



NI Connect is a three-day event that will take place April 28–30, 2025, at the Fort Worth Convention Center in Fort Worth, Texas. It will feature keynote speakers, technical sessions, hands-on workshops, networking events, and an Experience Lounge showcasing the latest products and services to hundreds of attendees.

NI Connect is designed for professionals at all levels, from business decision-makers and solution architects to developers and engineers. Whether their background is in aerospace, automotive, semiconductor, energy, or another field, attendees will find relevant and useful content at NI Connect that will help supercharge product performance and their businesses.

Don't miss this opportunity to be part of NI Connect!

Contact us today to learn more about the sponsorship packages and benefits that suit your needs and budget.

Over **1,000** registered attendees, **up 15%** from the previous year

91% attendance rate

Representation from **225** organizations and **37** countries

70+ demos in the Experience Lounge, with over 700 leads captured

4.4 (out of 5) event satisfaction rating

14.5K livestream views

Audience by Industry

41% Aerospace and Defense

21% Semiconductor and Electronics

9% Transportation

29% Energy, Life Science, Academic

NI Connect 2025 1





PROGRAM OVERVIEW

DAY 1

MONDAY, APRIL 28

Welcome Reception

Kick off NI Connect with a well-attended welcome reception and the grand opening of our state-of-the-art Experience Lounge.

Partner Forum

NI distributors and solution and system integrator partners attend all-day sessions tailored to their needs.

DAY 2

TUESDAY, APRIL 29

Opening Keynote, Technical Tracks, and All-Day Experience Lounge

Start the first full day of NI Connect with an inspirational keynote. Then, choose from over 70 technical tracks or explore the Experience Lounge.

DAY 3

WEDNESDAY, APRIL 30

Closing Keynote, Technical Tracks, and All-Day Experience Lounge

Wrap up the final day of NI Connect with an impactful keynote, more technical content to choose from, and networking opportunities in the Experience Lounge.

NI Connect 2025





GOLD LEVEL \$22,000

Benefits

- Choice of one sponsorship (see options)
- Logo on event website
- Opt-in attendee list, pre- and post-event
- Logo on printed event signage
- Logo on keynote pre-roll
- Recognition in pre- and post-event email
- Dedicated social media post (pre- or post-event)
- Six full-access conference passes (additional passes may be purchased for \$599 each)
- Booths sold separately

Sponsorship Options

(Choice of one)

Keynote

- Tuesday, April 29, or Wednesday, April 30
- Chair drop (item not provided)
- Limit: two sponsors

Conference Party

- Tuesday, April 29
- Branding opportunities at event
- Limit: one sponsor

Leadership Forum

- Monday, April 28
- Branding opportunities at event
- Limit: three sponsors



SILVER LEVEL \$17,000				

Benefits

- Choice of one sponsorship (see options)
- Logo on event website
- Opt-in attendee list, pre- and post-event
- Logo on printed event signage
- Logo on keynote pre-roll
- Recognition in post-event email
- Four full-access conference passes (additional passes may be purchased for \$599 each)
- Booths sold separately

Sponsorship Options

(Choice of one)

Welcome Reception

- Branding opportunities at event, Monday, April 28
- Limit: four sponsors

Escalator Wrap

- Custom-branded escalators
- Limit: one sponsor

Conference Wi-Fi

- Custom-branded splash page
- Limit: one sponsors

Executive Forum

- Branding opportunities at the event, Tuesday, April 29
- Limit: one sponsor

Attendee Lanyards

- Logo on NI-provided lanyards
- Limit: one sponsor





BRONZE LEVEL \$11,000				

Benefits

- Choice of one sponsorship (see options)
- Logo on event website
- Opt-in attendee list, post-event
- Logo on printed event signage
- Recognition in post-event email
- Two full-access conference passes (additional passes may be purchased for \$599 each)
- Booths sold separately

NI Connect 2025

Sponsorship Options

(Choice of one)

Attendee Breakfast

- Tuesday, April 29, or Wednesday, April 30
- Limit: one per day

Attendee Lunch

- Tuesday, April 29, or Wednesday, April 30
- Limit: one per day

Technical Track Sponsor

 One per track for the duration of the conference

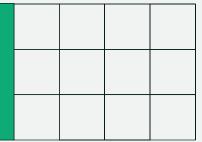
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• Limit: seven



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PARTNER PAVILION \$5,500









All-Inclusive Turnkey Booth

- 1-meter-wide display counter
- Graphic panel to be customized by the exhibitor (printed by NI)
- Electricity (500 W outlet)
- Monitor
- One bar stool
- One full conference pass included
- Wireless Internet access
- Lead acquisition device tracking through the NI Connect mobile app
- Logo on event website
- Recognition in post-event email
- Limit: 20 booths



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BENEFITS OVERVIEW	Partner Pavilion	Bronze	Silver	Gold
Logo on event website linked to sponsor's website	~	~	~	>
Turnkey booth with lead retrieval	~			
Opt-in attendee list provided post-event		~	~	\
Opt-in attendee list provided pre-event			~	~
Logo on printed event signage		~	~	>
Logo on keynote pre-roll			~	>
Recognition in pre-event email				>
Recognition in post-event email	~	~	>	>
Dedicated social media post (multiple channels)				~
Complimentary conference passes	1	2	4	6
Cost	\$5,500	\$11,000	\$17,000	\$22,000

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TERMS AND CONDITIONS



Sponsorship Policies

- NI has instituted the following policies for sponsorship opportunities with the NI Connect Fort Worth event taking place April 28–30, 2025.
 Once submitted, the sponsor agrees that these policies are considered binding and commits to adhering to them in order to secure sponsorship.
- All deliverables must be submitted and approved by NI prior to implementation.
- It is the responsibility of the sponsor to adhere to the sponsorship details and logo specifications.

Payment

- NI requires 100 percent payment on all sponsorships once invoiced and before the event date.
- No sponsorship will be acknowledged or promoted until the contract has been submitted.
- Payment is accepted in US dollars only. NI also accepts most credit cards, checks, money orders, and wire transfers.
- Should a sponsor elect to cancel a confirmed sponsorship after April 11, 2025, NI is not obligated to refund the payment.
- The company representative's signature binds the company to the payment and cancellation schedule. If the company cancels participation with money due after April 11, 2025, the outstanding funds will be due upon cancellation.

Deadlines

- To ensure sponsorship promotion, the contract, company logo, and 100 percent payment must be received before April 11, 2025.
- If the sponsor does not meet the published deadlines,
 NI cannot guarantee promotion of the sponsorship.

Registration

- Request your sponsorship or booth here.
- Additional passes may be purchased for \$599 each.

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