

# 2027

## NACA Annual Convention Exhibitor & Sponsorship Opportunities



**2027 NACA  
CONVENTION**  
JANUARY 24-28, 2027

**50 YEARS STRONG:  
HONORING THE PAST, SHAPING THE FUTURE**

**GRAND SIERRA RESORT  
RENO, NV**



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🌐 [nacaadjuster.org](http://nacaadjuster.org)



# ABOUT THE NACA CONVENTION

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The NACA Annual Convention brings professionals from across the catastrophe adjusting world together for an unmatched exchange of knowledge, networking, and professional development. Each year, 600+ adjusters, industry experts, and service providers gather to build relationships, explore solutions, and forge collaborations that move the industry forward.

In January 2027, we're headed to Reno, Nevada, for the NACA Annual Convention at the Grand Sierra Resort (GSR)—one of the nation's top meeting and event destinations. With an ideal blend of conference space, amenities, and attendee experience, GSR provides the perfect backdrop for impactful education and meaningful connections.

The NACA Convention is a magnet for NACA members and independent adjusters from all corners of the country. Attendees come for a top-tier program featuring engaging speakers, educational breakout sessions offering continuing education credits, and valuable opportunities to connect with other licensed adjusters and adjusting firms.



**Silver State Pavilion**

# HOTEL INFORMATION

## Grand Sierra Resort (GSR) | Reno, Nevada

2500 E 2nd St, Reno, NV 89595

Phone: (800) 501-2651

Rate: \$109/night + 9.375% tax  
(resort fee included in rate)

All convention activities, sponsor/exhibitor areas, and meeting space will be located on-site at the Grand Sierra Resort.



# EXHIBITOR PACKAGE

Each 10'x10' booth space includes:

- Draped back wall (8' H) and 3' siderails.
- Choose between a 6' table with two chairs or one 40" star-base table and two high stools.\*
- ID sign (44" W x 7" H).
- Name badges for two booth personnel (additional badges may be purchased at \$350 each).
- Complimentary WIFI in Exhibit Hall.
- Participation in the Welcome Reception, General Session with breakfast, breaks and the Lunch with Exhibitors on Wednesday, January 27, 2027.
- Recognition on the convention mobile app and website.
- Opportunity for additional exposure through participation in exhibitor drawings
- The opportunity to participate in sponsorship opportunities and other marketing strategies.
- An electronic e-mail list of registered attendees offered multiple times prior to the convention.

\*Carpeting is included with your booth. Electrical services are ordered directly from the hotel.

# BOOTH RATES:

Through July 31, 2026 (early bird):

**EARLY BIRD**

\$2,500 NACA Members

**DISCOUNT**

\$2,875 Non-Members

August 1 to November 15, 2026:

\$2,800 NACA Members

\$3,175 Nonmembers

After November 15, 2026:

\$3,100 NACA Members

\$3,475 Nonmembers

Get a \$200 discount when purchasing a double booth

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## EXHIBIT HALL HOURS

Sunday, January 24, 2027:

8:00 am - 5:00 pm Exhibitor Set up

Monday, January 25, 2027:

9:30 am - 5:30 pm

Tuesday, January 27, 2027:

8:00 am - 5:30 pm

Wednesday, January 28, 2027:

8:00 am - 12:30 pm

# SPONSORSHIP PACKAGES

## ● THE PREMIUM ELITE

Most comprehensive visibility package—year-round digital exposure plus premier onsite benefits

- Year-Round Digital Exposure
- Prominent logo placement on NACA's website
- Newsletter: Full-page ad in every edition of NACA News
- Email Campaigns: Multiple layout options featuring your images and messaging
- Social Media: Quarterly sponsor posts on NACA's Facebook and LinkedIn
- Logo on the Convention website landing page and mobile app
- Two complimentary 10' x 10' booths + four booth personnel badges
- Priority booth placement
- Prominent logo placement on entrance unit
- Choice of Lunch & Learn, Welcome Breakfast, or Breakfast & Learn
- Mobile app push notification
- Recognition on NACA's website, onsite signage, during the Welcome Reception, and at the General Session
- Logo on the Step & Repeat banner
- Up to four inserts in Convention meeting bags
- Complimentary use of one meeting room for private interviews

**\$35,000**

## ● THE PREMIUM DIAMOND

High-visibility package with strong onsite presence and digital exposure.

- Two complimentary 10' x 10' booths + four booth personnel badges
- Priority booth placement
- Prominent logo placement on entrance unit
- Choice of Lunch & Learn, Welcome Breakfast, or Breakfast & Learn
- Newsletter + Social: Full-page ad in two editions of NACA News (bimonthly) + company link shared via NACA social media
- Recognition on NACA's website, onsite signage, during the Welcome Reception, and at the General Session
- Mobile app: Dedicated company page + push notification recognizing sponsorship
- Logo on the Step & Repeat banner
- Up to three inserts in Convention meeting bags
- Complimentary use of one meeting room for private interviews

**\$25,000**

# SPONSORSHIP PACKAGES

## Premium Platinum

**\$18,000**

- One complimentary 10' x 10' booth + two booth personnel badges
- Priority booth placement
- Sponsor introduction prior to prize drawings
- Newsletter + Social: Half-page ad in NACA News + link shared via NACA social media
- Recognition on NACA's website, onsite signage, during the Welcome Reception, and at the General Session
- Mobile app: Dedicated company page + push notification recognizing sponsorship
- Logo on the Step & Repeat banner
- Up to two inserts in Convention meeting bags

## Premium Gold

**\$15,000**

- Tuesday or Wednesday Breakfast Sponsor
- One complimentary 10' x 10' booth + two booth personnel badges
- Priority booth placement
- Newsletter + Social: Quarter-page ad in NACA News + link shared via social media
- Recognition on NACA's website, onsite signage, during the Welcome Reception, and at the General Session
- Mobile app: Dedicated company page + push notification recognizing sponsorship
- Logo on the Step & Repeat banner
- One insert in Convention meeting bags

## Premium Silver

**\$12,500**

- Morning & Afternoon Break Sponsor (Monday or Tuesday)
- One complimentary 10' x 10' booth + two booth personnel badges
- Priority booth placement
- Newsletter + Social: Quarter-page ad in NACA News + company link shared via NACA social media
- Recognition on NACA's website, onsite signage, during the Welcome Reception, and at the General Session
- Mobile app: Dedicated company page + push notification recognizing sponsorship
- Logo on the Step & Repeat banner
- One insert in Convention meeting bags

## Branding Sponsorship Opportunities:

Get your brand in the hands- and in front- of every attendee!



### Convention Tote Bag:

\$6,000-Your logo will be on every bag distributed at registration.



### Hotel Key Cards:

\$6,500-You design the front and back of the hotel room keys every attendee will be using.



### Lanyards:

\$3,000-Your brand on every attendee lanyard worn at our event.



### Drink Tickets for Welcome Reception:

\$5,500-Be the first one to treat the attendees to a drink!



### Drink Tickets for Tuesday Event:

\$6,000



### One Refreshment Break:

\$6,500 -morning or afternoon

## Branding Sponsorship Opportunities:

Get your brand in the hands- and in front- of every attendee!



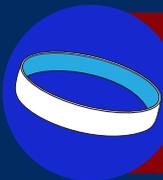
### Logo on Step & Repeat Banner:

\$500



### Sponsor a Vet:

\$450 (for exhibitors only)



### Wristbands

\$500



JOIN US at the NACA Annual Convention  
January 2027  
Grand Sierra Resort, Reno, NV.

## Premium Sponsorship Overview

Compare our exclusive tiers for maximum exposure

Tier	Investment	Benefits	Visibility
Premium Elite	\$35,000	Booth space, ad placements, social media promotion	Maximum exposure on all platforms
Premium Diamond	\$25,000	Booth space, ad placements, logo exposure	High visibility during the event
Premium Platinum	\$18,000	Booth space, social media promotion	Prominent logo display
Premium Gold	\$15,000	Booth space, event visibility	Recognized in event materials
Premium Silver	\$12,500	Logo exposure, event visibility	Included in promotional efforts

Sponsorship and exhibitor opportunities are first-paid, first-served, so don't wait. The sooner you reserve your spot, the greater your exposure and the more benefits your company can secure.

# Tuesday Night Event

2027 NACA Convention | Grand Bowling Center

Get ready for one of the most fun networking nights of the week—a full bowling alley buyout at the Grand Sierra Resort. Attendees will gather at the GSR Grand Bowling Center for an energetic, casual evening of conversation, connections, and friendly competition.

With 50 lanes of bowling, the Grand Bowling Center is built for large group experiences—making it the perfect setting for high-visibility sponsor engagement.

## Sponsor Opportunities

Drink Ticket Sponsor— \$6,000

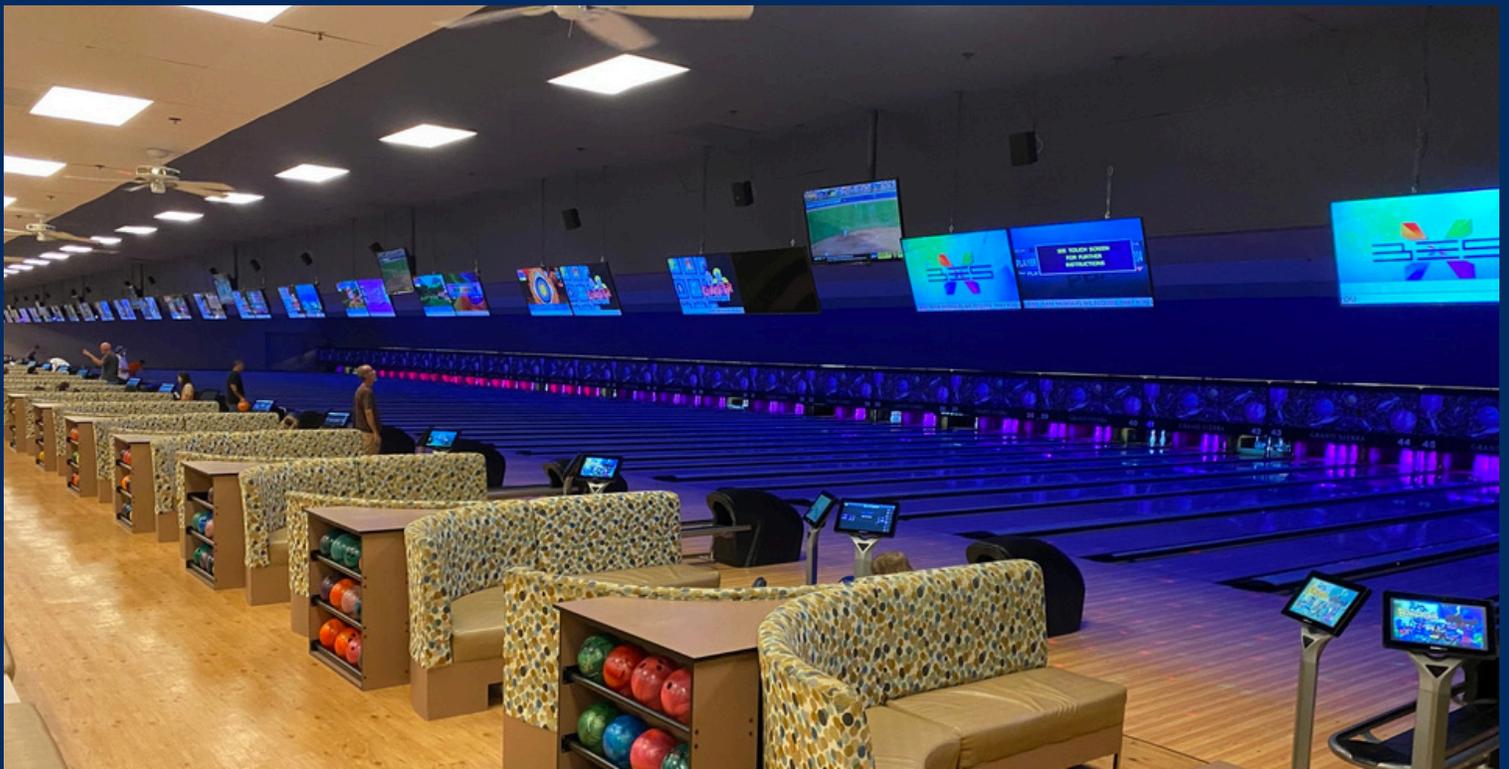
Help keep the networking flowing by sponsoring two drink tickets per attendee.

Suggested inclusions:

- Signage at drink ticket distribution and/or bar area

Company Coasters/Napkins — \$1,500

Put your brand directly in attendees' hands throughout the night with branded beverage coasters and napkins.



# LET'S CONNECT

Vendor Interest Form



Instagram



Tik Tok



LinkedIn



Facebook



YouTube



703-999-8298



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[nacaadjuster.org](http://nacaadjuster.org)