



SPONSORSHIP PROSPECTUS

CONNECT

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FORT WORTH APRIL 28-30

CONTACT

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ABOUT THE EVENT

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.

PREVIOUS YEAR EVENT HIGHLIGHTS

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

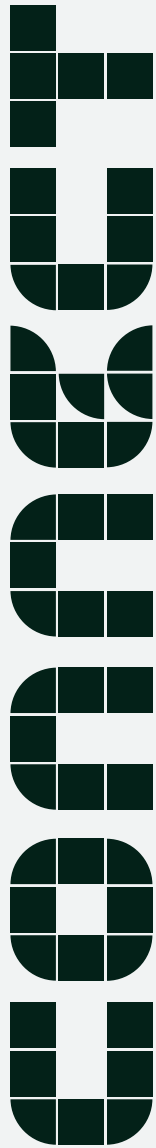
Audience by Industry

41% Aerospace and Defense

21% Semiconductor and Electronics

9% Transportation

29% Energy, Life Science, Academic



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.



CONNECT

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

