Sponsorship at *The Coffee Summit* affords your organization a great opportunity to showcase your brand’s messaging, products and services. In fact, the NCA’s targeted sponsorship opportunities provide the ideal platform to put your organization in front of forward thinking coffee professionals.

Here is what some of last year’s attendees had to say:

- **“Great opportunity for learning and meeting people in various careers in the coffee”**
- **“Time to network was great. I like the roundtable set up and feel that’s a great way to meet people during the conference…”**
- Brand recognition throughout the Summit’s marketing cycle, repeatedly targeting thousands of coffee industry professionals worldwide.
- Unequaled branding and networking opportunities.
- Interaction with peers, clients and prospects in an intimate, interactive environment.
- Global trade media coverage

Choose from the sponsorship menu below:

**SPONSORSHIP LEVELS AND BENEFITS**

**SUMMIT HOST SPONSORSHIP - $7,500**

Event Hosts have the ultimate sponsorship opportunity with maximum exposure in front of all attendees. Showcase your brand and commitment to the industry with this Host Package.

**Host Sponsorship Benefits**

1. Two complimentary attendee registrations
2. One Table-Top Exhibit Space in a Prominent Location
3. Announcement in the weekly Coffee Reporter of your Host Commitment
4. Post-event wrap up press release features your company as Summit Host
5. Opportunity to place a complimentary Ad in the Coffee Reporter Weekly of your choice.
6. Opportunity to address the attendees during Opening Welcome Remarks
7. Product /gift or literature (provided by sponsor) distributed to attendees at registration
8. Your company logo displayed prominently in on-site conference program
9. Your sponsorship announced from stage
10. Literature drop table space at registration
11. Your company’s logo prominently displayed through-out the event
12. Your company name and logo listed in all marketing materials
13. Prominent recognition on the NCA website as the Summit Host on the NCA Home page
14. Host Sponsor Ribbon for all registered company attendees

Do you have other sponsorship ideas or suggestions? Please do not hesitate to let us know!
PLATINUM SPONSORSHIP LEVEL - $4,000

- Welcome Reception Host – October 26
  Put your company in the spotlight by sponsoring this opening event where you’ll have the full attention of attendees at the Summit’s first event.

- Conference Luncheon Host - October 27
  Associate your brand with this high-profile, business-oriented buffet luncheon attended by all conference attendees, speakers and exhibitors.

- Second Night Cocktail Reception Host – October 27
  Increase your industry presence as the host of this cocktail reception where attendees will gather to continue their discussions and networking after the first day of programming.

Platinum Sponsorship Benefits
1. One complimentary attendee registration
2. Product/gift or literature (provided by sponsor) distributed to attendees at registration
3. Your company logo displayed prominently in conference program
4. Your sponsorship announced from stage
5. Literature drop table space at registration
6. Your company’s signage prominently displayed at the event you sponsor
7. Your company name and logo listed in all marketing materials
8. Recognition on the NCA website

GOLD SPONSORSHIP - $2,500

- Wi-Fi Sponsor
  Sure to be used over and over again - to connect with the office, to answer those important emails that just can’t wait or simply to tweet about this event

- Event App Sponsorship (2 Available)
  Our 2016 Coffee Summit Event app offers a great opportunity for visibility - attendees will constantly use this popular app before, during and after the event, providing sponsors with instant and continuous recognition every time an attendee accesses the app to create “My Show” lists, view detailed event information or even to look up local Miami information. Your company name and logo will appear as a banner on all appropriate event app pages

- Networking Continental Breakfast / Continuous Morning Coffee Service October 27

- Networking Continental Breakfast / Continuous Morning Coffee Service October 28

Continuous Coffee Service gives your company an increased presence as a valued Coffee Summit sponsor. Your sponsor signage can now be on full display from the Summit’s opening Networking Continental Breakfast through the conference luncheon. During that entire period, you may also supply your Company Logo Branded cups & napkins to be used expanding the visual impact and reach of your Coffee Summit sponsorship.
Gold Sponsorship Benefits
1. Opportunity to supply your logo branded cups & napkins during your sponsored event
2. Your sponsorship announced from stage
3. Literature drop table space at registration
4. Your company’s signage prominently displayed at the event you sponsor
5. Your company name and logo listed in all marketing materials
6. Recognition on the NCA website

SILVER SPONSORSHIP - $1,500

- Next Generation Coffee Professionals Cocktail Reception – October 26
This event is designed to bring our Next Generation Coffee Professionals together to enjoy a private networking reception just for them. This event is by invitation only!

- Afternoon Continuous Coffee Service - October 27
Continuous Coffee Service gives your company an increased presence as a valued Coffee Summit sponsor. Your sponsor signage can now be on full display following the conference luncheon until the close of Day 1 sessions. During that entire period you may also supply your Company Logo Branded cups & napkins to be used for the duration of the afternoon coffee service, expanding the visual impact and reach of your Coffee Summit sponsorship.

- Educational Sessions
1. Leadership – Actions Speak Louder Than Titles – Be the Leader Behind Real Change in your Organization
2. FSMA 101 – The Must Know Facts About Food Safety
3. SEO and Digital Marketing to Increase Visibility
4. Trade Enforcement and How it Affects Us All
5. What’s New in Packaging – Supporting Practices that are Environmentally, Socially and Economically Sound
6. Strategies to Attract and Retain Top Talent in your Organization

*Please Note: Session Titles are Subject to Change without Notice

Silver Sponsorship Benefits
1. Your sponsorship announced from stage
2. Literature drop table space at registration

BRONZE SPONSORSHIP - $1,000

- Lanyard Sponsor
Your company’s logo proudly displayed on the event badge lanyards worn by all attendees.

- Welcome Reception Entertainment Sponsor

- Second Night Reception Entertainment Sponsor

Entertainment is an integral part of any party and helps to set the mood and atmosphere for fun filled evening.

Bronze Sponsorship Benefits
1. Your company name and logo listed in all marketing materials
2. Recognition on the NCA website
The NCA Coffee Summit attracts between 150—200 industry professionals from every link of the coffee supply chain.

- 84% of attendees can be identified as industry executives and decision makers.
- Over 30% of attendees are Vice Presidents or Presidents/CEOs.
- Networking has been the number one reason attendees come to the Coffee Summit.

*NCA reserves the right to refuse a Sponsor’s application*
CONFERENCE HOST SPONSOR - $7,500

- Welcome Reception Host — 10/26
- Second Night Cocktail Reception — 10/27

PLATINUM - $4,000

- Conference Luncheon — 10/27

GOLD - $2,500

- Wi-Fi Sponsor (limited to two sponsors)
- Event App Sponsor
- Networking Continental Breakfast - 10/27

SILVER - $1,500

- Networking Continental Breakfast - 10/28

SILVER LEVEL EDUCATIONAL SESSIONS:

*Please Note: Session Titles are Subject to Change without Notice

- Leadership – Actions Speak Louder Than Titles – Be the Leader Behind Real Change in your Organization
- What’s New in Packaging – Practices that are Environmentally, Socially and Economically Sound
- FSMA 101 – The Must Know Facts About Food Safety
- Strategies to Attract and Retain Top Talent in your Organization
- Trade Enforcement and How it Affects Us All
- SEO and Digital Marketing to Increase Visibility

BRONZE - $1,000

- Lanyard Sponsor
- Welcome Reception Entertainment — 10/26
- Second Night Reception Entertainment — 10/27

YES, my organization would like to be a sponsor of the NCA 2016 The Coffee Summit

Name _________________________________________________ Company____________________________________________________________________________________________ _

Phone ______________________________ Email ______________________________

☐ My check in the amount of $ ______________ is enclosed (payable to National Coffee Association and drawn on a U.S. bank)

☐ Please charge $ ______________ to my ☐ American Express ☐ MasterCard ☐ VISA ☐ Discover

Card Number ______________________________ Exp. Date ___________ Name on Card ______________________________

Signature ______________________________ Billing Address ____________________________________________________________________________ Zip ____________________

Contact Thrisia Andrews tcandrews@ncausa.org or Doreen Madigan dmadigan@ncausa.org or call (212) 766-4007 for more information or to sign up to be a sponsor and/or exhibitor at this event. You may fax your form to (212) 766-5815. Further details are also available at http://www.ncausa.org/Sponsor2016.
WHY SPONSOR OR EXHIBIT AT NCA COFFEE SUMMIT 2016?

- Brand recognition throughout the Summit’s marketing cycle, repeatedly targeting thousands of coffee industry professionals worldwide.
- Unequaled branding and networking opportunities.
- Interaction with peers, clients and prospects in an intimate, interactive environment.
- Global trade media coverage.

EXHIBITOR INFORMATION

Enhance your competitive positioning by attending and participating in an incomparable industry event. The Coffee Summit will offer your organization competitive positioning in front of forward thinking coffee professionals. The limited number of exhibits strategically placed in front of the main meeting space offers maximum exposure for that much sought after face time.

As an Exhibitor you are welcome and encouraged to participate in all networking events and educational sessions.

FEES

NCA Members: $1,475
Non-Members: $1,925

Additional Exhibitor Registration:

NCA Members $275
Non-Members $350

Contact Thrisha Andrews tcandrews@ncausa.org or Doreen Madigan dmadigan@ncausa.org or call (212) 766-4007 for more information or to sign up to be a sponsor and/or exhibitor at this event.

Further details are also available at http://www.ncausa.org/Sponsor2016.

Do you have other sponsorship ideas or suggestions?
Please do not hesitate to let us know!

Sponsorships and exhibit spaces are available on a first come, first served basis.
October 26-28, 2016 / The Intercontinental Miami, Miami Florida

TABLE-TOP EXHIBIT CONTRACT

We hereby apply for table-top exhibit space at the 2016 National Coffee Association Coffee Summit. We understand that upon acceptance by the National Coffee Association, this application becomes a contract, under the terms and conditions set forth herein, which we have read, understand, and acknowledge. We will accept the space assigned by the National Coffee Association and agree to accept reassignment, if necessary, to create a more effective exhibition. Please fax completed form to (212) 766-5815 or scan and email to info@ncausa.org. For questions, contact us at (212) 766-4007

Company: _______________________________

Company Contact: __________________________

Street: __________________________________

Address: __________________________________

City: ______________________________________

State: ___________________ Zip:______________

Country: ____________________________

Telephone: ________________________________

Fax: ________________________________________

E-mail: _____________________________________

Type of Business: __________________________

NCA Member: ❑ Yes ❑ No

Ask about becoming a member or visit www.ncausa.org

AGREEMENT

The undersigned hereby authorizes the National Coffee Association to reserve a table-top exhibit space for use by this company during the NCA 2016 Coffee Summit. The undersigned acknowledges and agrees to abide by the terms and conditions of this contract.

Signature: __________________________________

Date: _________________________________

FIRST EXHIBITOR REGISTRANT (Included in Table Top Fee)

Full Name: ________________________________

Name for Badge: __________________________

Title: _____________________________________

Telephone: ________________________________

Email: _____________________________________

SECOND EXHIBITOR REGISTRANT

Full Name: ________________________________

Name for Badge: __________________________

Title: _____________________________________

Telephone: ________________________________

Email: _____________________________________

Space is assigned based on availability

REQUESTED TABLE-TOP SPACE

Number of Table-Tops: ______ x ($1,475 NCA Member:
OR $1,925 Non-Member fee) = __________

TABLE LOCATION PREFERENCE (see layout)

1st Choice: ______________ 2nd Choice: __________

3rd Choice: ______________

PAYMENT INFORMATION

❑ American Express  ❑ VISA  ❑ MasterCard  ❑ Discover

❑ Enclosed check (payable to National Coffee Association and drawn on a U.S. bank)

Name on Card ____________________________  Card No. ____________________________  Exp. _______  Code_______

Billing Address _______________________________________________________ City_______  State_______  Zip_______

Total Payment Amount $ ____________________________  Cardholder Signature ________________________________
1. **TABLE-TOP ASSIGNMENT** Table-top assignments will be made in the order that completed contracts are received. Phone reservations will be accepted, but firm table assignment will not be made until payment is received. The exhibit area is located in the Bayfront Ballroom.

2. **TABLE-TOP** A standard 6’x30” skirted table, two chairs and wastebasket are provided. All displays are limited to the surface of the table provided and space immediately behind the table. No pop-up displays are allowed. Audio/Visual aids or equipment may not be played at a level that would interfere with adjacent displays or convention sessions.

3. **REGISTRATION AND STAFFING** The rental fee allows for one (1) Exhibitor Registration. One (1) additional Exhibitor Registration may be purchased for $275 for members and $350 for Non-members. Exhibitor Registration includes admission to all Coffee Summit sessions and receptions on October 26, 27 and 28, 2016. Exhibitors must staff their table-top display.

4. **TRANSPORTATION/SETUP** All transportation including shipping, handling and delivery costs and any other costs related to exhibit setup not explicitly outlined by the National Coffee Association are to be paid by the exhibitor. Electric/Audio Visual: Exhibitors are responsible for arranging and payment of their individual electric and audio visual needs.

5. **PAYMENT AND CANCELLATION** The full table-top rental fee must accompany this contract. Cancellations made prior to September 16, 2016 will be subject to a 50% cancellation fee. No refunds will be given on cancellations after September 16, 2016. Replacements from same exhibiting company are welcome.

6. **SUBLETTING OF SPACE** Exhibitor agrees not to assign, sublet, or apportion the whole or any part of the space allowed without the knowledge of and written consent of the National Coffee Association. If permission is granted, there will be an additional $300 administration fee for each sharing company.

7. **LIMITATION OF LIABILITY** Neither the National Coffee Association, its agents, employees, officers or directors, nor The Intercontinental Hotel Miami, its agents or employees, shall be liable for injuries to exhibitor’s person, his or her agents or his or her employees no matter how sustained (whether from fire, theft, or any other causes). Exhibitor agrees to make no claims against and to protect, indemnify, and hold harmless, the National Coffee Association and The Intercontinental Hotel Miami against loss, theft or damage to exhibitor’s property or for any injury to persons in the exhibit area. Exhibitor assumes complete responsibility and liability for all loss, damage or destruction of the exhibitor’s property. Exhibitor also assumes responsibility and liability for all injury to any and all persons or property in any way connected with the exhibitor’s display caused by the employees.

8. **SECURITY** Exhibitor must make provision for the safeguarding of his or her goods from the time they arrive at the display area until the goods are removed. The National Coffee Association and the The Intercontinental Hotel Miami are unable to provide security in the exhibit area. The exhibition area is located in the Grand Ballroom and includes the registration area as well as the Java Lounge and may be available to attendees at all times.

9. **PROTECTION OF THE DISPLAY AREA** Nothing shall be posted on or tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the hotel, convention or exhibit area without the permission from the proper hotel authority and the National Coffee Association.

10. **INSTALLATION AND DISMANTLING** Exhibitors may begin set-up at 2:00 pm on October 26, 2016. All displays must be in place by 6:00 pm, October 26, 2016. Space not occupied or set up by that time may be reassigned for other purposes. Dismantling of displays may begin at 12:00 pm on October 28, 2016.

11. **AGREEMENT OF CONDITIONS** Each exhibitor and its employees agree to abide by these conditions, it being understood and agreed that the sole control of the exhibit table-top area rest with the National Coffee Association.

12. **AMENDMENTS** The National Coffee Association shall have the sole authority to interpret and enforce all rules and regulations contained herein, to make any amendments thereto, and to make further rules and regulation as shall be necessary for the orderly conduct of the table-top displays.