

PROSPECTUS



2023 Annual Conference

February 15 - 18, 2023

Wyndham Orlando Resort
& Conference Center
Celebration Area





2023 Conference Prospectus

THANKS AS ALWAYS!

Thank you for investing your time to learn more about the upcoming 2023 NBBQA National Conference slated for February 15-18, 2023 in Orlando, Florida. We are beyond grateful for your interest and participation with the BBQ and Grilling family.

The next few pages will detail opportunities created to help showcase your business to the most diverse BBQ and Grilling group in the world. Also, we are willing to combine different offerings to create a custom package for your business.

The 2023 event theme is #BetterTogether and you know that “hashtag” includes you. We would not be able to contribute to the BBQ and Grilling world without your support and membership.

Thanks again, as always, and let us know if we can help you in any way possible.

Kell Phelps

A handwritten signature in black ink that reads "Kell Phelps". The signature is written in a cursive style with a large, prominent "K".

NBBQA Managing Partner
kell@barbecuenews.com
912-389-2635

Janet Phelps

A handwritten signature in black ink that reads "Janet Phelps". The signature is written in a cursive style with a large, prominent "J".

NBBQA Managing Partner
admin@NBBQA.org
912-384-2276

#BetterTogether

NBBQA Annual Conference



2023 Conference Prospectus

PEEK AT THE EVENT

WEDNESDAY

Bus Tour
Smoke Fight Reception

THURSDAY

Breakfast
Keynote Address
6 Educational Sessions
Lunch - Meet The Masters
Awards Of Excellence Dinner and Awards

FRIDAY

Breakfast
6 Educational Sessions
Lunch
Night of Fire
Rhinstone Cowboy Steak Challenge

SATURDAY

SCA Double Steak Challenge
NBBQA PitMaster/GrillMaster Classes

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TITLE SPONSOR

This unique single sponsorship has not been available for the past few years and that's why we expect a huge ROI on this opportunity for the business that secures it. This time sensitive opportunity will be most effective if secured before event promotion is in full swing as the entire annual event will become "fueled by" or "powered by" your brand.

Details that accompany this opportunity:

• *Event will become known as:*

**2023 NBBQA Annual Conference
Powered By
"YOUR COMPANY"**

- *One 10x10 indoor expo booth*
- *One 10x10 outdoor expo booth*
- *Meet The Masters Luncheon provider and 5 minute presentation*
- *Five minute presentation before Saturday SCA double awards*
- *Five minute presentation during Wednesday evening reception event*
- *Five Full Conference Passes*
- *Event Goodie Bag contribution*
- *Main indoor stage and Outdoor stage recognition*
- *2024 First Right of Refusal*

ONE AVAILABLE AT \$25,000

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NBBQA Annual Conference



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BUS TOUR SPONSOR

The annual pre-conference trip to tour area BBQ joints is back! This year we are planning to cap this event at 100 attendees and two buses. An early sign up for this opportunity will allow you to help choose which four area BBQ places we visit.

Details that accompany this opportunity:

- *Naming rights to the tour*
- *One full conference pass*
- *One 10x10 expo booth*
- *Opportunity to help plan bus stops (option expires November 1, 2022)*
- *Main indoor stage recognition*
- *Event Goodie Bag contribution*



ONE AVAILABLE AT \$2,500

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BBQ SMOKE FIGHT/ WELCOME RECEPTION

Our annual conference will kick off this year with an event that will be talked about for years to come. This BBQ Smoke Fight will be a true All-Star showdown taking place in front of conference attendees while they enjoy networking with lots of food and drink. This event is slated to be held outside under a huge big top tent and just a few feet away from the conference center entrance.

Details that accompany this opportunity:

- *Naming rights to the BBQ Smoke Fight*
- *Two full conference passes*
- *One 10x10 outdoor expo booth*
- *Two different five minute presentations during the event (welcome and close)*
- *Main indoor stage recognition*
- *Event Goodie Bag contribution*
- *Become automatic judge for the BBQ Smoke Fight event*
- *Opportunity to provide proteins/showcase grills for attendees and competitors*



ONE AVAILABLE AT \$5,000

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AWARDS OF EXCELLENCE

Attach your brand to this major NBBQA annual event. There are few opportunities that will match the value of this one. This offering is time sensitive as the entries for this event open October 1, 2022 and judging is set to take place on December 10, 2022.

Details that accompany this opportunity:

- 2023 AOE event will become “YOUR BRAND” Presents 2023 AOE Awards

- Logo on all applications and award certificates for event

- Invite to judge AOE event on December 10, 2022

- Your photo back drop and congratulations photo with each winner at event

- One 10x10 expo booth

- One Full Conference Pass

- Event Goodie Bag contribution

- Main indoor stage and Outdoor stage recognition

- 2024 First Right of Refusal



ONE AVAILABLE AT \$5,000

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2023 Conference Prospectus

EDUCATIONAL SESSION ROOMS

Attach your brand to the rooms where tons of knowledge will be shared during the 2023 conference. Both indoor meeting rooms will acquire "YOUR BRANDS" name.



Details that accompany this opportunity:

- Rooms will become known as: The "YOUR BRAND" breakout room for the event A & B
- Signage opportunity in the room
- One Full Conference Pass
- Event Goodie Bag contribution
- Main indoor stage and Outdoor stage recognition
- One 10x10 Expo Booth
- 2024 First Right of Refusal

**BOTH INDOOR CLASSROOMS AVAILABLE
AT \$2,500**

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2023 Conference Prospectus

AV/ VIDEO SPONSOR

If you are looking for the opportunity that will keep on giving after the 2023 conference is over then we created this one just for you! All events during the 2023 conference will be recorded with opportunities for broadcast from our website (NBBQA.org) and other streaming platforms. This opportunity also ensures reliable AV services throughout the 2023 conference.

Details that accompany this opportunity:

- *One 10x10 expo booth*
- *Event Goodie Bag contribution*
- *Logo added to ALL recorded material*
- *Main indoor stage and Outdoor stage recognition*
- *One Full Conference Passes*
- *2024 First Right of Refusal*



ONE AVAILABLE AT \$7,500

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2023 Conference Prospectus

GOODIE BAG PROVIDER

Attach your brand to the 2023 conference attendee goodie bags. With this opportunity that will last for years to come. The 2023 conference goodie bags will be reusable printed bags with NBBQA conference logo on one side and your brand logo on the opposite side.

Details that accompany this opportunity:

- *One Full Conference Pass*
- *Brand logo imprinted on reusable bag*
- *Event Goodie Bag contribution*
- *Main indoor stage and Outdoor stage recognition*
- *2024 First Right of Refusal*



ONE AVAILABLE AT **\$2,500**

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2023 Conference Prospectus

NAME BADGE PROVIDER

Add your brand to the conference name badge holders with this opportunity. ROI for this opportunity will last for years to come. The name badges will feature your logo imprinted on them and will be seen thousands of times in photos that are shared from attendees.

Details that accompany this opportunity:

- *One Full Conference Pass*
- *Brand logo imprinted on name badge holder*
- *Event Goodie Bag contribution*
- *Main indoor stage and Outdoor stage recognition*
- *2024 First Right of Refusal*



ONE AVAILABLE AT **\$3,500**

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2023 Conference Prospectus

MEET THE MASTERS LUNCHEON

Attach your brand to this NBBQA annual super event. Meet the Masters event has been a standard at NBBQA conferences and the 2023 version of this event promises to be as entertaining and informative as ever.

Details that accompany this opportunity:

•2023 Meet The Masters event will become “YOUR BRAND” Presents 2023 Meet The Masters

•Main indoor stage and Outdoor stage recognition

•One Full Conference Pass

•Event Goodie Bag contribution

•One 10x10 expo booth



ONE AVAILABLE AT **\$2,500**

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2023 Conference Prospectus

RHINESTONE COWBOY STEAK CHALLENGE



This NBBQA feature event is back and this opportunity promises to be better than ever! The Friday evening spectacular steak cookoff is set to host some of the biggest names in the barbecue and grilling world in a winner-take-all-showdown for \$1500 and a lifetime of bragging rights.

Details that accompany this opportunity:

- One Full Conference Pass
- One 10x10 outdoor booth
- Five minute presentation during awards ceremony
- Brand logo on the winning Rhinestone Cowboy Hat
- Event Goodie Bag contribution
- Main indoor stage and Outdoor stage recognition
- 2024 First Right of Refusal

ONE AVAILABLE AT \$2,500

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FRIDAY EVENING NIGHT OF FIRE

This NBBQA live fire meal is sure to be a photo highlight of the 2023 conference. Attach and showcase your brand to this Friday afternoon live fire feast that is set to be cooked by NBBQA All-Star members.

Details that accompany this opportunity:

- *One Full Conference Pass*
- *One 10x10 outdoor booth*
- *Five minute stage presentation at end of event*
- *Event Goodie Bag contribution*
- *Main indoor stage and Outdoor stage recognition*
- *2024 First Right of Refusal*



ONE AVAILABLE AT **\$2,500**

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SATURDAY SCA DOUBLE STEAK DUEL

Saturday we will host a pair of Steak Cookoff Association steak competitions and an ancillary event where two Golden Ticket entries will be awarded an entry into the SCA World Championship. This is an opportunity for your brand to support those who are cooking and judging with the fastest growing food sport organization in the world.

Details that accompany this opportunity:

- Event name will become "YOUR BRAND" Double Steak Duel
- Logo added to all entry and promotional material
- Brand name will also be added to brass bells that will be awards for 1-3 places
- One 10x10 expo booth
- One Full Conference Pass
- Event Goodie Bag contribution
- Main indoor stage and Outdoor stage recognition
- 2024 First Right of Refusal



ONE AVAILABLE AT **\$3,500**

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NBBQA PITMASTER/ GRILLMASTER CLASSES

On Saturday NBBQA will host two different master class sessions that will be an extra ticket for attendees and also open for public. These classes will last two hours each and taught by some of the biggest names in the BBQ and Grilling world. This opportunity will allow your brand to be showcased during both events. Classes are set to a maximum of 100. Attendees will receive samples and drinks during classes.

Details that accompany this opportunity:

- *One Full Conference Passes*
- *Brand logo on entry forms and graduation certificates to attendees*
- *Event Goodie Bag contribution*
- *Main Indoor stage and Outdoor stage recognition*
- *One 10x10 demo booth inside tent hosting classes on Saturday*



ONE AVAILABLE AT \$5,000

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SHOWCASE MEAL OPPORTUNITIES

Looking to showcase your brand and products to the most diverse BBQ and Grilling group in the world? These opportunities are tailor made for each brand to tickle taste buds while filling the belly of conference attendees.

Details that accompany these opportunities:

- *One Full Conference Pass*
- *Two Breakfast opportunities*
- *Two Lunch opportunities*
- *Event Goodie Bag contribution*
- *Main indoor stage and Outdoor stage recognition*
- *One 10x10 expo booth*



BREAKFAST:

LUNCH:

**TWO AVAILABLE AT TWO AVAILABLE AT
\$2,500 EACH \$3,500 EACH**

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INDOOR/OUTDOOR EXHIBITORS

The 2023 Conference is offering the opportunity for brands to demo and showcase their brands during the entire event. All booths are set at a 10'x10' space. Indoor booths will be located inside the main meeting room and will open on Thursday morning to attendees and close on Friday afternoon. Outdoor booths will be located under the large meeting tent outdoors and open Thursday afternoon and close Saturday afternoon.

Details that accompany this opportunity:

- *One 10x10 expo booth*
- *Event Goodie Bag contribution*
- *Main indoor stage and Outdoor stage recognition*
- *One Full Conference Registration*



INSIDE:

\$950 EACH

OUTSIDE:

\$950 EACH

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