



THE
INDEPENDENT

SHOW 2023

> **MORE** THAN
EVER

**EXHIBIT & SPONSORSHIP
OPPORTUNITIES**

July 30 – August 2 | Minneapolis, Minnesota
#TIS23 | theindependentshow.org

Welcome to The Independent Show 2023!

The National Content & Technology Cooperative (NCTC) and America's Communications Association (ACAC) are more excited than ever to welcome members to The Independent Show 2023!

WHERE AND WHEN

July 30 to August 2, 2023 | Minneapolis

It's more important than ever to be an NCTC member and have our voices heard. The 2023 Independent Show will be the biggest show ever, promising:

- more exhibits
- more educational sessions
- more customized content
- more policy talks
- more sponsorship offerings
- more chances to network
- more opportunities to grow your business

2022 Demographics

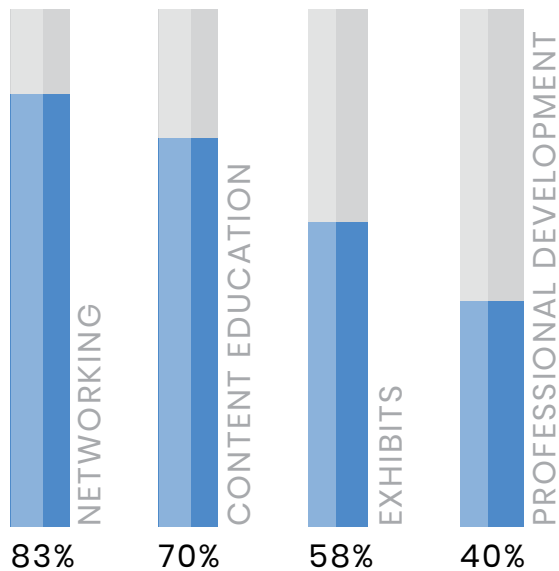
TIS 2022 TOTAL ATTENDEES

1,327

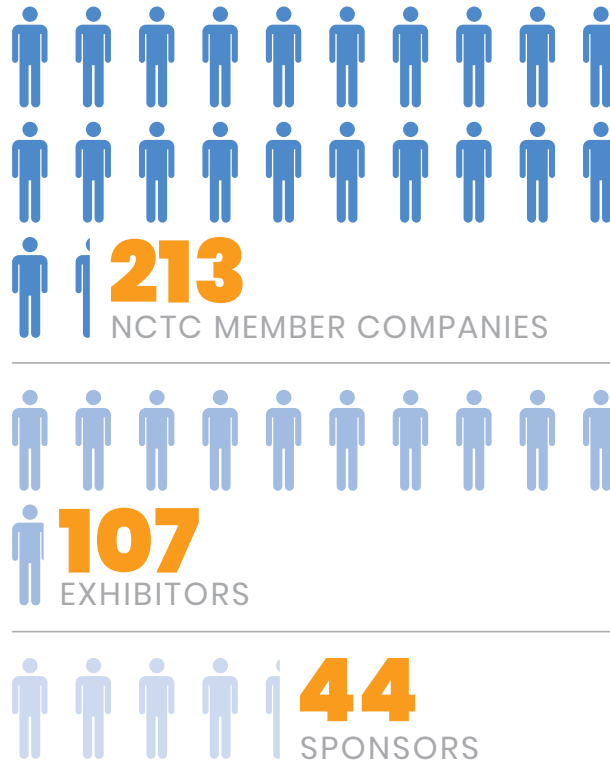
TIS 2022 ATTENDEES WERE HIGHLY IMPRESSED WITH



TIS 2022 ATTENDEES
TOP REASONS TO ATTEND



TIS 2022 ATTENDEE PROFILE



TIS 2022 OVERALL SATISFACTION



**AND 2023 WILL
SHOWCASE MORE!**

- > DO MORE
- > SEE MORE
- > LEARN MORE
- > EXPERIENCE MORE

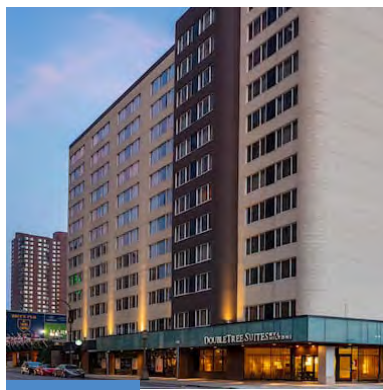
...than ever in Minneapolis
this July. Double your
chances for success with
NCTC and ACAC in the
Twin Cities.

Hotel Information

The location of all educational sessions, meals and exhibits will be held at the Minneapolis Convention Center and Hilton Minneapolis. Sleeping rooms have been contracted at the Hilton Minneapolis and Doubletree Suites by Hilton Minneapolis.



Minneapolis Convention Center (MCC)
1301 2nd Avenue South
Minneapolis, MN 55403



DoubleTree Suites by Hilton
Minneapolis Downtown (Doubletree)
1101 LaSalle Avenue
Minneapolis, MN 55403
Rate: \$199 / night
[Click Here](#) to book now



Hilton Minneapolis (Hilton)
1001 Marquette Avenue South
Minneapolis, MN 55403
Rate: \$225 / night
[Click here](#) to book now

The deadline to book rooms at the TIS discounted rate is June 28.

EXHIBITOR ROOM BLOCK – 10 OR MORE ROOMS:

We are requiring all companies who need more than 10 rooms secure a Room Block through NCTC. To book a room block, please contact Howie Olson, holson@nctconline.org

ROOM CANCELLATIONS

If you need to make changes or cancel a room within your block after July 1, please contact Howie Olson, holson@nctconline.org. Please do not cancel the room directly with the hotel. We may be able to re-purpose this room for another attendee.

COVID-19 SAFETY

NCTC and ACA Connects will monitor updates from the CDC, state and local officials regarding the potential threats from potential illnesses including COVID-19. The safety of all of our guests is a priority and while show management will take basic precautions and establish onsite protocols consistent with guidelines recommended by the authorities, guests considered high risk are encouraged to take additional safety measures.

Schedule of Events

As of 2/1/23. Subject to Change.



SUNDAY, JULY 30	
12 p.m. to 5 p.m.	Registration Open
1 p.m. to 5 p.m.	Exhibitor Set-Up at Convention Center
5:30 p.m. to 6:45 p.m.	VIP Reception (Invitation Only) at Hilton
7 p.m. to 10 p.m.	Welcome Party at Hilton

MONDAY, JULY 31	
7 a.m. to 5 p.m.	Registration Open
7 a.m. to 12 p.m.	Exhibitor Set-Up at Convention Center
7 a.m. to 8 a.m.	Coffee & Donuts at Hilton
8:15 a.m. to 11:45 a.m.	General Session at Convention Center
11:45 a.m. to 1 p.m.	Lunch at Convention Center
1 p.m. to 5 p.m.	Exhibits Open at Convention Center
5 p.m. to 6 p.m.	Receptions at Hilton and Doubletree
6 p.m. to 10 p.m.	Dinner & Evening Entertainment at US Bank Stadium (Home of the Vikings)

TUESDAY, AUGUST 1	
7 a.m. to 5 p.m.	Registration Open
7 a.m. to 8 a.m.	Conference Breakfast at Hilton
8 a.m. to 9:30 a.m.	General Session at Convention Center
9:30 a.m. to 12 p.m.	Exhibits Open at Convention Center
9:30 a.m. to 12 p.m.	Breakout Sessions at Convention Center
12 p.m. to 1:15 p.m.	Lunch at Convention Center
1:30 p.m. to 5 p.m.	Exhibits Open at Convention Center (New Extended Hours)
1:30 p.m. to 5 p.m.	Breakout Sessions at Convention Center
5 p.m. to 9 p.m.	Exhibitor Tear-Down
6 p.m. to 7 p.m.	Reception at Convention Center
6 p.m. to 10 p.m.	Children's Dinner at Hilton
7 p.m. to 9:30 p.m.	Dinner & Evening Entertainment at Convention Center
9:30 p.m. to 11 p.m.	After Party at Convention Center

WEDNESDAY, AUGUST 2	
7:45 a.m. to 8:45 a.m.	Conference Breakfast at Hilton
8 a.m. to 12 p.m.	Exhibitor Tear-Down
9 a.m. to 11:30 a.m.	General Session at Convention Center

Exhibits Space

TIS2023 offers more ways than ever to meet with your current clients and build your business. There are options that fit your needs and budgets.

EXHIBIT SPACE OPTIONS & PRICING

10X10 = \$7,600

10X20 = \$12,600

20X20 = \$17,600 **New in 2023**

Call for pricing on hard walls

FEATURES

All Exhibitors receive:

- Pre- and Post-conference attendee mailing list (no emails - Full contacts available through Whova app)
- Wi-Fi, redundant high-capacity bandwidth is available to all exhibitors at NO COST (Additional needs such as a wired drop or dedicated SSID can be ordered for a fee)
- Entire Exhibit Hall carpeted in blue
- Power is NOT included and can be ordered through the Exhibitor Kit
- Two exhibitor registrations
- Full access to the exhibit hall
- All educational sessions*
- All meals and networking events*

*except "Member Operators Only" or "Invitation Only"

BOOTH DESCRIPTION

- 8 ft back and 3 ft side drapes
- 6 ft skirted table and two (2) side chairs
- 17" X 11" ID Sign
- Standard Blue Carpeting
 - padding and/or premium carpet options available for an additional fee
- Wastebasket

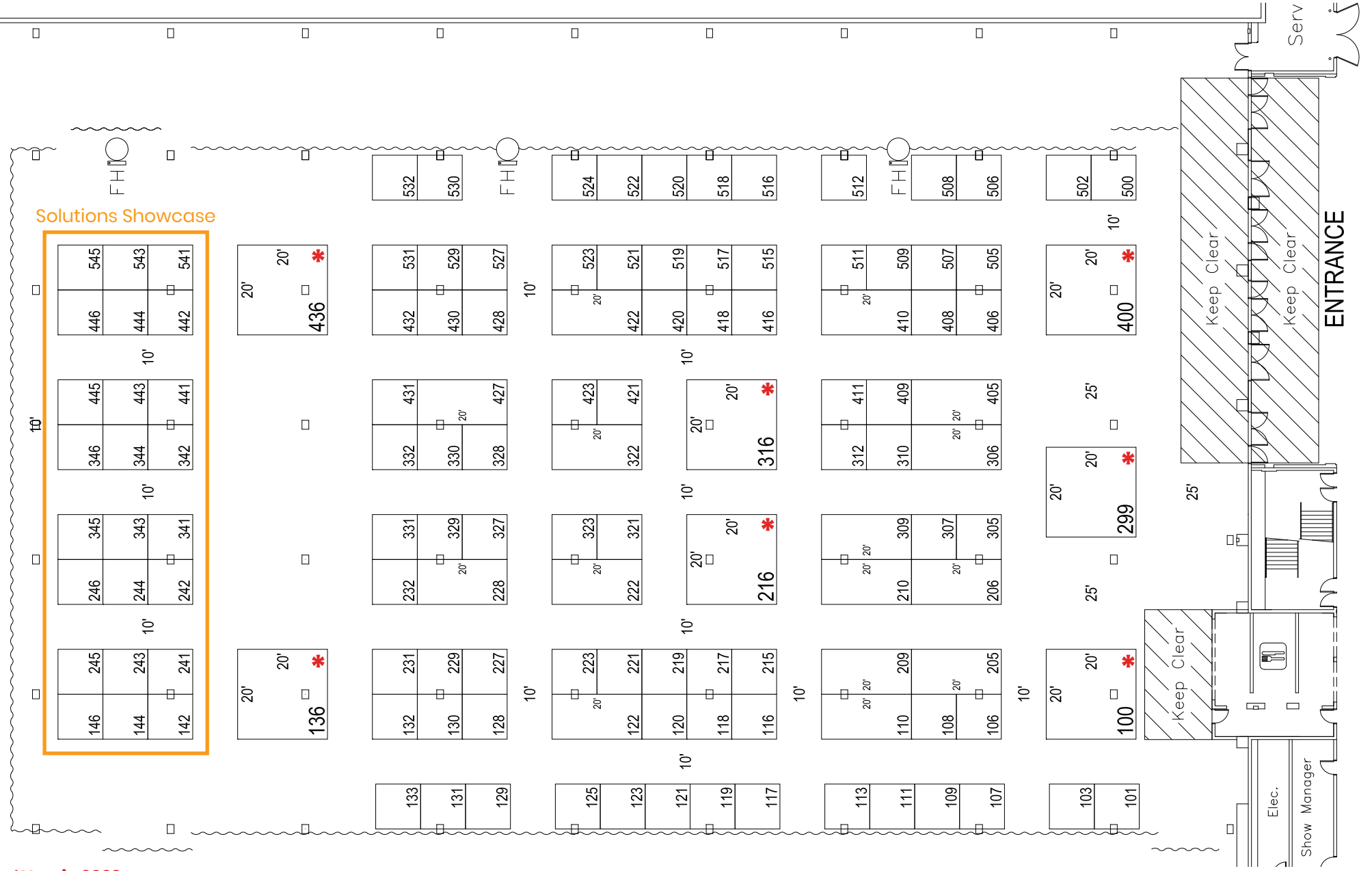
EXHIBIT SCHEDULE

SUNDAY, JULY 30	
1 p.m. to 5 p.m.	Exhibitor Set-Up
MONDAY, JULY 31	
7 a.m. to 12 p.m.	Exhibitor Set-Up
1 p.m. to 5 p.m.	Exhibits Open
TUESDAY, AUGUST 1	
9:30 a.m. to 12 p.m.	Exhibits Open
1:30 p.m. to 5 p.m. (New Extended Hours)	Exhibits Open
5 p.m. to 9 p.m.	Exhibitor Tear-Down
WEDNESDAY, AUGUST 2	
8 a.m. to 12 p.m.	Exhibitor Tear-Down



Exhibit Hall Floor Plan

Solutions Showcase



*New in 2023

Exhibits Details

HOW TO SECURE A BOOTH

- Booths can be secured by registering online. A registration link is included in your invitation email.
- Full payment is expected at time of registration and required before a booth number can be assigned.
- The first round of booth assignments will begin the week of April 17th. An email will be sent with booth selection instructions.

PRIORITY POINTS & BOOTH ASSIGNMENTS

We will no longer be using the priority points system for booth assignments. However, priority on booth assignments will be given to the TIS 2023 Presenting Sponsor, TIS 2023 MVP Sponsors, TIS 2023 VIP Sponsors and NCTC Preferred Partners. If you have questions regarding booth assignments, please email Howie Olson at holson@nctconline.org.

BOOTH ASSIGNMENT SCHEDULE			
April 14	Applications due to be included in Round 1 booth assignments	April 24 – 28	Round 2 Booth Assignments
April 17 – 21	Round 1 Booth Assignments	May 1	General Sales, booths sold on a first-come, first-served basis
April 21	Applications due to be included in Round 2 booth assignments	June 2	Booth sales closed

BOOTH PERSONNEL/ADDITIONAL EXHIBITORS

Booth personnel are welcome to attend all conference activities including meals and networking events as well as any educational sessions not listed as “member operators only.”

Exhibiting companies may register additional personnel subject to the attendance policy found in the exhibitor contract. Full payment for additional personnel is due at time of registration.



Exhibits Details

OFFICIAL CONTRACTOR

The official contractor for the The Independent Show is GES. GES will handle all show decorating and drayage needs for exhibitors. Once you have received your booth assignment, an Exhibitor Kit will be e-mailed to you. This kit will allow you to order all of your critical show needs such as: material handling, electrical and Internet needs, furniture, floral arrangements, installation and dismantling services and other related services. A price list will be included with the Exhibitor Kit.

PAYMENTS

Full payment is expected with the booth application. Booths will not be assigned a location until full payment is received. Your online registration will include payment options.

ONSITE REGISTRATION

Registration received after July 7 will be subject to the onsite pricing at \$850 per person. Onsite registration for additional personnel will be available only to persons whose companies are registered to exhibit at the conference. Manufacturer's representatives, consultants, etc., must be approved by NCTC and registered in advance by the company they are representing.

CANCELLATIONS

All cancellations must be in writing and are effective upon receipt by NCTC. Cancellation notice must be received by June 30 for exhibit booths and July 7 for exhibitor attendee registrations to qualify for a refund.

COVID-19 CANCELLATION POLICY

Considering the continuing uncertainty regarding social gatherings during the COVID-19 pandemic, the following recourse is offered to exhibitors should the entire 2023 event in Minneapolis be cancelled due to circumstances beyond NCTC and ACAC's control:

- Option 1: Exhibit and Sponsorship dollars will be refunded in full, within 30 business days from formal notification of the cancellation.
- Option 2: Exhibit and Sponsorship dollars rolled forward and applied to the 2024 live event, Location TBD.

This policy applies only to a full event cancellation originated by NCTC and ACAC. For cancellations originated by exhibitor/sponsor, for any reason including COVID-19 concerns, the standard cancellation policy applies.



Sponsorships At-A-Glance

WE'RE TURNING IT UP FOR 2023!

- > MORE Customization
- > MORE Sponsorship Opportunities
- > TIS 2023 Offers More Ways Than Ever to Enhance, Invest and Brand Your Company Products and Services.

TIS 2023 TITLE SPONSOR – \$150,000 **New**

See Benefits on Page 12	\$150,000
-------------------------	-----------

CONTENT

Monday Keynote Speaker	\$75,000
Tuesday Keynote Speaker	\$75,000
Tuesday Concurrent Sessions New	\$25,000

EVENING EVENTS

Sunday Night Welcome Party Includes Central Bar (exclusive) An Evening of Decadence	\$50,000
Specialty Cocktail Lounge w/dessert station (4 only)	\$20,000
Themed Dinner Buffet Stations (4 only)	\$17,500
Kids Buffet & Fun Zone	\$20,000
Monday Night Offsite Event at US Bank (VIKING) STADIUM – (Exclusive) Dinner/Party	\$100,000
Tuesday Night Dinner	\$85,000
Comedian at Tuesday Night Dinner	\$50,000
Children's Dinner/Child Care Activities	\$25,000
After Party	\$30,000

LUNCHES

Monday Luncheon with Speaker or Entertainment	\$50,000
Tuesday Luncheon with Speaker or Entertainment	\$50,000

BREAKFASTS

Monday Family Breakfast at Doubletree New	\$8,500
Tuesday Family Breakfast at Doubletree New	\$8,500
Tuesday Conference Breakfast	\$15,000
Tuesday Muni Breakfast	\$12,500
Tuesday TELCO Breakfast	\$12,500
Wednesday Conference Breakfast	\$15,000

REFRESHMENTS

Monday Morning Coffee & Donuts	\$8,500
Monday Power Up Afternoon Refreshments	\$10,000
Tuesday Power Up Afternoon Refreshments	\$10,000

BRANDING & HOT ITEMS

Conference App – Whova (exclusive)	\$17,500
Conference Wi-Fi (exclusive)	\$17,500
Six (6) Charging Stations (New)	\$15,000



Sponsorship Benefits

ALL SPONSORS RECEIVE

- On-screen signage at event and in mobile app – Whova
- Web banner ad for theindependentshow.org website
- Pre and post show list of attendees (no email addresses)

ADDITIONAL BENEFITS BASED ON TOTAL INVESTMENT (EXHIBIT PLUS SPONSORSHIP FEES)

MVP TIER (SPEND OVER \$90,000 TO QUALIFY)

- All Gold Tier Benefits +
- 4 complimentary registrations
- Invitation for 4 reps to attend VIP Sponsors' reception with NCTC and ACAC Board of Directors and Senior Staff
- Special sponsor level recognition on conference signage, website and mobile app
- Participation in the VIP/MVP Sponsor newsletter e-mail blast to attendees
- 2 web banners on nctconline.org to be used in the 2023 calendar year
- Inclusion in Tuesday morning hotel room drop (items to be provided by sponsors)
- 8 reserved seats at Tuesday night dinner event
- Co-branded news release distributed on Business Wire in advance of TIS 2023
- Marquee Signage

VIP TIER (SPEND OVER \$40,000 TO QUALIFY)

- All Gold Tier Benefits +
- 2 complimentary registrations
- Invitation for 2 reps to attend the VIP Sponsors' reception
- 2 web banners on nctconline.org to be used in the 2023 calendar year
- Inclusion in Tuesday night hotel room drop (items to be provided by sponsors)
- 4 reserved seats at Tuesday night dinner event
- Co-branded news release distributed on Business Wire in advance of TIS 2023
- Marquee Signage

GOLD TIER (SPEND OVER \$35,000 TO QUALIFY)

- Logo on T-shirt
- Logo on Notebook
- Logo on Recyclable Bag
- Exclusive Signage
- Special discount on Business Wire press releases sent during TIS 2023 (1 week prior through 1 week after TIS 2023)
- Bag Insert (printing costs not included)

SILVER TIER (SPEND OVER \$25,000 TO QUALIFY)

- Logo on Choice of T-Shirt or Recyclable Bag
- Non-exclusive Signage
- Bag Insert (printing costs not included)

BRONZE TIER (SPEND OVER \$15,000 TO QUALIFY)

- Non-exclusive Signage
- Bag Insert (printing costs not included)



Title Sponsor **New in 2023**

AN EXCLUSIVE OPPORTUNITY – \$150,000



TOP BILLING

- Extensive “Presented by” treatment across multiple touch points before, during and after TIS 2023, generating massive brand exposure
- Marquee signage at the Minneapolis Convention Center and Hilton
- Total Take Over of TIS 2023 Registration Area and Logo on lanyard and badges



VIP ACCESS

- 6 complimentary registrations
- Invitation for 6 reps to attend VIP Sponsors’ reception with NCTC and ACAC Board of Directors and Senior Staff



VIP TREATMENT

- 12 reserved seats at Tuesday night dinner
- Exclusive Hotel Room Drop on Monday morning (items to be provided by sponsor)
- All MVP tier benefits



PRIME EXHIBITOR

- 20' x 20' Exhibition Space
- 1 Attendee Email

Dedicated Concurrent Breakout Session Sponsorship **New in 2023**

\$25,000

Sponsor a concurrent breakout session that spotlights your knowledge and expertise. Each concurrent 90-minute session includes snack/refreshment offering; panel discussion led by analyst followed by sponsor presentation. Note: subject to approval by NCTC.

- Snack/Refreshment Offering
- Setup includes stage with AV, chairs, podium, microphone
- Branding on stage during your session
- Promotion:
 - In the agenda
 - Article in attendee email
 - 1 sponsored social post from NCTC (Pre- and During TIS 2023)

SUGGESTED TOPICS:

- AdTech
- Finance
- HR
- IT
- Legal
- Marketing Innovators
- Technology



Conference Breakfasts & Refreshments

Monday Morning Coffee & Donuts	\$8,500
Monday or Tuesday Family Breakfast at Doubletree New	\$8,500 each day
Tuesday Conference Breakfast	\$15,000
Tuesday Muni Breakfast	\$12,500
Tuesday TELCO Breakfast	\$12,500
Wednesday Conference Breakfast	\$15,000
Monday or Tuesday Afternoon Refreshments	\$10,000 each day



Sunday Night Welcome Party

What could be MORE fun than a decadent night for the TIS 2023 conference's kick-off event! Guests can visit various themed lounges, participate in games and activities or just relax and catch up with fellow attendees over fabulous food and drinks! A DJ will be playing the hottest music to keep the party going all night! Make your mark as a sponsor of the first networking event of the show!

MAIN EVENT SPONSOR – \$50,000 (EXCLUSIVE OPPORTUNITY)

We'll work with you to incorporate your brand into the theme of the evening. Includes hosting the Central Bar, a main focal point in the room. Create your own specialty cocktail and invite members to come have a drink on you. Qualifies for VIP sponsor status!

HOSTED LOUNGE – \$20,000 (4 OPPORTUNITIES AVAILABLE)

Have your own personalized area to host customers for cocktails, decadent desserts and conversations. Each lounge has its own bar serving a specialty drink, lounge seating, large screen monitor (if desired). Lounges are located in the main event area for all attendees to visit and are the perfect spot to meet with customers.

THEMED DINNER BUFFET – \$17,500 (4 OPPORTUNITIES AVAILABLE)

Host exceptional cuisine designed by the Hilton Minneapolis culinary team. Buffet stations will incorporate sponsor's logo into décor and buffet signage.

KIDS BUFFET & FUN ZONE – \$20,000 (EXCLUSIVE OPPORTUNITY)

Host the kiddos at their own Fun Zone area offering kid-friendly food and drinks plus a host of video and analog games that will keep the whole family smiling! Your logo will be incorporated into the décor and signage.



Monday Night Offsite Event At Viking (US Bank) Stadium

\$100,000

Always the most-highly attended event of the conference and this year will be no exception! From a host of fun activities on the field to great food, drinks and special access to top-drawer hospitality suites there will be fun for all ages at this not-to-be-missed event! This is an exclusive opportunity that takes you into MVP sponsorship status.

FEATURES:

- MVP Tier Sponsor Status and Benefits
- Marquee Signage at the Stadium
- Exclusive Food & Beverage and Entertainment branding



Tuesday Night Activities

TUESDAY NIGHT DINNER – \$85,000

Networking at its finest at this event! Great food, drinks and live entertainment make for the perfect evening! Your logo will be front and center along with recognition from the stage. And don't worry about the kids – we have a special night planned for them, too! Located at the Minneapolis Convention Center.

BENEFITS:

- VIP Tier Sponsor Status and Benefits
- Marquee Signage at Event
- Welcome greeting from the stage

COMEDIAN AT TUESDAY DINNER – \$50,000

Bring the humor to the conference by sponsoring the comedian who will be entertaining the crowd on the final night of the conference.

BENEFITS:

- VIP Tier Sponsor Status and Benefits
- Signage at Event
- Opportunity to introduce the comedian from the stage

CHILDREN'S DINNER AND A MOVIE – \$25,000

Don't worry about the kids while you're at the adult's only dinner on Tuesday. Kids ages 4-16 will have their own special event with music, dancing, crafts and a movie with child care provided. Located at the Hilton Minneapolis.

BENEFITS:

- Marquee Signage at Event
- Your branding incorporated into décor

AFTER PARTY – \$30,000

Some attendees won't be ready to call it a night. This is your chance to showcase your brand. We'll provide the space and basic set-up and will work with you on décor, entertainment and after dinner drinks & desserts. The reception will be in the Minneapolis Convention Center.



Monday & Tuesday Keynotes And Luncheons

MONDAY & TUESDAY MORNING KEYNOTE SPEAKER – \$75,000 EACH DAY

A keynote speaker at the morning general session. Past speakers have included motivational speakers, business experts and celebrities.

MONDAY & TUESDAY LUNCHEON SPEAKER OR ENTERTAINMENT – \$50,000 EACH DAY

The lunches are our most sought-after sponsorship as it provides an opportunity for the sponsor to address the crowd from the stage.



Conference Awards **New in 2023**

\$10,000 EACH

Each year, TIS presents multiple awards at the conference. Consider sponsoring one or more of the following awards:



NCTC Employee of the Year



Rising Star



Lifetime Achievement



Best Member Marketing Campaign – Retention



Best Member Marketing Campaign – Educational



Best Member Marketing Campaign – Brand Awareness or Re-Brand



Best Member Marketing Campaign – Community



It's Going To Be **BIG!**

JULY 30 – AUGUST 2, 2023

MINNEAPOLIS, MINNESOTA

THEINDEPENDENTSHOW.ORG



Need **MORE** info? Contact us today
Howie Olson, Event Manager, holson@nctonline.org