

NPACE 2021

Virtual Product Theaters (Non-CE) and CE Program Opportunities

Thank you for your interest in the NPACE virtual product theaters/Non-CE program. Please see below for all opportunities available with pricing, what's included, and timelines for delivery of assets. Please reach out to NPACE Director of Business Development, Josh Plotkin (jplotkin@npace.org / 774-279-4607) with any questions or additional info needed.

2021 Virtual Conference Dates:

1. March 24-26
2. June 9-11
3. August 30 – Sept 1
4. November 8-10

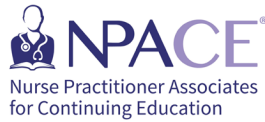
2021 Virtual Webinar Days:

1. January 29
2. February 26
3. April 30
4. May 21
5. July 30
6. October 1
7. December 3

1. Virtual Conferences

Virtual Conference - Live Product Theater - \$15,000 – Up to 45 Min program

- Opportunity to present sponsored program to virtual conference audience during the virtual conference dates. Opportunity is included as a part of the conference schedule
- Pricing is inclusive of:
 - Hosting of program on NPACE event app on day of program and three months enduring* (*Enduring optional)
 - Marketing of program to virtual conference attendees (Agenda listing, email blast, announcement to attendees)
 - Designated time slot within the virtual conference for program (no competing sessions)
 - Ability to conduct pre/post-test, surveys/evaluations and live polling



- Ability to moderate session w. live chat and Q&A
- Food and Beverage for virtual conference attendees (paid for and coordinated by NPACE)
- Virtual Exhibit Booth for the conference (see virtual exhibit booth listing for more info)
- Pre-conference email blast to conference attendees
- Optional ability to use NPACE recording and production services for virtual product theater development (\$2,500 additional)

Virtual Conference – Live Product Theater Deliverables/Timelines:

- Registration form (ASAP)
 - MP4 video file (6 weeks prior to conference)
 - Pre/Post-Test Information & Questions (4 weeks prior to conference)
 - Survey/Evaluation/Polling Information & Questions (4 weeks prior to conference)
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Virtual Conference - Enduring Product Theater - \$10,000 – Up to 45 Min program

- Opportunity to present sponsored program to virtual conference audience as an enduring session for participants to take part in on their own time. Opportunity is not a part of the conference schedule but is available beginning on the virtual conference dates until Dec 31, 2020.
- Pricing is inclusive of:
 - Hosting of program on NPACE event app for three months enduring
 - Marketing of program to virtual conference attendees (Email blast, announcement to attendees)
 - Ability to conduct pre/post-test, surveys/evaluations
 - Food and Beverage for virtual conference attendees (paid for and coordinated by NPACE)
 - Virtual Exhibit Booth for the conference (see virtual exhibit booth listing for more info)
 - Pre or Post conference email blast to conference attendees
 - Optional ability to use NPACE recording and production services for virtual product theater development (\$2,500 additional)

Virtual Conference – Enduring Product Theater Deliverables/Timelines:

- Registration form (ASAP)
- MP4 video file (6 weeks prior to conference)
- Pre/Post-Test Information & Questions (4 weeks prior to conference)
- Survey/Evaluation/Polling Information & Questions (4 weeks prior to conference)

2. Virtual Webinars

NPACE Webinar Days – Live Product Theaters - \$10,000

Opportunity to present sponsored program to virtual webinar day audience during the lunch hour on the virtual webinar day. Opportunity is included as a part of the webinar day schedule.

Pricing is inclusive of:

- Hosting of program on NPACE event app on day of program and three months enduring* (*Enduring optional)
- Marketing of program to virtual webinar day attendees (Agenda listing, email blast, social media posts, announcement to attendees)
- Designated time slot within the virtual webinar day for program (no competing sessions)
- Ability to conduct pre/post-test, surveys/evaluations and live polling
- Ability to moderate session w. live chat and Q&A
- Food and Beverage for virtual conference attendees (paid for and coordinated by NPACE)
- Dedicated sponsored pre-conference email blast to conference attendees (HTML provided by sponsor)
- Optional ability to use NPACE recording and production services for virtual product theater development (\$2,500 additional)

NPACE Webinar Days – Live CE Programs - \$5,000

Opportunity to present sponsored program to virtual webinar day audience during the lunch hour on the virtual webinar day. Opportunity is included as a part of the webinar day schedule.

Pricing is inclusive of:

- Hosting of program on NPACE event app on day of program and three months enduring* (*Enduring optional)
- Marketing of program to virtual webinar day attendees (Agenda listing, email blast, social media posts, announcement to attendees)
- Designated time slot within the virtual webinar day for program (no competing sessions)
- Ability to conduct pre/post-test, surveys/evaluations and live polling
- Ability to moderate session w. live chat and Q&A
- Dedicated sponsored pre-conference email blast to conference attendees (HTML provided by sponsor)
- Optional ability to use NPACE recording and production services for virtual product theater development (\$2,500 additional)

3. Standalone Opportunities

Standalone - Virtual Product Theaters or CE Programs - (1-hour in length, presented on desired date of sponsor)

Opportunities:

- Product Theaters/Non-CE Programs - \$10,000
- CE Programs - \$8,000

Promotion Schedule:

- Lunch and Learn programs are hosted by the sponsor unless otherwise desired by sponsor (See #5 & #6 below for hosting/recording options if needed). Sponsor will provide NPACE with links to registration site and any additional links to promote program registration. Promotion of the program shall begin 3-5 weeks in advance of the program date.
 - Two direct email promotions - Email content created by sponsor.
 - Two boosted social media posts promoting program – SM content created by sponsor
 - Program listing on NPACE Free Online Courses page for one month
 - Virtual Exhibit Booth for duration of program promotion
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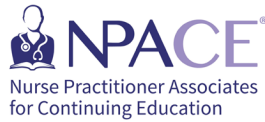
4. Enduring Product Theaters (Non-CE) and CE Program Advertising Campaigns

CE Program Advertising Costs/Duration of Promotion:

- 1 month - \$5,000
- 3 months - \$12,000
- 6 months - \$20,000
- 12 months – \$35,000

Product Theater Advertising Costs/Duration of Promotion

- 1 month - \$8,000
- 3 months - \$20,000
- 6 months - \$35,000
- 12 months – \$60,000



NPACE will publicize the industry-supported satellite symposia via the following promotion:

- General announcement of program via email and social media. (Separate from opportunities listed below)
 - One direct Email Promotion per month to promote program – Email content created by Sponsor
 - One Social Media Post across NPACE SM channels per month to promote program - SM content created by Sponsor
 - Program listing on NPACE Free CE website page for duration of advertising
 - Listing of Product Theater/Free CE program in NPACE newsletter – Created by NPACE
 - Virtual Exhibit Booth for duration of advertising
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5. Remote Recording Session – CE Programs & Product Theaters - \$2,500

- Dedicated recording session, up to 2 hours in length, which will be conducted via Zoom; PowerPoint slides, audio and video of the presenter will be captured. Recording session will be scheduled through our AV Partner's Project Manager.
- Prior to the start of the recording, technician will work with the presenter to conduct checks of the camera angle, lighting, audio clarity, and internet bandwidth.
- PowerPoint presentation, video clips and other media for the presentation must be submitted to NPACE's production partner at least 72 hours prior to the recording session date. Due to pre-production work conducted, no additional edits may be made to this presentation, once submitted.
- Post-Production Editing: Maximum of 2 rounds of post-production editing (5 hours max) is included. Sponsor will receive a video file (MP4) for viewing, and all requested edits must be submitted with a time stamp.
- Sponsor-branded background for the recording (see below example). Background graphic must be supplied prior to the recording session. Image must be 1920 x 1080. PNG or JPEG files preferred.
- Final edited program will be supplied in MP4 format.



Recording Kit (OPTIONAL ADD-ON) - \$500

- To ensure a high-quality recording experience, NPACE's production partner can arrange for roundtrip shipping of a Recording Kit to your presenter. This kit will include a laptop, HD webcam, a light kit, and a mic, all of which are configured for seamless compatibility and a clear video/audio recording