SPONSORSHIP PACKAGES

NRB International Christian Media Convention

2027

OVERVIEW

The NRB Exposition is the *largest marketplace dedicated to Christian media* professionals.

The award-winning NRB International Christian Media Convention is the largest nationally and internationally recognized event dedicated solely to assisting those in the field of Christian communications.

Recognized as one of the Top 50 fastest-growing trade shows in the country for 2025, it continues to experience steady expansion in both reach and influence. As the event grows, it continues to strengthen its role as a leading gathering for connection and collaboration acr-oss the faith-based media industry.

Trade Show Executive's FASTEST 50
Honored as one of the 50 Fastest-Growing Shows of 2025

NRB 2027 will be held February 23-26, at the Gaylord National Resort and Convention Center, Washington, DC Metro Area. Learn more at www.nrbconvention.org.



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A GREAT AWAKENING

THAT THEY MAY BE ONE FILM

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CONVENTION LEVEL

Benefits

	Sold	Sold	Sold	Sold		
Benefit Item	**Diamond**	**Titanium**	**Platinum**	**Gold**	**Silver**	**Bronze**
Base Price	$150,000	$125,000	$100,000	$75,000	$50,000	$30,000
Number Available	Exclusive	Exclusive	Exclusive	2	4	8
Pre-Convention Benefits						
Name & Logo on convention website w/ link	✓	✓	✓	✓	✓	✓
Email Blast Membership	3	2	1	✗	✗	✗
Email Blast Attendees	3	2	1	1	1	1
Convention website banner in December-February	✓	✗	✗	✗	✗	✗
Presentation Oppourtunities						
Platform/Video time in Wednesday & Thurday Main Sessions	5 min total	3 min total	1 min total	✗	✗	✗
Distribute promotional material outside of the ballroom	Wed/Thurs Main Sessions & Fri. Super Session	Wed/Thurs Main Sessions & Fri. Super Session	Wed/Thurs Main Sessions & Fri. Super Session	Wed/Thurs Main Sessions & Fri. Super Session	Wed/Thurs Main Sessions & Fri. Super Session	Wed/Thurs Main Sessions & Fri. Super Session
Acknowledgements						
Acknowledgement during Session(s) by NRB spokesperson	✓	✓	✓	✓	✓	✓

	Sold	Sold	Sold	Sold		
Benefit Item	**Diamond**	**Titanium**	**Platinum**	**Gold**	**Silver**	**Bronze**
Name/logo added to convention branding throughout the facility	✓	✓	✓	✓	✓	✓
Name/Logo projected on ballroom screen for recognition	Exclusive	Exclusive	Exclusive	Shared	Shared	Shared
Registrations						
Convention Registrations	40	30	20	10	6	3
Individual Membership to Club 44	6	4	3	2	1	1
Lunches, Dinners, and Networking						
President's Media Leadership Dinner	8 Tickets	8 Tickets	8 Tickets	6 Tickets	4 Tickets	2 Tickets
President's Council Reception	8 Guests	4 Guests	2 Guests	2 Guests	2 Guests	2 Guests
Conference Publications, Marketing, and Media						
Acknowledgement in Official Program Book	✓	✓	✓	✓	✓	✓
Ad in Convention Program Book	Full Page	Full Page	Full Page	Full Page	Half Page	Half Page
Eblast with other sponsors announcing convention level sponsoship	✓	✓	✓	✓	✓	✓
Sponsor Acknowledgement in printed promotions	✓	✓	✓	✓	✓	✓
Name/Logo/Link included in convention email promotions	✓	✓	✓	✓	✓	✓
Logo placed in Exposition Program & Guide	Front Cover	Front Cover	Front Cover	✓	✓	✓
Logo placed near Convention Registration Unit	✓	✓	✓	✓	✓	✓
Exhibition						
Booth space in Exhibit Hall	Custom	20×40	20×20	10×30	10×20	10×10

	Sold	Sold	Sold	Sold		
Benefit Item	**Diamond**	**Titanium**	**Platinum**	**Gold**	**Silver**	**Bronze**
Promotional Items						
Sponsor Bag Inserts (1600 each)	2	2	2	1	1	1
Meter Board in high traffic areas	8 Two-sided	6 Two sided	4 Two-sided	4 Two-sided	2 Two-sided	2 Two-sided
3-5 min. video on looped In-room hotel channel	✓	✓	✓	✓	✓	✓
Post-Conference Benefits						
Ability to send email to Convention attendee list	3 Emails	2 Emails	1 Emails	✗	✗	✗

To lock in your package or verify options contact:

Carlton Capps
Senior Manager of Event Sales
ccapps@nrb.org



SESSION LEVEL

Benefits

Event/Benefit Item	Base Price	Available	Video Time	Booth	Badges	Meal Tix
Tuesday Events						
Membership Meeting	$10,000	2	30s	10×10	2 Registration	✕
Board Meeting	$10,000	2	30s	10×10	2 Registration	✕
Industry Reception	$8,000	3	✕	✕	2 Registration	✕
Wednesday Events						
World by Media Forum	$10,000	2	30s	10×10	4 Registration	✕
Awards Gala	$25,000	2	60s	10×10	2 Reg + 2 Club 44	1 Table (8 tix)
International Advocacy lunch	$15,000	3	30s	10×10	2 Registration	1 Table (8 tix)
Veteran's Ministry Lunch	$10,000	2	30s	10×10	2 Registration	1 Table (8 tix)
Wednesday Main Session (3-5)	$10,000	2	✕	10×10	4 Registration	✕
Wednesday Main Session (7-9)	$10,000	2	✕	10×10	4 Registration	✕
Thursday Events						
President's Council Reception	$10,000	2	✕	10×10	2 Registration	✕
Thursday Main Session (3-5pm)	$10,000	1	✕	10×10	4 Registration	✕
Media Leadership Dinner	$25,000	2	60s	10×10	2 Reg + 2 Club 44	1 Table (8 tix)
Friday Event						
Music/Concert/Faith Night	$20,000	2	60s	10×10	2 Reg + 2 Club 44	✕

= Sold

Specialty Program Tracks & Venues

Event/Benefit Item	Base Price	Available	Video Time	Booth	Badges	Meal Tix
NRB Workshops (Wed)	$10,000	2	60s	10×10	2 Registration	✕
NRB Workshops (Thurs)	$10,000	2	60s	10×10	2 Registration	✕
NRB Workshops (Fri)	$10,000	2	60s	10×10	2 Registration	✕
Club 44 **Sold**	$15,000	1	✕	10×10	6 Reg + 6 Club 44	✕
Student Programming	$8,000	2	30s	10×10	2 Registration	✕
Fresh Brew **Sold**	$15,000	2	✕	10×10	4 Reg + 2 Club 44	✕

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SPECIALTY PROMOTIONS

Aisle Carpet Sponsor - $16,000

This sponsorship includeds 10-4'x4' floor clings placed around the hall in high-traffic locations. You will have recognition in the printed program guide, convention website, and convention app.

Sold

Badge Lanyards - $8,000

NRB will produce and distribute the access badge lanyards with your company name and logo to all convention registrants.

Sold

Program Book, Inside Front Cover - $8,000

Sponsor ad on inside front cover of official program book. NRB will provide the specifications for the ad. Sponsor to submit graphic to NRB for the full page ad.

Member Discounts: 30% discount for Full Members = $5,600, 20% discount for Associate Members = $6,400

Sold

Program Book, Back Cover - $8,000

Sponsor ad on back cover of official program book. NRB will provide the specifications for the ad. Sponsor to submit graphic to NRB for the full page ad.

Member Discounts: 30% discount for Full Members = $5,600, 20% discount for Associate Members = $6,400

Sold

Elevator Door Wrap - $7,000

Elevator Door Wraps will be on both sets of elevator doors on each of the three levels - Ryman C, Delta Lobby, and Delta Mezzanine. NRB will provide you with the graphic specifications. NRB will have these clings produced and will cover the charge for installation and dismantle.

Member Discounts: 30% discount for Full Members = $4,900, 20% discount for Associate Members = $5,600

Note Pads - $5,000

Note pads can be branded with your logo and messaging. Please include NRB 2026 in your messaging or with your logo. Provide at least 3,000 note pads. (This is just a suggestion - more can be provided.) This charge reprensents the fee to NRB. The fee to purchase, print, and ship the note pads will be the responsibility of the sponsor. Note pads will be placed in the back of session rooms and at registration.

Sold

Hotel Key Card Sleeve - $4,500

The hotel key card sleeves can be customized with your logo or branding. Each guest checking in will receive their room key cards in this custom sleeve. You will work through the hotel's vendor to order and purchase the sleeves. The cost of the actual sleeves will be your responsibility. 1,700 sleeves will be required.

Sold

Program Book, Inside Back Cover - $5,000

Sponsor ad on inside back cover of official program book. NRB will provide the specifications for the ad. Sponsor to submit graphic to NRB for the full page ad.

Member Discounts: 30% discount for Full Members = $3,500, 20% discount for Associate Members = $4,000

Ink Pens - $6,000

Ink Pens can be branded with your logo and messaging. Provide at least 3,000 ink pens. (This is just a suggestion - more can be provided.) Ink Pens can also be included in the sponsor bag for no additional fee. An additional 1,500 would be needed for this. This charge reprensents the fee to NRB. The fee to purchase, print, and ship the ink pens will be the responsibility of the sponsor. Ink pens will be placed in the back of session rooms and at registration.

Member Discounts: 30% discount for Full Members = $4,200, 20% discount for Associate Members = $4,800

Convention Bag Inserts - $1,500

Have your promotional material inserted into 1,500 show bags that will be distributed via hotel door drop to all NRB convention attendees' hotel rooms on Tuesday night, February 17 while guests are at the Opening Session. Paper inserts can be no more than 8 1/2" wide x 11" long and 1/2" deep. Promotional items such as flash drives, pens, mini flashlights, mints, etc., are also acceptable if the size parameters are met. Samples will be required in advance, and are subject to NRB approval.

Member Discounts: 30% discount for Full Members = $910, 15% discount for Associate Members = $1,105

Program Book, Half Page Ad - $3,000

Half page sponsor ad in official program book. Dimensions of Ad - 5.5"Wx4H" (Program Book Actual Full Size is 5.5W"x8H"). NRB will provide the specifications for the ad. Sponsor to submit graphic to NRB for the half page ad.

Member Discounts: 30% discount for Full Members = $2,100, 15% discount for Associate Members = $2,550

Sold

Exhibit Hall Floor Plan Banner - $2,000

720 × 90 size. Banner is located at the bottom of both the website floorplan and convention app floorplan. Three rotating spots available.

Member Discounts: 30% discount for Full Members = $1,400, 15% discount for Associate Members = $1,700

Sold

Hotel Key Cards - $4,500

The hotel key cards can be customized with your logo or branding. Each guest checking in will receive one custom key and one standard hotel key. You will work through the hotel's vendor to order and purchase the cards. The cost of the actual cards will be your responsibility. At least 1,700 keys will be needed.

Sold

Hotel In-room Channel - $3,500

Feature your program on a channel on the television in each guest room. This channel is exclusive to you. Your program will loop the entire week of convention.

Member Discounts: 30% discount for Full Members = $2,450, 15% discount for Associate Members = $2,975

Convention Show Bags - $8,000

NRB will provide 1,700 Convnetion Show Bags. Graphic on the bag must include the NRB convention logo.

Sold

Convention App Mobile Banner - $3,500

1242 × 195 size. Size may vary depending on final app build out for 2027. Three rotating spots available.

Member Discounts: 30% discount for Full Members = $2,450, 15% discount for Associate Members = $2,975

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FACILITY BRANDING

For additional information and oppourtunities reach out to:

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