

NEDAS

2021 SPONSORSHIP PROSPECTUS

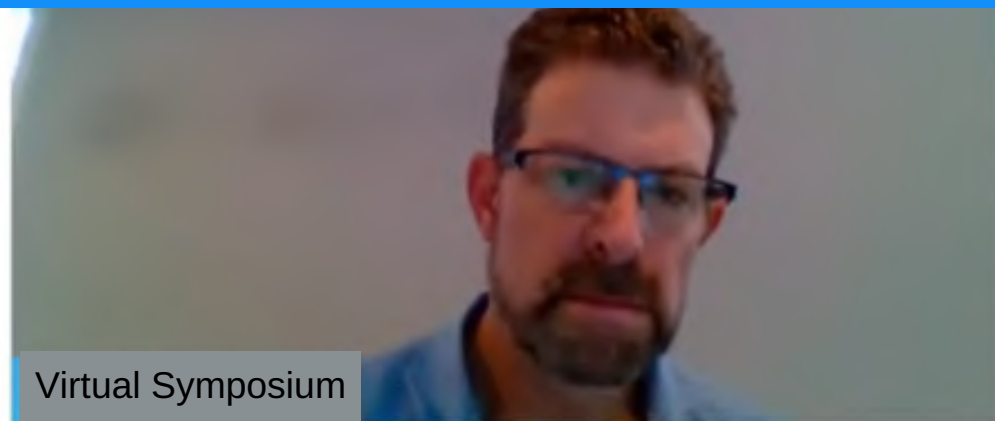


**Bridging Wireline and Wireless Infrastructure
for a Connected World.**

Our Mission

NEDAS SITS AT THE INTERSECTION WHERE WIRELINE AND WIRELESS INFRASTRUCTURE MEET. WE FOCUS ON ISSUES AND INNOVATIONS THAT ARE CRUCIAL TO ENABLING COMMUNICATIONS EVERYWHERE.

Building owners and operators; municipalities and public safety experts; enterprises, stadium and arena managers are all seeking one thing: ubiquitous, carefree communications for their customers. NEDAS community members gain access to a plethora of experts designing, deploying and managing today's infrastructure to support tomorrow's demand.



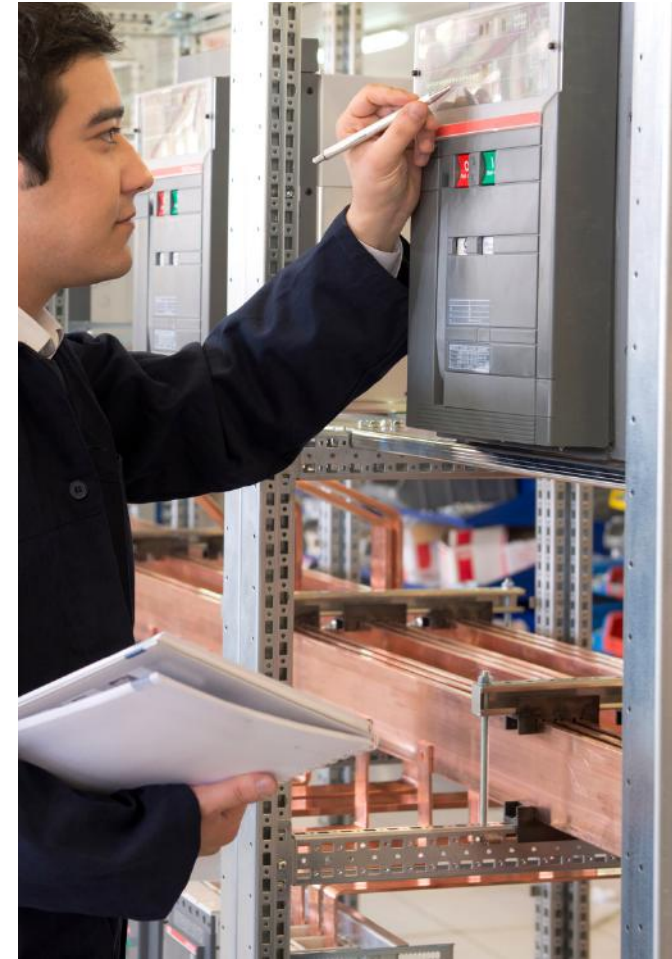
Our Target Audience



**SYSTEM INTEGRATORS
HARDWARE VENDORS
PROFESSIONAL SERVICES**



**COMMERCIAL REAL ESTATE
ARCHITECTS & DESIGNERS
ELECTRICAL CONTRACTORS**



**NETWORK OPERATORS
WIRELESS CARRIERS
TOWER COMPANIES**

2021
NEDAS
VIRTUAL EVENTS



SEPTEMBER 30, 2021
NEDAS SUMMIT



APRIL 20-22, 2021
NEDAS
VIRTUAL SYMPOSIUM

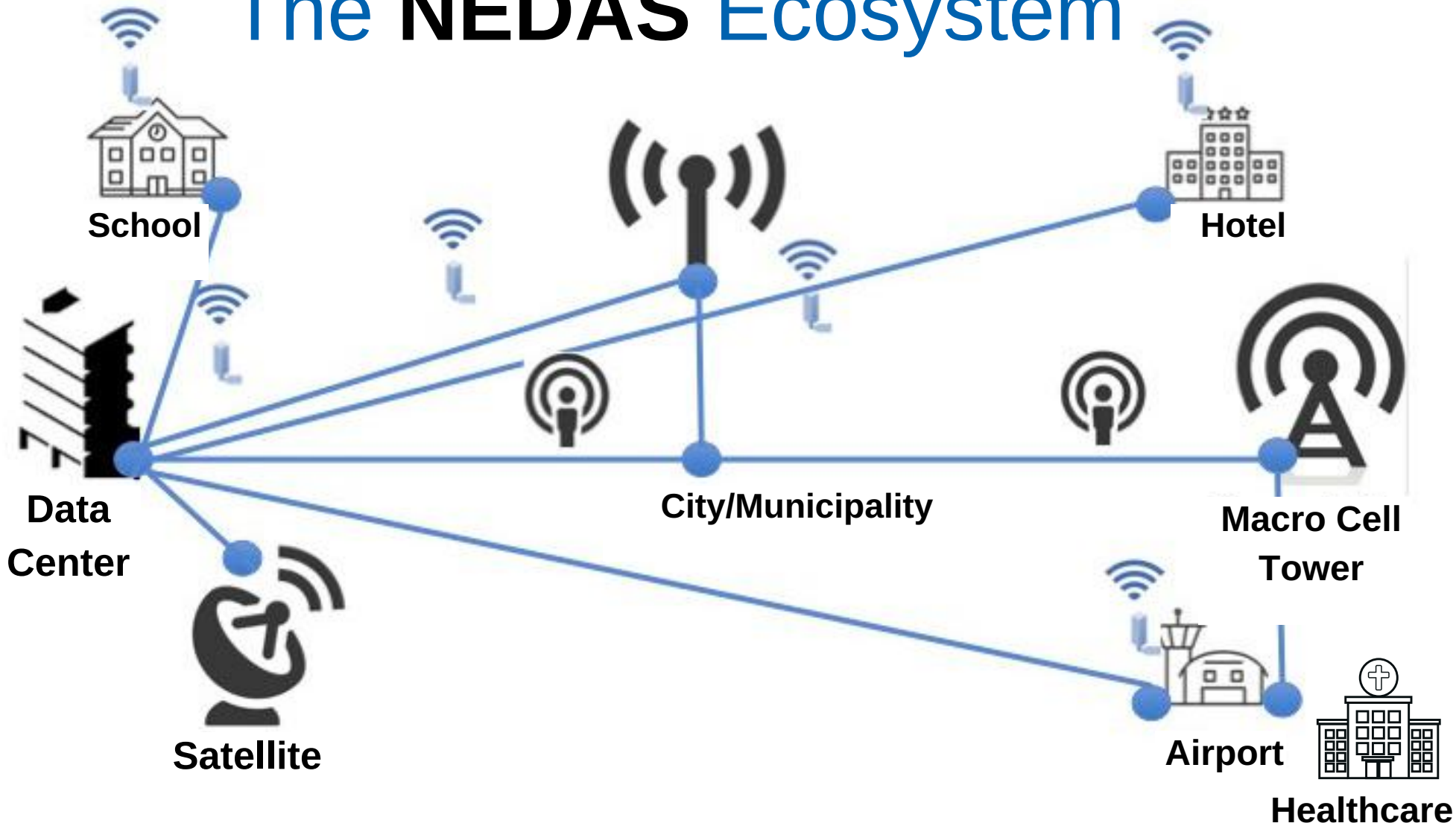


- Keynotes
- Presentations
- Exhibits
- Raffles
- Games
- and more!

DECEMBER 1, 2021
NEDAS FIESTA



The NEDAS Ecosystem



@copyright 2020

NEDAS

Community

OUR PROGRAMS AND EVENTS DELIVER:

- More than **80** annual and event sponsors
- More than **700** event attendees in 2019, over **600** in 2020 including key decision makers
- More than **10,000** subscribers
- More than **15,000** social media followers



"Thank you for the introductions during the happy hours. You and your team did such a great job. The event was so seamless. You should consider writing a book on a step-by-step guide to event marketing during a **Pandemic.**"

WOODY F. - ATTENDEE, NYI

John Holmblad

WWW.NEDAS.COM



John O'Leary

email: info@nedas.com

12148932229

NEDAS Advisory Board Committees

Programs

The Programs Committee ensures each NEDAS event has its own unique focus with fresh, relevant content. Every NEDAS event provides attendees the opportunity to engage directly with key decision makers within specific regions.

Welcome

The Welcome Committee greets and helps attendees navigate the waters so they understand who's who and meet with speakers, open doors, and instigate engagement.

Charity

In 2021, NEDAS is working with industry charities to raise awareness and money and give back to the entities that support and enable our Industry.

Workforce

The Workforce Committee creates programs and opportunities to attract college graduates and minorities to the industry. The Workforce Committee creates mentorships and more valuable job opportunities.

"The event was truly great. Meaningful content, and so well organized, it ran quite smoothly!!! Kudos to you and the entire team, a truly great event! Thanks for the opportunity to participate."

LETECIA L., NEPTUNO USA, LTD

Steve Multer

NEDAS

VIRTUAL EVENTS



Today's 'new normal' has challenged us to create engaging virtual experiences that keep our community together, drive opportunities, facilitate networking and social programs to keep connections and business flowing.

Based on the success of NEDAS' 2020 transition to virtual events, we are continuing the momentum into 2021 - aiming to shift to traditional in-person events as the pandemic subsides.

Various sponsorship opportunities are available offering companies branding and messaging exposure to keep your business top of mind and relevant.

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email: info@nedas.com

2021
NEDAS
VIRTUAL EVENTS



Sponsor from \$750+

2020/2021

VIRTUAL EVENTS

- Community Virtual Networking
November 4, 2020
6:00-7:30PM ET
- Virtual Holiday Fiesta
December 17, 2020
6:00-7:30PM ET
- Virtual Movie Night
January 14, 2021
7:00-9:00PM ET
- Virtual Game Night
February 11, 2021
6:00-7:30PM ET
- Virtual Cocktail Mixer Event
March 16, 2021
6:00-7:30PM ET
- Virtual Story Night Event
May 18, 2021
6:00-7:30PM ET
- Virtual House Tours
August 21, 2021
6:00-7:30PM ET

A background image of a calendar with dates 8, 9, and 11 visible. The text is overlaid on this image.

NEDAS
ANNUAL SPONSORSHIP

A background image showing the back of an audience seated in a conference room, looking towards a screen.

NEDAS
EVENT SPONSORSHIP

A background image of a professional recording studio with a microphone on a boom arm and a computer monitor.

NEDAS
PODCAST AND WEBINAR
SPONSORSHIP

Sponsorship

ANNUAL AND EVENT OPPORTUNITIES

Increase brand recognition, generate leads, network with peers, get inspired, learn new technologies, create new solutions, support community, stay up-to-date.

WWW.NEDAS.COM

email: info@nedas.com

Opportunities

ANNUAL

- Annual Sponsorship Opportunities span a multitude of options, providing you an all-access pass to all of our events and activities. Options include Headline, Platinum, Gold, and Silver tiers.

EVENT

- Each event and program offers customized opportunities that get your company the exposure it wants in an a bespoke way that meets nearly any budget.

PODCAST, WEBINAR, CUSTOM PROGRAMS

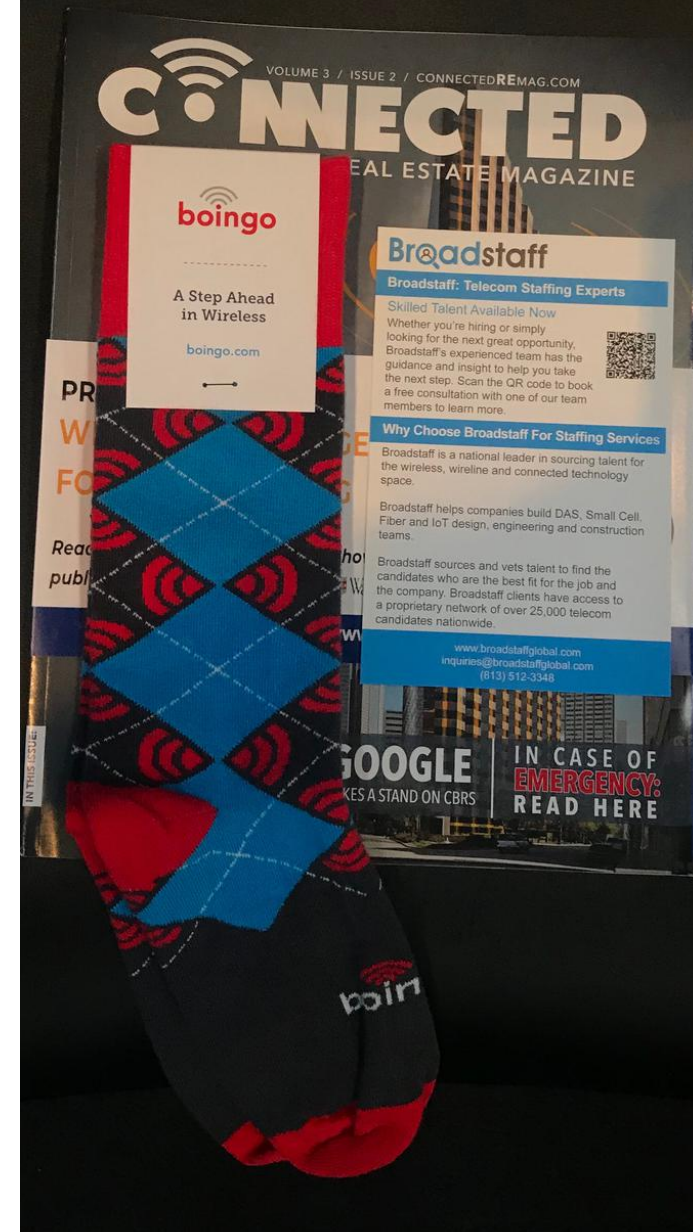
- NEDAS Live! our podcast series; Webinars are programs developed with your message in mind and custom programs that meet your specific business needs



Benefits

ANNUAL SPONSORSHIP BENEFITS

- Logo on the website
- Logo on promotional materials
- Logo in Newsletters
- Logo on Signage at in-person events
- List of attendees from all events (no email)
- Social Media Shout-Outs
- Mention in Press Releases
- Recognition at events
- Passes to all events



Headline

ANNUAL SPONSOR: \$20,000

All Annual Sponsorship benefits plus:

- Ads and/or Video Commercials at events
- Advisory Counsel Participation Consideration
- Speaker consideration
- Table top exhibit at the 2021 NEDAS Summit
- Virtual Event of their choice (Exclusive Recognition)
- Video Interview at Events (Virtual and in-person option)
- NEDAS Podcast Interview
- NEDAS Convergence Awards (4 categories)



Platinum

ANNUAL SPONSOR: \$18,000

All Annual Sponsorship benefits plus:

- Ads and/or Video Commercials at events
- Advisory Counsel Participation Consideration
- Speaker consideration
- Table top exhibit at the 2021 NEDAS Summit
- NEDAS Podcast Interview
- NEDAS Convergence Awards (3 categories)



Gold

ANNUAL SPONSOR: \$15,000

All Annual Sponsorship benefits plus:

- Ads and/or Video Commercials at events
- NEDAS Convergence Awards (2 categories)

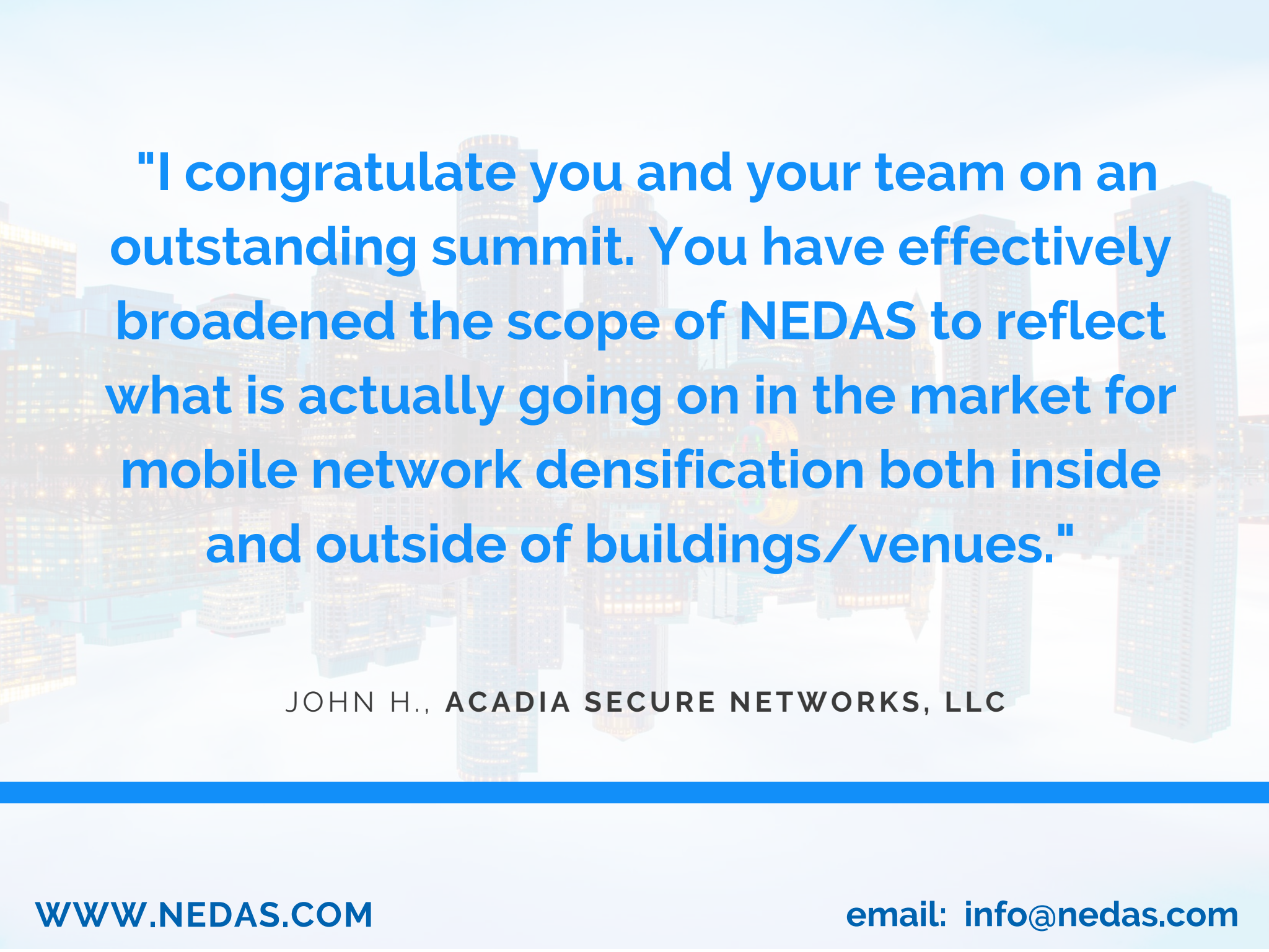
Silver

ANNUAL SPONSOR: \$12,000

All Annual Sponsorship benefits plus:

- NEDAS Convergence Awards (1 category)





"I congratulate you and your team on an outstanding summit. You have effectively broadened the scope of NEDAS to reflect what is actually going on in the market for mobile network densification both inside and outside of buildings/venues."

JOHN H., ACADIA SECURE NETWORKS, LLC

NEDAS

B O S T O N

EVENT SPONSORS

ZenFi

CHAIR COVER SPONSOR

tessco

WI-FI AND WHOYA APP SPONSOR

TILSON

LANYARD SPONSOR

Broadstaff

TCI

WIRELESS SUPPLY

LITERATURE SPONSORS

Comba

WIRELESS SUPPLY

RAFFLE SPONSORS

Amphenol

Anritsu

MaxCell

TIMES

W

WIRELESS SUPPLY

MARKETING TABLETOP SPONSORS



Individual Sponsorship Opportunities

If you're looking to stand out, be heard, and expand opportunities and sales, Individual Sponsorship Opportunities are specifically designed to get your company the exposure you want, when you want it.

Take control of your brand and message positioning in the market and select from a number of custom options listed below.



NEDAS WEBINARS

2 0 2 1 A N N U A L S E R I E S

Reach the Right People, Educate and Generate Leads

NEDAS Webinar programs attract a vast audience of key decision makers through our highly targeted and relevant database- and it doesn't stop there. Programs are promoted for replay and hosted for six months to ensure your message is heard and shared with the people who matter most to your business.

Programs include all promotions, managed and monitored program, press releases, media outreach, articles/blogs and more. The value for the leads alone is a reason to consider; the amplification of your message is the reason not to say no.

Individual Sponsorship Opportunities

WEBINAR SPONSOR: \$ 5,500

Collaborate with the NEDAS team on a topic, and we'll do the rest. Your company logo will be featured on the promotional materials for the event and acknowledged during the Webinar program. You also get:

- 6-Weeks pre-program promotion
- A list of registrants with contact information
- Polling questions
- Exit questions
- Detailed report following the initial program
- Three-months post program promotions
- Monthly report for three-months provided



NEDAS



ello NEDAS Community,

t's get ready to rumble (at least virtually). If you remember that reference, then you're in the right place. Not much has changed in the outside world so we're sticking with virtual programs at least through the end of 2021. Keep your eyes peeled for an upcoming **Virtual Networking Event** in November, a **Virtual Holiday Fiesta** in December and more. As we enter Q'4 of 2020, we are very much looking forward to seeing you live and in person in 2021.

This week's newsletter is a flashback to Day 2 of the NEDAS Virtual Symposium. We've recapped and shared highlights from the day so you can watch, rewatch and capture the highlights for the first, second or even third time. If you're on a mobile device and have Apple TV or Roku, feel free to watch our YouTube videos directly on your TV, from the comfort of your living room.

The NEDAS Virtual Symposium remains live and online through March 2021 - simply visit our [event website](#) and the [Whoava app](#) to continue to connect, network and learn. While you're there, don't forget to listen to episodes of [NEDAS Live!](#) Where Wireline and Wireless Meet, our podcast program.

With warm regards,

Sasha Miller
President, NEDAS

NEWSLETTER SPONSOR

VISION TECHNOLOGIES
MAKING VISION REALITY

20
YEAR
ANNIVERSARY

Distributed Antenna Systems
In-Building Wireless Coverage

Neutral Host Supports Service From Multiple Carriers • Eliminates Dead Zones
Enhances Productivity • Improves Public Safety First Responder
Increases Cell Coverage & Capacity • Saves Money Through Scalability

866.746.1122 / Find Your Wireless Solution

Individual Opportunities

FEATURED NEWSLETTER SPONSOR: \$ 3,000

More than just an ad, your company will be the featured sponsor of the newsletter which will include a Q&A interview, your company logo, a 75-word profile and a hyperlink. Receive full contact information for clicks on your logo, Q&A, and profile.

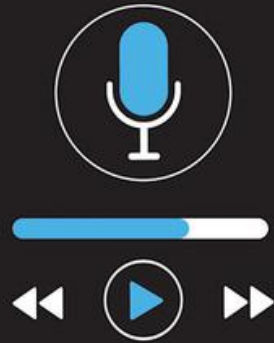
CUSTOM HTML EBLAST: \$2,500

Have a promotional email with your company's message created on your behalf and sent to the NEDAS database. Receive an open report with individual and company names. Receive email and contact information for individuals who click on a link in your message.

NEDAS LIVE!

Where Wireline & Wireless Meet

PODCAST



NEDAS Live!

Where Wireline & Wireless Meet

NEDAS Live! is our podcast program, launched in 2019, offering publication and amplification where you listen to your podcast programs. This includes the NEDAS website, Apple, Google, Spotify, Stitcher and more.

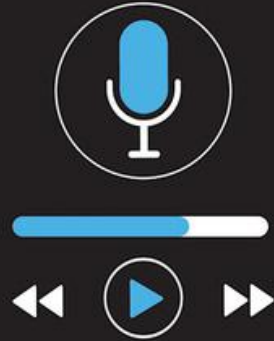
Podcast Opportunities Include:

- NEDAS Live! 2020 12-Episode Sponsorship - \$ 6,000
- NEDAS Live! Partner Sponsorship - \$2,500
- NEDAS Live! Podcast Program Sponsorship - \$500 per show (3 minimum) - \$1,500
- NEDAS Live! Sponsorship Endorsement - \$250 per show (3 minimum) - \$750
- NEDAS Live! Guest participant (application required)

NEDAS LIVE!

Where Wireline & Wireless Meet

PODCAST



NEDAS Live!

Where Wireline & Wireless Meet

12-SERIES SPONSORSHIP

As a NEDAS Live! 12 Episode Series Sponsor, you have an exclusive opportunity to get your company heard and recognized in all of our podcast programs published throughout the year. Sponsorship Includes:

- Branding and recognition on all NEDAS Live! Podcast programs and an interview with a C-level representative at NEDAS events where we are recording our program
- Interview blog/article written, promoted and published
- Featured Advertisement in the NEDAS bi-weekly newsletter
- Social media shout outs promoting all programs
- Branding on NEDAS Live!, including a hyperlink to your website
- Branding on all NEDAS Live! Podcast write-ups and in all marketing materials promoting our program

\$6,000

NEDAS LIVE!

Where Wireline & Wireless Meet

PODCAST



NEDAS Live!

Where Wireline & Wireless Meet

PARTNER SPONSORSHIP

As a NEDAS Live! Partner Sponsor, you'll receive a NEDAS Live! interview, with an opportunity to discuss business trends and showcase your company as a thought-leader.

- NEDAS Live! Interview with video recording that will be provided to you for promotion and sharing
- Interview blog/article written, promoted and published
- Featured program in the NEDAS bi-weekly newsletter
- Social media shout outs promoting your program and video
- Promotional package of the podcast, video and all links to host on your website and to share on social media

\$2,500

NEDAS LIVE!

Where Wireline & Wireless Meet

PODCAST



NEDAS Live!

Where Wireline & Wireless Meet

PROGRAM SPONSORSHIP

As a NEDAS Live! Program Sponsor, you'll have a chance to be interviewed on a program selected by NEDAS and promoted as a sponsor for the selected programs and topics you choose. A minimum of 3 programs is required.

- NEDAS Live! Interview with a topic of your choice to be scheduled with NEDAS
- Interview blog/article written, promoted and published
- Featured program in the NEDAS bi-weekly newsletter
- Social media shout outs promoting your program
- Promotional package of the podcast to promote to your database and on social media

\$1,500 (\$500 each)

NEDAS LIVE!

Where Wireline & Wireless Meet

PODCAST



NEDAS Live!

Where Wireline & Wireless Meet

SPONSORSHIP ENDORSEMENT

As a NEDAS Live! Sponsor Endorsement participant, the hosts of NEDAS Live! will provide your company a 30-second shout-out and endorsement recorded during the show. A three-show minimum is required.

- A 30-second custom endorsement (spoken by a program host) featured at the top of the Podcast episodes sponsored. This is very powerful endorsement and will be customized for your company
- This custom endorsement can be reused as a clip for other NEDAS media marketing materials
- Custom endorsement will also be included in show notes in the Podcast and links for the NEDAS Live! listeners. The custom endorsement will always be shared prior to going "live" on air for your company's full approval

\$750 (\$250 each)

NEDAS LIVE!

Where Wireline & Wireless Meet

PODCAST



NEDAS Live!

Where Wireline & Wireless Meet

REQUEST PROGRAM PARTICIPATION

NEDAS Live! Features interviews with today's thought-leaders who have exemplified a new way of thinking, fostered new business models and are passionate about future-proofing our industry and enabling connectivity everywhere.

- NEDAS Live! applications are accepted through our website: www.nedas.com, and they are reviewed on a regular basis. Invites to be interviewed can be done in person or via a landline phone. Dates are limited and availability on the dates we are recording is required
- You'll be among a featured line-up of industry professionals and receive many of the same benefits as above without incurring a sponsorship fee
- Sponsorship opportunities ensure a feature on our program. NEDAS reserves the right to edit out any overly commercial messages that do not inform, educate and inspire our listeners

Spring Virtual Symposium

APRIL 20, 21, 22 - 2021

Individual Event Sponsorship: \$1,500-\$5,000

Whova App (exclusive): Your logo will be featured on the Whova App both online and web versions - the power behind our event platform - all year long: **\$5,000**

Panel Sponsor (exclusive): Passionate about a message and want to be sure it reaches the right audience? As a panel sponsor, you will collaborate on a topic with the NEDAS event organizers and have the opportunity to invite panelists of your choice: **\$4,000**

Raffle Sponsor (limited to 3): Who doesn't love a gift? We'll arrange for giftcards valued at \$250 to be sent to your raffle winners. You choose the amount increments and we'll send you all contact information (including cell phone and email): **\$3,000**

Virtual Showcase Exhibitor: Get your company's brand, message and products noticed. A micro-page, featuring your company's solutions will be featured during the event. You'll be found through our website, the exhibitor directory and more. Enhance your listing with a giveaway or promotion for lead-generation: **\$1,950**

Commercial Sponsor: That :15-:30 corporate video has an opportunity to be aired during our event between sessions with an introduction to our viewers: **\$1,500**

NEDAS Summit 2021

SEPTEMBER 30, 2021

Individual Event Sponsorship: \$3,500-\$5,000

Whova App (exclusive): Your logo will be featured on the Whova App both online and web versions - the power behind our event platform - all year long: **\$5,000**

Panel Sponsor (exclusive): Passionate about a message and want to be sure it reaches the right audience? As a panel sponsor, you will collaborate on a topic with the NEDAS event organizers and have the opportunity to invite panelists of your choice: **\$4,000**

Sock Sponsorship (exclusive): Branded socks are the best! Attendees receive your branded socks just for coming to the event. Your design them or we do - and you'll get full approval before they are produced. Sponsorship covers cost for 200 pairs: **\$4,000**

WiFi Sponsor (exclusive): As the WiFi sponsor, your company's logo will be featured on the landing page as each attendee signs in to the WiFi network - you can even hide a secret message in the password: **\$3,500**

Speaker Gift (exclusive): Who doesn't love a gift? Our speakers get VIP treatment with a thank you gift. Your logo will be co-branded on the item and you'll have an opportunity to provide a custom note and business card: **\$3,000**

NEDAS Summit 2021

SEPTEMBER 30, 2021

Individual Event Sponsorship: \$3,000-\$3,500

Lunch Sponsor (exclusive): Who doesn't like to eat a good, hearty lunch? Our attendees always appreciate the sponsor that feeds their bellies: **\$3,500**

Advisory Dinner Sponsor (exclusive): Food is love and our Advisory Council works hard for the types of perks that only a classy dinner can buy. Join our Advisors, meet and mingle and get a chance to appreciate all they do by buying dinner: **\$3,500**

Breakfast Sponsorship (exclusive): Yummy delights is the theme. Let's do away with a traditional continental breakfast and spice it up a bit. With your support, you'll get the event started in the right direction with a fulfilling breakfast: **\$3,000**

Raffle Sponsor (limited to 3): Who doesn't love a gift? We'll arrange for giftcards valued at \$250 to be sent to your raffle winners. You choose the amount increments and we'll send you all contact information (including cell phone and email): **\$3,000**

NEDAS Summit 2021

SEPTEMBER 30, 2021

Individual Event Sponsorship: \$1,500-\$1,950

TableTop Exhibits (Limited): All of our sponsors are guaranteed a spot, the limited space left can be yours. Bring a banner, table clothe, giveaways, brochures and you'll be bumping elbows with the best of the best: **\$1,950**

All Day Refreshment Sponsor (Multiple): More food! All day refreshments provides attendees access to unlimited snacks, beverages and more. Grabbing a yummy? You're logo will be there to remind them: **\$1,800**

VIP Drinks Sponsor (Multiple): Typical NEDAS events provide plenty of beer and wine. Here is your chance to shine by offering premium drinks to all NEDAS attendees. Your company logo will (undoubtedly) be a stand out at the bar. **\$1,500**

Commercial Sponsor - \$1,500: That :15-:30 corporate video has an opportunity to be aired at our event for the pre-program opening, break and end-of-program showing.

Giveaway Sponsor: Not exhibiting but want to provide a fun giveaway? Bring a branded item from your stash and we'll be sure attendees get them (no socks): **\$1,500**

Literature Sponsor: Have a lot to say but not a lot to say it with? Send us your brochure or sell sheets and we'll be sure to provide to attendees. **\$1,500**

NEDAS 2021 Holiday Party

DECEMBER 1, 2021

With 2020 In-person events cancelled, we expect 2021 to be the year to remember (at least the second half). With in-person events expected to convene again by the Fall of 2021, we will host an epic NEDAS event (an all day long networking and educational extravaganza), followed by a fun-filled and uniquely compiled holiday party experience that will make you forget 2020 ever happened.

We'll gather in New York City at a venue that will enable us to party like It's 1999! Expect entertainment, interactive fun, and all the great people we have missed. This will be a party to remember for sure.

Sponsorship opportunities will be provided as the date draws near.



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**The only industry-led
association bridging the
wireline and wireless
industries with the intent
to drive collaboration.**

Annual Sponsorship Fees & Benefits

Annual Sponsor BENEFITS	\$20,000 HEADLINE	\$18,000 PLATINUM	\$15,000 GOLD	\$10,000 SILVER
• Logo on the NEDAS website	X	X	X	X
• Logo on all promo materials	X	X	X	X
• Logo in Newsletters	X	X	X	X
• Logo displayed at events	X	X	X	X
• List of event attendees (blind)	X	X	X	X
• Social Media Shout-Outs	X	X	X	X
• Mention in Press Releases	X	X	X	X
• Recognition at events	X	X	X	X
• Attendee passes to all events	X	X	X	X
• Featured news in Newsletters	X	X	X	X
• Ads and/or Video Commercials at events	X	X	X	N/A
• Advisory Counsel Consideration	X	X	N/A	N/A
• Speaker consideration	X	X	N/A	N/A
• Exhibit at the 2021 NEDAS Summit	X	X	N/A	N/A
• Virtual event (Exclusive Recognition)	X	N/A	N/A	N/A
• Video interview (virtual or in-person)	X	N/A	N/A	N/A
• NEDAS Podcast Interview	X	X	N/A	N/A
• NEDAS Convergence Awards*	4 CATEGORIES	3 CATEGORIES	2 CATEGORIES	1 CATEGORY

Program Sponsorships & Fees

Programs

Podcast Sponsorship:

Sponsorship includes a dedicated Podcast program with guests of your choice and a voice read 'commercial' promoting your company

- Individual Episode: \$750
- Series of 3: \$2,000
- Series of 12: \$6,000

Webinar Sponsorship: \$5,500

Sponsorship includes a dedicated Webinar program with guests of your choice and all of the promotions, list of attendees and more.

Newsletter Sponsorship: \$2,500

Sponsorship includes a feature interview in our newsletter and a three-month ad promoting your company.

Event Sponsorship Options

Highlighted Event Sponsorship Items

- Annual Whova Sponsorship: \$5,000
- Lanyards (2021) **SOLD OUT**
- Breakfast Sponsor \$3,000
- Lunch Sponsors \$3,500
- Tabletop Exhibits \$1,950
- Speaker gift (co-branded) \$3,500
- Advisory Council Dinner \$3,500
- Logo Sock Sponsorship \$4,000
- Raffle Sponsor \$2,500
- Commercial Sponsor \$1,500
- Literature Sponsor \$1,250

Sponsor NEDAS.

Thank you for your consideration.