

2024 Sponsorship Opportunities



Overview of Sponsorship Opportunities

Benefits	Platinum	Premier	Champion
Free Conference Registration	3	2	1
Additional Discounted Registrations (50% off early bird registration fees)	2	1	
Attendee Full Contact Information & Advanced Release	20 business days	15 business days	10 business days
Display of Name & Logo in Conference Space	YES	YES	YES
Inclusion in Marketing Emails	ALL	ALL	2
Recognition in Conference App	YES	YES	YES
Resource Marketplace Registration (*Based on availability. Priority given to Annual Sponsors)	FREE*	FREE*	FREE*
Promote Social Activities You're Offering to Attendees	YES	YES	YES
Price	\$11,000	\$7,500	\$5,000

Important Instructions When Registering as a Sponsor:

- You must be a *Public Affairs Council member* in good standing at the time of the meeting in order to take advantage of any sponsorship opportunities.
- We will confirm receipt of your registration form. Within 10 business days, we will notify you as to whether your request can be honored.
- In fairness to all interested sponsors, **sponsorship holds are not available.**
- Registrations can only be made by submitting a completed form by email at <u>khanley@pac.org</u>.
- Except where noted, sponsorship may not include registration for the entire conference.

Please click here to view our full sponsor and conference attendee policies



Sponsorship Options

Branded Items (like Lanyards, Tote Bags, Hand Sanitizer, Notebooks, etc.) Have your brand on display at the conference and beyond! Your company logo along with the conference logo will be prominently displayed on items that many attendees take home as keepsakes.

General Sessions/Keynotes

Maximize your exposure by addressing the audience while they are gathered as a group. The sponsoring company's representative will introduce the speaker(s) and will have 1-2 minutes to address the audience.

Breakfasts, Luncheons and Receptions

Maximize your exposure by addressing the audience while they are gathered as a group. The sponsoring company's representative will have 1-2 minutes to address the audience.

Gadget Charging Station

Help keep attendees connected at the conference while they charge their devices. Sponsorship includes a charging station in a high traffic area for attendees to network with electrical outlets provided. Sponsors are welcome to provide items to enhance the area.

Grand Prize Drawing

Become part of the excitement as conference registrants gather on the last day for the grand prize drawings in the closing session. As the grand prize sponsor, you will be able to address the crowd gathered for the drawings and announce the winners. The first prize is \$200, the second prize is \$300 and the grand prize is \$500!

Mobile App

As the official sponsor of the conference mobile app, your company will be prominently recognized with a banner ad that will link to your conference website. Attendees will have access to the app before, during and after the conference. Your company will also be featured in one push notification sent via the app recognizing your sponsorship.

Snacks and Dessert in the Exhibit Hall

The Council will provide snacks and/or dessert at an afternoon break during the conference. Your company logo will be displayed on napkins during the break.



Sponsorship Packages

PLATINUM SPONSOR | \$11,000

REGISTRATION BENEFITS

- Three (3) free conference registrations
- Up to two (2) additional registrations at 50% off of the early bird price. Additional discounts like the multiple participant discount cannot be combined with this discount. Sponsors are welcome to offer their discounted registrations to a staff member, client, or potential customer.
- Opportunity to select either a branded sponsorship OR the opportunity to address attendees.
 - If you select an item to brand, the opportunity to address the attendees during the program is NOT included.
- An exhibitor table at the Resource Marketplace will be provided complimentary **on a space available basis** to sponsors who confirm their desire to participate at the time they submit their sponsorship application. Priority for booth space is given first to Annual Sponsors and then Platinum sponsors. *Exhibit booth space availability will be confirmed no later than December 22, 2023.*

MARKETING BENEFITS

- 20-business day advance release of the participant list that includes mail and email address information, with updates sent each week leading up to the conference. The participant list with contact information is an exclusive benefit for sponsors.
- Prominent display of the company name and logo throughout the conference space throughout the event
- Inclusion of the company logo in all conference marketing, with recognition of sponsorship
- Recognition on the conference website
- Recognition on social media using the conference hashtag during the event
- Inclusion of company information on the conference mobile app
- Ability to promote social activities you're offering to attendees, provided the activities do not interfere with official conference events

PLATINUM SPONSORSHIP OPTIONS

Opportunity to address full conference body with brief remarks (1-2 mins):

General Sessions

- Opening Keynote: Charting Your Course [Jan 29]
- Day 1 Closing Keynote: Advocacy with Congress in a Post-Pandemic World [Jan 29]
- Day 2 Opening Keynote: Navigating the Shifting Landscape of the 2024 Election [Jan 30]
- Day 2 Closing Keynote: Advice from Our Innovation Awards Winners [Jan 30]
- Day 3 Opening Keynote: Lessons Learned from Advocating for Ukraine [Jan 31]
- Closing Keynote: Breaking Down Silos [Jan 31]

Networking Lunch

• Buffet Luncheon [Jan 29]

Networking Receptions

- Welcome Reception [Jan 28]
- Closing Reception [Jan 30]

Prizes

• Grand Prize Drawing [Jan 31 at the end of the Closing Keynote]

Opportunity to put company name and/or logo on one select conference item to be distributed to or accessible by all conference attendees:

- Conference Lanyards
- Gadget Charging Station
- Conference Mobile App
- Conference Tote Bags
- Conference Notebooks
- Individual Hand Sanitizer
- Re-useable Water Bottles

View the conference agenda HERE



Sponsorship Packages

PREMIER SPONSOR | \$7,500

REGISTRATION BENEFITS

- Two (2) free conference registrations
- Up to one (1) additional registration at 50% off of the early bird price. Additional discounts like the multiple participant discount cannot be combined with this discount. Sponsors are welcome to offer their discounted registration to a staff member, client, or potential customer.
- Opportunity to select either a branded sponsorship OR the opportunity to address attendees.
 If you select an item to brand, the opportunity to address the attendees during the program is NOT included.
- An exhibitor table at the Resource Marketplace will be provided complimentary **on a space available basis** to sponsors who confirm their desire to participate at the time they submit their sponsorship application. Priority for booth space is given first to Annual Sponsors followed by Platinum and then Premier sponsors. *Exhibit booth space availability will be confirmed no later than December 22, 2023.*

MARKETING BENEFITS

- 15-business day advance release of the participant list that includes mail and email address information, with updates sent each week leading up to the conference. The participant list with contact information is an exclusive benefit for sponsors.
- Prominent display of the company name and logo throughout the conference space throughout the event
- Inclusion of the company logo in all conference marketing, with recognition of sponsorship
- Recognition on the conference website
- Inclusion of company information on the conference mobile app
- Ability to promote social activities you're offering to attendees, provided the activities do not interfere with official conference events

PREMIER SPONSORSHIP OPTIONS			
 Opportunity to address full conference body with brief remarks (1-2 minutes): Networking Breakfast [Jan 29] Networking Breakfast [Jan 30] Networking Breakfast [Jan 31] 	 Opportunity to put company name and/or logo on one select conference item to be distributed to or accessible by all conference attendees: Boxed Lunch [Jan 30] Branded Pen Branded Lip Balm Branded Hand Lotion Branded Mini-Sunscreen Signature cocktail to be featured at the Resource Marketplace reception [Jan 29] - 		
	 branded cup provided Refreshment Break in the Exhibit Hall [Jan 29] 		

View the conference agenda HERE



Sponsorship Packages

CHAMPION SPONSOR | \$5,000

REGISTRATION BENEFIT

- One (1) free conference registration
- An exhibitor table at the Resource Marketplace will be provided complimentary **on a space available basis** *to sponsors who confirm their desire to participate at the time they submit their sponsorship application.* Priority for booth space is given first to Annual Sponsors followed by Platinum, then Premier and finally Champion sponsors. *Exhibit booth space availability will be confirmed no later than December 22, 2023.*

MARKETING BENEFITS

- 10-business day advance release of the participant list that includes mail and email address information, with updates sent each week leading up to the conference. The participant list with contact information is an exclusive benefit for sponsors.
- Display of the company name and logo throughout the conference space throughout the event
- Inclusion of the company logo in two (2) conference marketing emails, with recognition of sponsorship
- Recognition on the conference website
- Inclusion of company information on the conference mobile app
- Ability to promote social activities you're offering to attendees, provided the activities do not interfere with official conference events



Resource Marketplace

The Advocacy Conference | January 29, 2024 | Austin, Tx.

ABOUT THE RESOURCE MARKETPLACE

The Resource Marketplace is an outstanding opportunity to share your expertise with the community. Whether displaying a featured product, connecting with conference attendees on your services or making vital business connections, the Resource Marketplace is *the* place to be. Open from Noon - 7 p.m. on the first full day of the conference (January 29, 2024), the Resource Marketplace gives you plenty of time — and space — to network with potential clients and showcase your products and services. With all conference breaks held nearby, you will get a steady flow of interested attendees all day long. The Marketplace concludes with a reception for all attendees and speakers from 5:30–7 p.m.



COSTS

Space is guaranteed to all Annual Sponsors. Participation for Platinum, Premier and Champion sponsors will be based on availability with priority given to Platinum, then Premier followed by Champion sponsors. If space is available, participation will be provided FREE to all sponsor levels.

WHAT PARTICIPATION INCLUDES

- One 6-foot display table
- Complimentary registration for TWO company staff to the Marketplace ONLY (in addition to staff paying to attend the entire conference)
- Attendance at the Resource Marketplace reception (registration to attend other portions of the conference requires a separate conference registration)

ADDITIONAL INFORMATION

- Date: January 29, 2024
- Set-up time: ~9 a.m. Noon
- Time: Noon 7 p.m.
 - Due to last-minute additions and changes, booth assignments will not be provided prior to your arrival at the conference. Booth assignments are made at Council staff's discretion, with preferential placement given to event sponsors.
 - To assure the safety and timely delivery of your property, we ask that you contact the meeting venue directly and work with their staff to coordinate the shipping, storage, and on-site retrieval of any shipped items. Contact information will be provided with your confirmation.
- Review our <u>Exhibitor Guidelines/Policies</u>





Sponsorship Registration

The Advocacy Conference

January 28-31, 2024 | Hilton Austin | Austin, Tx.

Submit to: Kristin Hanley | khanley@pac.org | phone: 202.787.5968

SPONSOR INFO	RMATION				
Sponsor Level:	□ PLATINUM (\$11,000)	□ PREMIER (\$7,500)	CHAMPION (\$5,000)		
Organization:					
Contact Name:					
Job Title:					
Address:					
	Street Address				
	City	State Zip	Code		
Phone:		Email:			
Web Address:					
SPONSOR OPTIO	NS				
Please list your 3 preferred sponsorship opportunities. Upon confirmation of your sponsorship, staff will work with you					
to finalize placement.					
1					
2.					
3.					
RESOURCE MARK					
Do you plan to use your complimentary registration to the Resource Marketplace? Booth space is only guaranteed to Annual Sponsors with priority for remaining booth spaces given first to Platinum, then Premier					
followed by Champion sponsors. Exhibit booth space availability will be confirmed no later than December 22, 2023.					
☐ Yes ☐ No					
If yes, who from your company will handle the logistics for the Marketplace?					
Name:	Phone:	Email:			
	INT IS REQUIRED				
Once your sponsorship has been processed, you will receive an e-mail confirmation which will include information on how to process a credit card payment via our secure online portal. If you'd prefer to pay via phone, you may contact <u>khanley@pac.org</u> for assistance. If you select "pay by check," an invoice will be provided with your confirmation.					
The Public Affairs Council enforces the Payment Card Industry Data Security Standard (PCI DSS) to keep credit card information secure. Please do not send us your credit card information via voicemail, fax, email or text.					
	Prefer to pay by Check	□ Prefer	to pay by Credit Card		
Signature:					
By signing this document, I acknowledge that I have read and agree to abide by the Council's sponsor and exhibitor policies which can be viewed at http://pac.org/conferences_policies#sponsors and http://pac.org/conferences_policies#sponsors and http://pac.org/conferences_policies#sponsors and http://pac.org/conferences_policies#sponsors and https://pac.org/conferences_policies#sponsors and					

or before the materials deadline will receive a refund equal to half of the sponsor/exhibitor fee. No refunds will be issued after the materials deadline has passed. Cancellations must be submitted in writing to Kristin Hanley at khanley@pac.org.