NATIONAL WEATHER ASSOCIATION
2022 ANNUAL MEETING
SPONSORSHIP PROSPECTUS

BRINGING THE WEATHER ENTERPRISE TOGETHER
CONVERGENCE
What is our Annual Meeting?

Our annual meeting connects the operational weather community. This is where the best of the best meet up to collaborate.

The average number of attendees for the past four years is 630.

SOCIAL MEDIA

Between our social media and websites, our reach is around 50,000.
Why Sponsor?

WHO ATTENDS?
Government, private sector, military and broadcast meteorologists, emergency managers, social scientists, students and more.

HOW CAN I CONNECT WITH ATTENDEES?
In the exhibit hall and Whova app. The app gives sponsors access to communicate with all attendees and participate in lively discussions.

2021 WHOVA ENGAGEMENT STATISTICS

341,100
SPONSOR IMPRESSIONS

534
APP DOWNLOADS

3,856
MESSAGES SENT
## Tier List

<table>
<thead>
<tr>
<th></th>
<th>Title</th>
<th>Titanium</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Supporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on Meeting Page</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Logo on WHOVA / Conference App</td>
<td>✔</td>
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<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Meeting Registrations</td>
<td>Five (5)</td>
<td>Four (4)</td>
<td>Three (3)</td>
<td>Two (2)</td>
<td>One (1)</td>
<td></td>
</tr>
<tr>
<td>Logo on NWA Websites</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Recognition at Events</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>In-Person Exhibit Booth</td>
<td>10x20*</td>
<td>10x20*</td>
<td>10x10*</td>
<td>Discount</td>
<td>Discount</td>
<td></td>
</tr>
<tr>
<td>Presentation Opportunity (in minutes)</td>
<td>Fifteen (15)</td>
<td>Ten (10)**</td>
<td>Five (5)**</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media Mentions</td>
<td>Four (4)</td>
<td>Three (3)</td>
<td>Two (2)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ads in Newsletter</td>
<td>Two (2)</td>
<td>One (1)</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

**INVESTMENT**

<table>
<thead>
<tr>
<th></th>
<th>$15,000</th>
<th>$10,000</th>
<th>$5,000</th>
<th>$3,000</th>
<th>$1500</th>
<th>$250 to $1499</th>
</tr>
</thead>
</table>

*Also includes a complimentary virtual booth

**Reserved for first two sponsors

***Reserved for first three sponsors
Detailed Tier List

All sponsors will be recognized in one NWA Newsletter and during the opening of the Student, Broadcast and General Sessions.

**TITLE SPONSOR**
**ONE AVAILABLE**

$15,000

Complimentary virtual and in-person exhibit booths (10x20)
Five (5) meeting registrations
15-Minute Presentation Opportunity
Listed as Title Sponsor on the meeting app
Logo on NWA website home page and NWA Member Connect
Four (4) additional social media mentions
Complimentary ad in two (2) NWA Newsletters

**TITANIUM SPONSOR**

$10,000

Complimentary virtual and in-person exhibit booth (10x20)
Four (4) meeting registrations
Ten-minute presentation opportunity (Limited)*
Listed as Titanium Sponsor on the meeting app
Logo on NWA website home page and NWA Member Connect
Three (3) additional social media mentions
Complimentary ad in one (1) NWA Newsletter

*This is reserved for first two sponsors.
Detailed Tier List

All sponsors will be recognized in one NWA Newsletter and during the opening of the Student, Broadcast and General Sessions.

**PLATINUM SPONSOR**

$5,000

Complimentary virtual and in-person exhibit booths (10x10)
Three (3) meeting registrations
5-minute Presentation Opportunity (Limited)
Listed as Platinum Sponsor on the meeting app
Logo on NWA website home page and NWA Member Conect
Two (2) additional social media mentions

**GOLD SPONSOR**

$3,000

Half-price virtual or in-person exhibit booth (10x10)
Two (2) meeting registrations
Listed as Gold Sponsor on the meeting app

**SILVER SPONSOR**

$1,500

$200 discount on virtual exhibit booth
Listed as Silver Sponsor on the meeting app
Logo on NWA Member Connect

**SUPPORTING SPONSOR**

$250 TO $1499

Listed on 2022 Annual Meeting Page
Sponsorship listed in Conference App
Thank You!

HOW CAN I SPONSOR?

Click here to fill out our sponsorship form. We will contact you with a sponsorship agreement.

IF YOU HAVE QUESTIONS, PLEASE LET US KNOW AT NWAHELP@NWAS.ORG.