

## **NPACE 2021 - Virtual Conferences Exhibit & Sponsorship Opportunities**

Thank you for your interest in the NPACE virtual conferences exhibit and sponsorship opportunities. Please see below for all opportunities available with pricing, what's included, and timelines for delivery of assets. Image dimensions/specs and guidelines can be found at the end of the document.

### **2021 Virtual Conference Dates:**

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

- **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
  - 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)
  - Enduring content for participants 10 weeks after virtual conference
  - 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)

### **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)

### **1. 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 10 weeks 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)

**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)

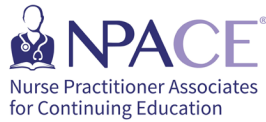
**2. Virtual Conference Platform Sponsor - \$10,000**

- Banner advertisement that will appear each time an attendee opens the event app (See below Pepsico as example) (See image guidelines for Splash Screens)
- Virtual Exhibit Booth (see virtual exhibit booth listing for more info)
- Event App Homepage Icon
- Announcement to conference attendees thanking sponsor
- Sponsored post on event app social wall (4 weeks prior to conference, 150-word max)



**3. Virtual Sponsored CE Program - \$5,000**

- Opportunity to present sponsored CE 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
  - 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)
  - Enduring content for participants 10 weeks after virtual conference
  - Ability to conduct pre/post-test, surveys/evaluations and live polling
  - Ability to moderate session w. live chat and Q&A



- 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)

**Program Deliverables/Timelines:**

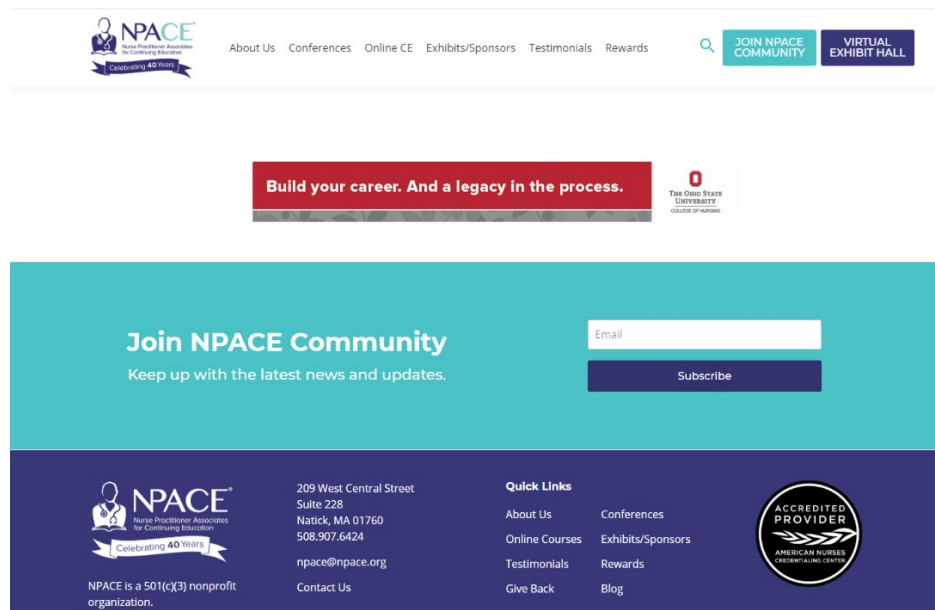
- Registration form/fields required (ASAP)
- MP4 video file (6 weeks prior to conference)
- Pre/Post-Test Information & Questions (4 weeks prior to conference)
- Survey/Evaluation/Polling Information & Questions (4 weeks prior to conference)

**4. Virtual Networking Event Sponsor - \$5,000 – Exclusive Opportunity**

- Video Ad 30 secs - MP4 video file (By Aug 21)
  - Virtual Exhibit Booth (see image guidelines for logo size, all other info taken from registration form)
  - Announcement to conference attendees thanking sponsor
  - Sponsored post on event app social wall (Submitted 4 weeks prior to conference, 150-word max)

**5. Virtual Conference Registration Page Sponsor - \$5,000**

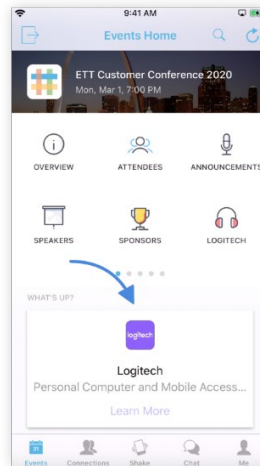
- Banner advertisement on registration page for virtual conference (See Ohio State banner below as example)
- Banner submitted to NPACE marketing dept by Sept 1 (See image guidelines for sizing)
- Will remain live Sept 1 – Dec 31 as conference will be made available as enduring content



**6. Virtual Conference App Homepage Icon - \$3,500**

- Company logo icon to appear on homepage of event app (See below Logitech)

- Virtual Exhibit Booth (see virtual exhibit booth listing for more info)
- Announcement to conference attendees thanking sponsor
- Sponsored post on event app social wall (Submitted 4 weeks prior to conference, 150-word max)



**7. Pre or Post Conference Email Blast to attendees - \$1,500 –**

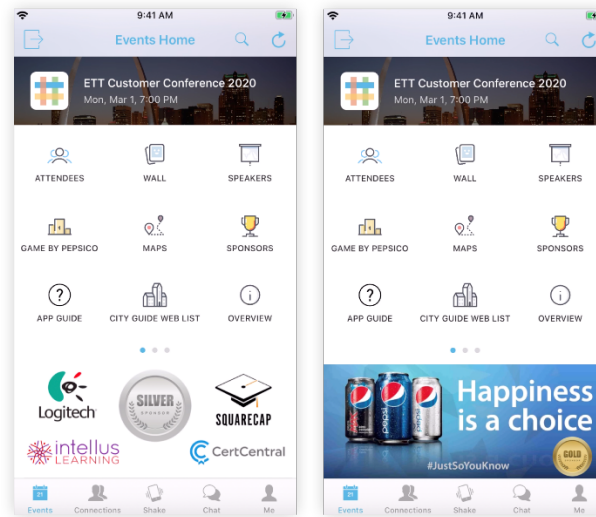
- Email submitted as HTML to NPACE marketing dept, Submitted 4 weeks prior to conference, 1,000 word maximum, please indicate subject line and desired send date & time

**8. Virtual Exhibit Booth - \$1,000**

- Company/product logo, website, description, contact person/info, and resources (digital brochures, product info sheets, etc) listed in the sponsor profile section of the event app
- Grand Opening for the Virtual Conference exhibit halls will allow for each company to have a five minute company/product feature to the conference audience
- Attendees will have ability to schedule a meeting with a rep or request additional info
- Please submit all sections of registration form as NPACE will use the info submitted to build your companies virtual exhibit booth. See image guidelines for image dimensions.

**9. Virtual Conference App Banner Ad - \$750**

- Sponsored banner ad to run on homepage of event throughout the conference (will be rotating with other ads, see image guidelines for banner ad sizing) (See Pepsi ad below for example)



**10. Networking Wall Post/Audience Announcement - \$750**

- (Submitted 4 weeks prior to conference, 150-word max)

**11. Exhibit/Sponsor competition participation - \$250**

- Incentivize the audience to interact with your company in the virtual event app by:
  - Visiting exhibit booth
  - Attending a sponsored session
  - Scheduling a meeting with a rep
  - Requesting additional info
  - Finding a hidden code
  - Watching a sponsored video

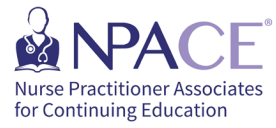
**Reporting metrics – NPACE will be able to provide the following**

- # of visits to each exhibit booth (total impressions)
- # of unique visitors
- Average duration of visit to each booth
- Total number of downloads (downloadable documents)
- Link tracking (click-through rates to exhibitor web site)

**Image Guidelines and Ad Specs – Please submit upon registration for your opportunity.**

- Video Files – MP4 format – Please send via email or file sharing application (dropbox, google drive)
- Splash Screen: 1125px wide by 2436px tall – Please submit as JPEG or PNG
- Company Logos - *Square - 1:1 Ratio* - Recommended: 500px by 500px - Please submit as JPEG or PNG
- Company Banner Ads - 950px wide by 380px tall
- Announcements, Networking Wall Text Copy & Content – Please submit as word document
- Product Info, Resources, Brochures, Pamphlets, Etc... - Please submit as PDF

For images/content that is too large to send via email or attach your registration form, please submit to the NPACE dropbox. Please email Josh Plotkin (jplotkin@npace.org) for access to the dropbox.



**Questions? Need Additional Info?**

Contact: Josh Plotkin, NPACE Director of Business Development – [jplotkin@npace.org](mailto:jplotkin@npace.org) / 774-279-4607