National Association of Manufacturers
Sponsorship Program—2014/2015

Who We Are—The Voice of Manufacturing

The National Association of Manufacturers (NAM) is the largest and most respected industrial trade association in the United States. Founded in 1895, the NAM counts the entire manufacturing supply chain among our membership, representing every industrial sector. Today, we have more than 12,000 member companies employing the more than 12 million men and women who drive the industrial economy in America.

NAM’s Sponsorship Program

Our comprehensive sponsorship program provides unique opportunities for your company:

- **Access**—Obtain exclusive invitations and unparalleled access to elite manufacturing executives.
- **Thought Leadership**—Convey your expertise, innovation and best practices in a variety of content delivery platforms.
- **Branding**—Introduce new services and reinforce your company image with the nation’s manufacturers.

Our sponsorship program provides access to influential audiences in every industrial sector, representing companies of all sizes within the manufacturing supply chain.

The NAM is responsible for the content and programming of all association events, communication distribution and marketing. Therefore, the NAM has the right to approve and coordinate with sponsors to ensure logo placement, comments from the podium, speeches or other aspects of the sponsor inventory meet the association’s approval. The NAM will make conscious steps to collaborate with our partners to develop the best program experience for members, sponsors and the association. Final approval of sponsor program deliverables rests solely with the NAM.

If you are interested in learning more about the NAM’s sponsorship program, please contact:

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**Lauren McCann**, vice president, strategic development, at imccann@nam.org or (773) 243-8312

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Key NAM Demographics

- **12,000+ member companies** representing more than 12 million employees
- **Members in every industrial sector**, including heavy equipment, automotive, oil and gas, chemical, energy, pharmaceutical, consumer products, medical device, aerospace and defense, transportation and more
- **400+ members** with revenues of $1 billion or above
- **250 C-suite executives** serve on the NAM Board of Directors
- **More than 200 nationwide events** annually
- **Database of more than 25,000 manufacturing executives**

Key Manufacturing Facts

- Taken alone, the U.S. manufacturing sector represents the eighth-largest world economy.
- Manufacturing supports an estimated 17.4 million jobs in the United States—about one in six private-sector jobs.
Premier Annual Partnerships

Manufacturing Partner

Manufacturing partners are integrally linked to the top manufacturers through an all-inclusive annual sponsorship of our organization, our premier events, unique and strategic networking opportunities and customized branding throughout all NAM platforms.

Washington Advocate Title Partner

Washington advocate title partners have premier access to all NAM events targeting top-tier public affairs and government relations executives. Representatives from a variety of industries attend these gatherings to discuss pressing policy issues and share best practices for building and executing a comprehensive, corporate-wide public affairs and government relations program.

Board of Directors

The committed and accomplished executives on the NAM Board of Directors are the driving force behind the success of the NAM’s efforts to create a favorable policy climate for manufacturers. The NAM Board of Directors comprises more than 200 of the nation’s top manufacturing executives, representing large and small companies across all industrial sectors. Board members provide national and global perspectives on the impact of federal government action on their companies’ ability to grow and prosper. In addition, they contribute their leadership and expertise to the NAM’s policy development process.

Sponsorship of the NAM Board of Directors meeting is reserved for NAM members.

Manufacturing Summit

Manufacturers from across the country meet with legislators and advocate pro-growth policies during this two-day, action-packed event, which includes thought-leader discussions, training sessions and lobbying visits with members of Congress. Last year, more than 550 manufacturers of all sizes from across the country made more than 210 visits to congressional offices to highlight their personal stories and concerns about key manufacturing issues.
The Council of Manufacturing Associations (CMA) is an organization within the NAM, representing nearly 240 industry-specific manufacturing trade associations and 100,000 member companies worldwide. CMA sponsorship is ideal for companies looking to develop their association practice, have an affinity program or seeking to deepen their relationships in the manufacturing association community. CMA sponsorship includes a full-year of participation.

Public Affairs

The Public Affairs Conference

The NAM Public Affairs Conference focuses on grassroots involvement, best practices and policy initiatives over the course of two and a half days. This conference has become the nation’s premier annual gathering of public affairs and government relations executives from corporations and associations.

The National Public Affairs Steering Committee

The National Public Affairs Steering Committee (NPASC) of the NAM comprises approximately 150 leading corporate public affairs and government relations executives. Members are selected based on their leadership and contributions to political and government relations. The NPASC meets two times a year and provides critical insight and direction to the NAM’s national and regional public affairs activities.

Post-Election Briefing

The NAM's Post-Election Briefing provides an insider’s look at what the election results mean for manufacturers. This interactive briefing discussion will provide analysis of key races, a forecast of policy implications and key insight into the newly elected Congress.
Exclusive Sponsorship Opportunities

NAM Quarterly Economic Luncheon Series
The NAM’s chief economist moderates a panel on the state of the economy with thought leaders and top economists who represent the NAM’s member companies from a variety of industry sectors. The quarterly luncheon series will be held at NAM headquarters in Washington, D.C. The panel discussion focuses on market indicators, recent economic reports, GDP projections and global and sector influencers while highlighting potential policy implications.

NAM Regional Events

NAM Regional Leadership Events
The NAM hosts regional meetings around the country for the NAM’s top manufacturing executives in key markets. The program for our leadership events includes a keynote and/or panel discussion by targeted C-suite executives, a pre-event networking reception and a moderator-led roundtable discussion. Past speakers have included Caterpillar Chairman and CEO Doug Oberhelman, Emerson Chairman and CEO David Farr, Tenneco Chairman and CEO Gregg Sherrill and more.

NAM Regional Tax and Economic Forums
These forums target CEOs, CFOs, heads of tax and other manufacturing executives for a robust discussion on market indicators, challenges and opportunities and emerging fiscal and tax policies that impact the manufacturing economy. The program for our tax and economic forums includes panel discussions led by subject-matter experts, a pre-event networking reception or meal and a moderator-led roundtable discussion with meeting participants.

NAM Regional General Counsel Roundtable Discussions
The NAM organizes roundtable regional discussions for general counsels and heads of legal departments in targeted regions around the country. These discussions focus on a wide range of legal issues, including compliance, punitive damages, securities, public nuisance, resale price maintenance, Alien Tort Statute, free speech and overly burdensome regulations affecting the environment, labor and employment, product liability, intellectual property and trade.

Small and Medium-Sized Manufacturers Quarterly Webinar Series
This topical webinar series aims to connect policy experts with small and medium-sized manufacturers for a robust discussion on their primary issues of concern. Previous subjects have included health care reform and supply chain issues.