

together toward tomorrow

**NCA Virtual Convention
March 3-5, 2021**

THE 2021 NCA VIRTUAL ANNUAL CONVENTION SPONSORSHIP COMMITMENT FORM

Company Name: _____

Contact: _____

Email: _____ Phone: _____

Questions? please contact Terri Bartlett or Thrisha Andrews at info@ncausa.org or (212)766-4007

We would like to sponsor the following opportunity:

Please indicate your 1st, 2nd, and 3rd Choice

HOST SPONSORSHIPS MEMBER ONLY: \$18,000 EACH

Convention/Platform Hosts (Limited to Three Sponsors)

DIAMOND SPONSORSHIPS MEMBER ONLY: \$11,250 EACH

Bandwidth Sponsors (Limited to Two Sponsors)

PREMIER SPONSORSHIPS MEMBER: \$5,400 / NON-MEMBER: \$6,000 EACH

- Year of Service Sponsors (Limited to Three Sponsors)
- The NCA Origin Charity of the Year Award Sponsor
- The NCA Individual Recognition Awards Sponsor

BENEFACTOR SPONSORSHIPS MEMBER: \$4,500 / NON-MEMBER: \$5,000 EACH

- Attendee Virtual Lounge Sponsor
- Virtual eBag Sponsor
- Game Room and Scavenger Hunt Sponsor

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**CHAMPION SPONSORSHIPS
MEMBER \$3,375 / NON-MEMBER \$4,000 EACH**

<ul style="list-style-type: none"> <input type="checkbox"/> Wednesday Keynote Speaker Sponsor: “Superhero Leadership During Uncertain Times” Brett Culp, award-winning documentary filmmaker and founder of the not-for-profit, The Rising Heroes Project <input type="checkbox"/> Wednesday Keynote Speaker Sponsor: "The Race Card Project - Eavesdropping on America's Conversation on Race" Michele Norris, former NPR Host and Special Correspondent, Founding Director of “The Race Card Project” and Washington Post Opinions Contributor <input type="checkbox"/> Thursday Keynote Speaker Sponsor: “2021 Vision” G. Scott Clemons, Brown Brothers Harriman & Co. 	<ul style="list-style-type: none"> <input type="checkbox"/> Thursday Joint Association Panel Sponsor: “Communicating Coffee & Health to a Global Audience” <input type="checkbox"/> Friday Keynote Speaker Sponsor: “NCDT 2021 Tracking Consumers Coffee Consumption During COVID-19” Cheryl Hung, DIG Insights <input type="checkbox"/> Friday Keynote Speaker Sponsor: “COVID-19 Decoded - How the Pandemic Shaped Today’s Top Digital Business Trends” Eric Schwartzman, Digital Media Consultant
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**CONTRIBUTOR SPONSORSHIPS
MEMBER \$2,500 / NON-MEMBER \$3,000 EACH**

<ul style="list-style-type: none"> <input type="checkbox"/> Wednesday Next Generation Session Sponsor <input type="checkbox"/> Wednesday Virtual Happy Hour Entertainment Sponsor <input type="checkbox"/> Thursday Virtual Happy Hour Entertainment Sponsor 	<ul style="list-style-type: none"> <input type="checkbox"/> Friday Virtual Luncheon Entertainment Sponsor <input type="checkbox"/> Virtual Wellness Breaks Sponsor <input type="checkbox"/> Virtual Help Desk Sponsor <input type="checkbox"/> Virtual Coffee Breaks Sponsor
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**EDUCATIONAL SESSION SPONSORSHIPS*
MEMBER \$2,500 / NON-MEMBER \$3,000 EACH**

<ul style="list-style-type: none"> <input type="checkbox"/> Managing Your Insurance Program 101 <input type="checkbox"/> Down but Not Out: Challenges & Opportunities in Away from Home Coffee <input type="checkbox"/> Covid-19 Safety for Roasters and Manufacturers <input type="checkbox"/> Covid-19 Safety for Coffee Retailers <input type="checkbox"/> Consumption, Supply/Demand, and Dollar Valuation Impact <input type="checkbox"/> While Supplies Last: Limited Time Offers to Drive Traffic and Boost Sales <input type="checkbox"/> Advances in Coffee Processing Technology <input type="checkbox"/> Rounding Up the Facts on Crop Protectants and Coffee Contaminants 	<ul style="list-style-type: none"> <input type="checkbox"/> Single Serve Capsules – Global Market Overview <input type="checkbox"/> Covid-19 Safety for Workplace Coffee <input type="checkbox"/> (Don't) Think Outside the Box: Packaging and Labeling Issues for Coffee <input type="checkbox"/> Simple, Premium, Functional: The Post Pandemic Landscape for US Coffee <input type="checkbox"/> Advancements in Coffee Identification and Agronomy <input type="checkbox"/> A Stronger Tomorrow Begins with Today's Innovations: Two IWCA Examples from Coffee Origins (Sponsorship proceeds will be donated to IWCA) <input type="checkbox"/> Defending Decaf <p>*Please Note that topics, titles, sessions, and speakers are subject to update and change without notice.</p>
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MORE HIGHLY VISIBLE OPPORTUNITIES ARE IN DEVELOPMENT!

Contact Terri Bartlett at trbartlett@ncausa.org for more details on how your company can be recognized alongside one of the memorable experiences of the 2021 NCA Virtual Convention!

**VIRTUAL LOBBY BANNERS
MEMBER \$1,000/NON-MEMBER \$2,000 EACH**

- Virtual Lobby Poster: Panel #4 Top-wall-poster - Left
- Virtual Lobby Poster: Panel #5 Top-wall-poster - Right
- Virtual Lobby Poster: Panel #7 Bottom-wall-poster - Left
- Virtual Lobby Poster: Panel #8 Bottom-wall-poster – Right
- Virtual Lobby Sign: Panel #9 Standing-sign - Back Left
- Virtual Lobby Sign: Panel #10 Standing-sign - Back Right
- Virtual Lobby Sign: Panel #11 Standing-sign - Front Left
- Virtual Lobby Sign: Panel #12 Standing-sign - Front Right
- Virtual Lobby Sign: Panel #13 Standing-sign - Front Center

**VIRTUAL EXHIBIT HALL ROTATING BANNERS
SEE BELOW FOR FEES PER BANNER**

- Exhibit Hall Banner: Panel #1 Center. Member \$1,800 / Non-Member \$2,700
- Exhibit Hall Banner: Panel #2 Left. Member \$1,500 /Non-Member: \$2,400
- Exhibit Hall Banner: Panel: #3 Right. Member \$1,500 / Non-Member: \$2,400

MULTIPLE SPONSORSHIPS

Please fill out this section if you would like to sponsor more than one opportunity,

Category: _____ Oppt: _____

Category: _____ Oppt: _____

SPONSORSHIP TERMS & CONDITIONS

For its participation as a Sponsor in the 2021 NCA Virtual Convention, the Sponsor shall pay to the National Coffee Association the fee (the “Sponsorship fee”) for the confirmed level of sponsorship. Total sponsorship commitments will accumulate toward the final sponsorship status and benefits except for Host and Diamond status and benefits, which are only available and apply to NCA members.

PAYMENT AND CANCELLATION Sponsorship payment terms are net 30 days. The Sponsor agrees to pay the Sponsorship Fee in full within 30 days after sponsorship request have been confirmed. The National Coffee Association reserves the right to withdraw the sponsorship if payment is not received within 30 days of signed Sponsorship Commitment Form. No refunds are available for cancellations of a virtual sponsorship.

NO REPRESENTATIONS OR WARRANTIES. The 2021 NCA Virtual Convention is delivered over the Internet, and accordingly, is subject to limitations, delays, and other problems inherent in the use of the internet and electronic communications. NCA has contracted with eShow, a third-party provider, for the 2021 NCA Virtual Convention platform and delivery of the event. The NCA shall not be responsible for any delays, delivery failures, viruses, hacker intrusions or other damage resulting from such problems. The NCA makes no representations or warranties, express or implied, as to the reliability, timeliness, quality, suitability, truth, availability, accuracy, or completeness of the 2021 NCA Annual Convention virtual platform. The NCA does not guarantee that the use of the 2021 NCA Virtual Convention platform will be secure, uninterrupted or error free; or the 2021 NCA Virtual Convention platform or the servers that make the services available are free of viruses or other harmful components.

The NCA makes no representations or warranties, express or implied, regarding the number or type of persons who will attend the 2021 NCA Virtual Convention or the demographic nature of such attendance. Sponsor understands that the NCA can only provide Sponsor with attendance estimates based on the attendance of prior NCA Annual Conventions, and that the NCA is not promising that the 2021 NCA Virtual Convention will have any particular attendance or demographic of attendees and that the Sponsor will receive any business at all from participation as a Sponsor or from Sponsor’s presence at the 2021 NCA Virtual Convention.

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All conditions, representations, and warranties, whether express, implied, statutory, or otherwise, including, without limitation, any implied warranty of merchantability, or fitness for a particular purpose, are hereby disclaimed by the NCA to the maximum extent permitted by law.

LISTING AND MATERIALS. Sponsor represents and warrants that it holds the necessary rights to permit the use of the logo and all materials, including all digital content, it provides to the NCA and eShow for the purpose of this contract; and that the use, reproduction, distribution, or transmission of these materials will not violate any criminal laws or any rights of any third parties, including, but not limited to, such violations as infringement or misappropriation of any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false advertising, unfair competition, defamation, violation of any anti-discrimination law or regulation, or any other right of any person or entity. By sponsoring at the 2021 NCA Virtual Convention, Sponsor grants the NCA and eShow, a perpetual non-exclusive, royalty free, license to use, display, and reproduce the name, logo, and product names of the Sponsor on the NCA website and in any directory listing the sponsoring companies on the 2021 NCA Virtual Convention platform and in print, online or other media; and to use such names and logos in promotional materials, including future NCA Annual Conventions promotions listing prior Sponsors. The NCA is not responsible if a perceived competitors' logo(s) are located near or next to each other in any listing or description. The NCA shall not be liable for any errors in any listing or descriptions or for omitting the Sponsor from the directory or other lists or materials.

COMMUNICATIONS AND NCA PRIVACY POLICY. As part of this contract, the NCA will be sending you future information about benefits granted to Sponsors of the 2021 NCA Virtual Convention and about NCA initiatives, resources, programs, and membership. It is in the legitimate interest of the NCA to provide this information with the purpose of demonstrating the value of and continued involvement with our organization. Prior to executing this contract, the Sponsor should review the [NCA Annual Convention Privacy Policy](#), which describes how the NCA uses your company information. The privacy policy will be updated throughout the registration period. The Sponsor should periodically review the policy to understand how the company information will be used/shared. Sponsor's staff have the right to opt-out of email marketing by unsubscribing from our marketing email lists at any time by clicking on the unsubscribe link in the emails or by contacting at info@ncausa.org.

I have read, acknowledge, and agree to abide by and to be bound by the above terms and conditions of this Commitment Form.

Sponsor:

Company Name: _____

Company Contact (print): _____

Company Contact (sign): _____ Date: _____

PAYMENT INFORMATION

Charge my AMEX VISA MasterCard Discover

Card Number: _____

Expiration Date: _____ Security Code: _____

Name as it appears on credit card (please print): _____

Billing Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Please charge my card \$ _____ Signature: (required) _____

My check or money order in the amount of \$ _____ is enclosed.

Wire Transfer:

Signature Bank Address and Payment Details for Wire Transfer and ACH Payments

111 Broadway
New York, NY 10006

Account Name: National Coffee Association of USA, Inc.
Account Number: **1501473355** | ABA #026013576 | SWIFT #SIGNUS33

SEND AN EMAIL TO DJPACHECO@NCAUSA.ORG UPON SENDING YOUR ACH PAYMENT OR WIRE TRANSFER

**In order to guarantee your sponsorship or banner, please fax completed form to 212.766.5815 or by email to info@ncausa.org. If remitting by check, please include attach a copy of your completed form.
Every attempt will be made to honor all requests in the order in which they are received.**

**National Coffee Association of USA, Inc.
45 Broadway – Suite 1140, New York, NY 10006
(212) 766-4007 / Fax (212) 766-5815**