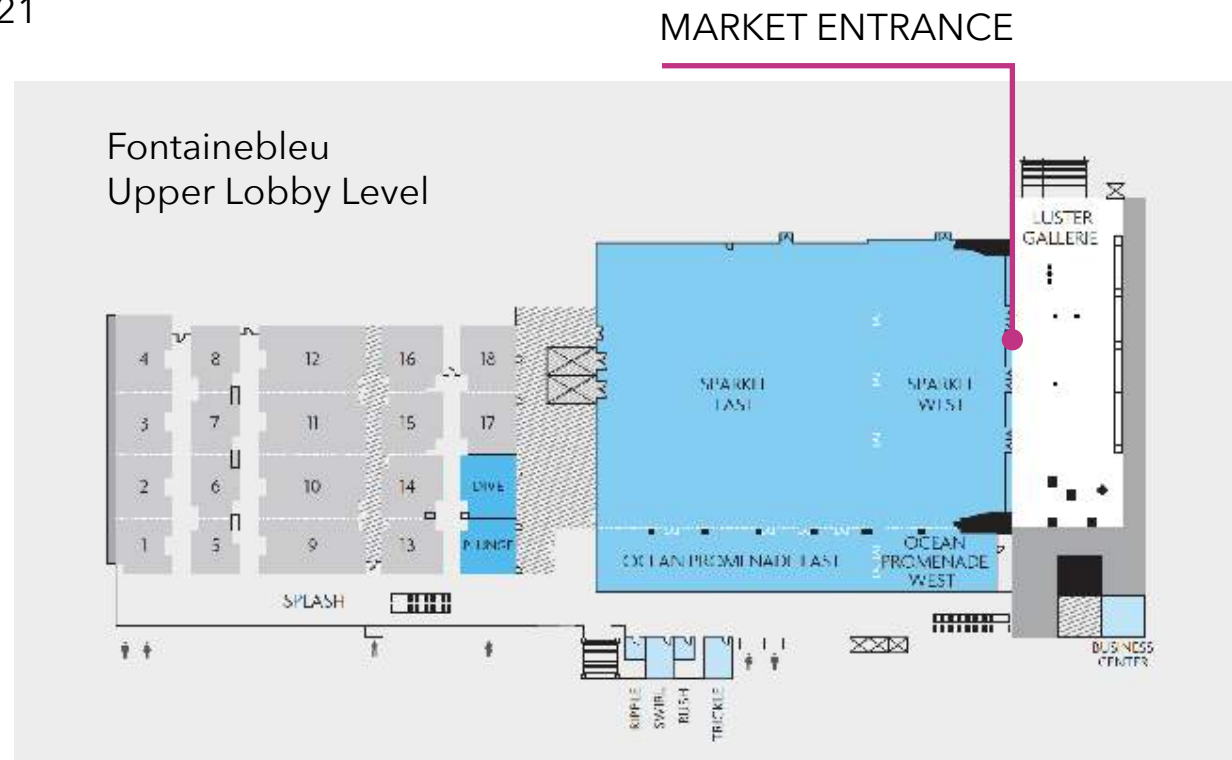
- Host a branded lounge for attendees to network, connect and recharge devices
- Opportunity to activate brand/product



## Branding Opportunities

### Marketplace Entrance Branding

- Prominent, full wall branding to entrance of the Marketplace. Surrounding all three doorways from Luster Gallerie
- Design due by December 17, 2021





## Branding Opportunities

### Elevator Wraps

#### Versailles Tower

- Three (3) Lobby Elevators - two (2) panels each
- Each panel measures 24"W x 84"H

#### Tresor Tower

- Four (4) Tresor Floor Elevators - two (2) panels each
- Each panel measures 22"W x 84"H

## Branding Opportunities

### Escalator Branding

- East or West Escalator bank branded on the glass surfaces
- Artwork must be approved by the Fontainebleau Hotel

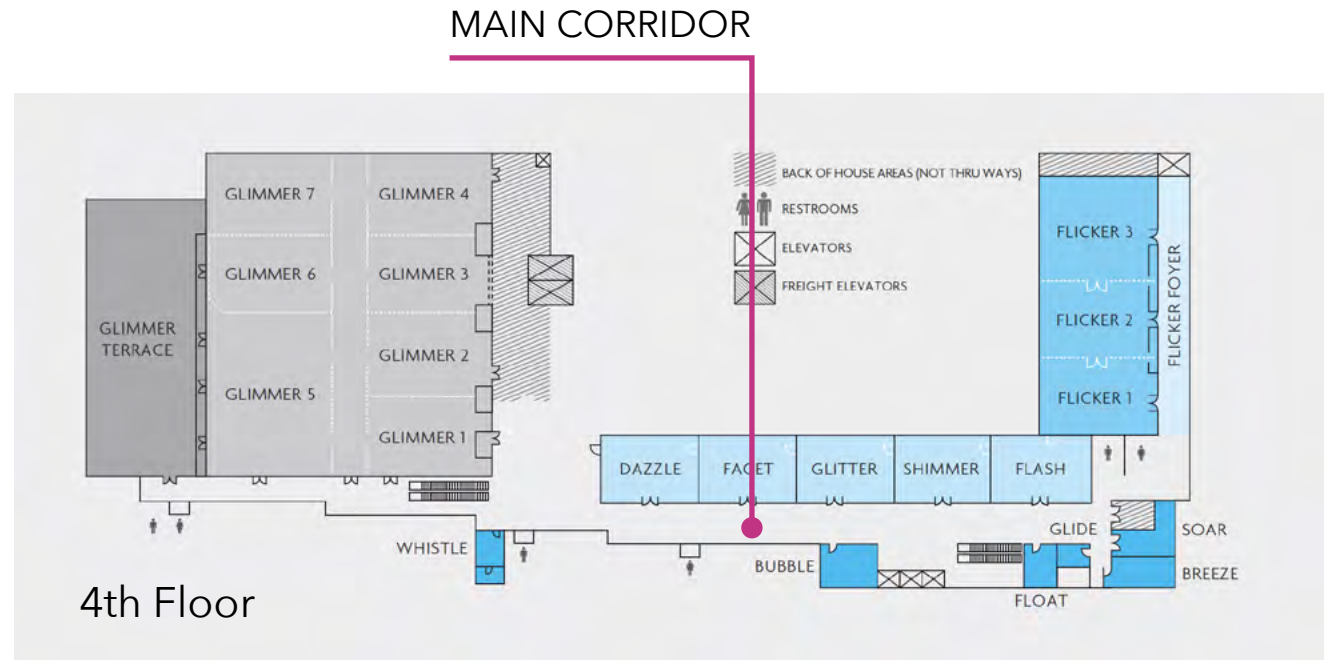


## Branding Opportunities

### Premium Corridor Branding

Located in the hallway of the 4th floor in the conference center by the NATPE MIAMI Sessions.

- One (1) Panel 8H x 8W available
- Eight (8) Panels 8H x 10W available





# Sponsorship Specifications 2022

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## Branding Opportunities

### Official NATPE Miami Wi-Fi Cards

- 2"W x3.5"H full-color single-sided print
- 5,000 cards, provided to all NATPE Miami attendees\*



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## Branding Opportunities

### **"Vida" Restaurant Outer Corridor**

- Window clings placed along the Vida Restaurant corridor
- Number of clings
- Size of clings

## Branding Opportunities

### Digital Way Finders

Seventeen (17) wayfinder signs are sprinkled throughout the hotel, featuring a promotional loop and upon touch, an interactive map with hotel information. Publish a message via the wayfinder to promote your conference to in-house guests, promote a product or sponsors, or simply welcome attendees and flaunt your presence.

- 1080 w x 1430 h pixel 72 dpi
- File Type .jpeg, .png, .tif
- Options for 2-5 images





## Panels & Sessions

Content Tracks for NATPE Miami 2020 included:

**Brands x Content**

**Content Evolution**

**International  
Focus**

**Station Group  
Summit**

**Streaming Plus**

**Unscripted**



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## Screenings & Press

Details to be provided.

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Sponsorship includes the following assets for the corresponding price level:

| INVESTMENT INCLUDES   | PLATINUM<br>\$25K+ | GOLD<br>\$20-\$25K | SILVER<br>\$15-\$20K | BRONZE<br>\$10-\$15K |
|---|--------------------|--------------------|----------------------|----------------------|
| Logo on sponsor "thank you" signs positioned throughout Marketplace + Conference  | X                  | X                  | X                    | X                    |
| Logo and link on <a href="https://NATPE.com/Miami">NATPE.com/Miami</a> sponsor crawl  | X                  | X                  | X                    | X                    |
| Social Media Postings leading up to the event   | X                  | X                  | X                    | X                    |
| Complimentary registrations to NATPE Miami Marketplace + Conference 2020  | 8                  | 6                  | 4                    | 2                    |
| One (1) custom e-blast to NATPE list (circulation 34,000+)  | X                  | X                  | X                    |                      |
| Banner Ad on NATPE website  | X                  | X                  |                      |                      |
| One (1) :30 to :60 second spot to run looped continuously on all content screens positioned throughout Marketplace + Conference | X                  |                    |                      |                      |



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