

NATIONAL PAC CONFERENCE

Growing PACs since 1976

2024 Sponsorship Opportunities

March 4-7

Ft. Lauderdale, FL

OVERVIEW OF SPONSORSHIP OPPORTUNITIES

Benefits	Platinum	Premier	Champion
Free Conference Registration	3	2	1
# of Additional Registrations at 50% off the early bird registration fee	2	1	0
Attendee Full Contact Information & Advanced Release	20 business days	15 business days	10 business days
Inclusion in Marketing Emails	All	All	2
Resource Marketplace Registration (*Based on availability. Priority given to Annual Sponsors)	FREE*	FREE*	FREE*
Company Information in Conference Mobile App	YES	YES	YES
Price	\$11,000	\$7,500	\$5,000

IMPORTANT SPONSOR INFORMATION

- 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 notify you upon receipt of your registration form. Within 10 business days, we will notify you as to whether your preferred sponsorship option 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 to khanley@pac.org.
- Except where noted, sponsorship does not include registration for the entire conference

[Please click here to view our full sponsor and conference attendee policies](#)

Unique Branding Opportunities for This Conference

Standing Gadget Charging Station

Help keep attendees connected at the conference. Sponsorship includes a standing charging station for attendees to charge their devices with electrical outlets provided by the Council. Your company logo will be included on a Council designed wall display on the area shown in the example photo. Sponsors are also welcome to provide items to enhance the area provided that they do not block the chargers.



Figure 1 Graphics subject to change; this image is for example purposes only.

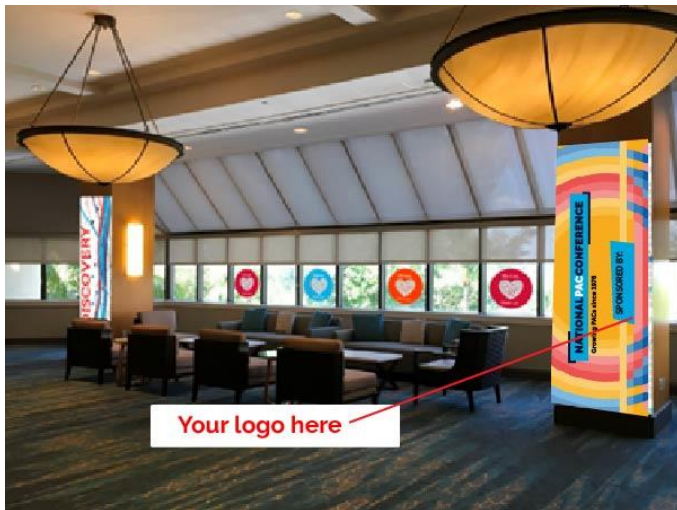


Figure 2 Graphics subject to change; this image is for example purposes only.

Pillar Signage

Maximize your exposure with signage on large pillars in a high traffic area. The branded pillars will be in the pre-function space near the conference registration check-in area, the general session room as well as breakout and networking break spaces. Your company logo will be included on a design provided by the Council.

Wall Signage

Maximize your exposure with signage on the wall at the top of the escalators in our conference space. This is a high traffic area that all attendees will traverse during the conference and also surrounds digital screens providing location and other information to direct traffic in and around the hotel. Your company logo will be included in a design provided by the Council.

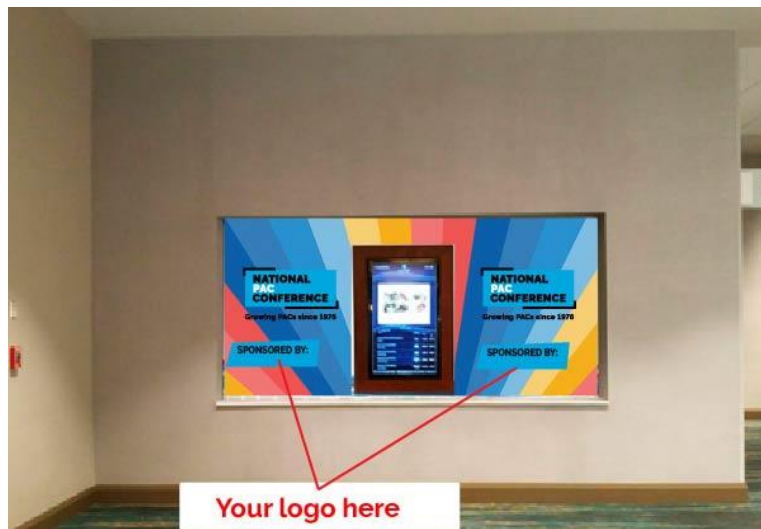


Figure 3 Graphics subject to change; this image is for example purposes only.

Additional Sponsorship Options

Branded Items (like 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.

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!

Awards Presentation Sponsor

The conference features an awards presentation prior to our closing reception. The awards presentation sponsor will have their logo prominently displayed during the awards presentation and may designate a representative from their company who will assist on stage. A script will be provided by the Council.

Individual Awards Sponsors

The individual awards sponsors will assist in handing out the awards and have 1-2 minutes to address the audience prior to handing out the award. Script assistance will be provided by the Council.

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.

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.

Boxed Lunch

Participants will be provided a boxed luncheon for their free afternoon. Sponsor may provide printed information and/or a small tchotchke to be placed in or around the boxed luncheon display at the hotel. These items are subject to prior approval by the Council.

Wi-Fi

Your company will have the opportunity to customize the password that attendees will enter to access the conference Wi-Fi. Signage on tables (where possible) as well as PowerPoint slides will advertise your logo and the Wi-Fi information.

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.

PLATINUM - \$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 contact information (including mailing address information and email addresses) 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

PLATINUM SPONSORSHIP OPTIONS

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

Breakfasts

- Networking Breakfast [March 5]

General Sessions

- ~~Day 1 Opening Keynote: Cracking the Confidence Code with Randi Braun [March 5]~~
- Day 1 Afternoon General Session: Professional Development Roundtable [March 5]
- ~~Day 2 Opening Keynote: 2024 Election Insights with Nathan Gonzales [March 6]~~
- ~~Day 2 Late Morning General Session: Lessons Learned from Veteran PAC Pros [March 6]~~
- Outstanding PAC Awards Ceremony Sponsor [March 6]
- Day 3 Opening Keynote – Awards Winner's Showcase [Mar 7]
- Closing General Session [Mar 7]

Networking Lunch

- Buffet Luncheon [March 5]

Networking Receptions

- ~~Welcome Reception [March 4]~~
- Outstanding PAC Awards/Closing Reception [March 6]

Prizes

- Grand Prize Drawing [Mar 7 at the end of the Closing General Session]

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

- Pillar Signage **NEW** (see page 3 for more details)
- Wall Signage **NEW** (see page 3 for more details)
- ~~Conference Lanyards~~
- Conference Mobile App
- ~~Conference Wi-Fi Access~~
- ~~Conference Tote Bags~~
- Conference Notebooks
- Individual Hand Sanitizer
- Re-useable Water Bottles

View the conference agenda [HERE](#)

PREMIER - \$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 contact information (including mailing address information and email addresses) 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):

General Sessions

- Pre-Conference General Session: Bridging the Partisan Divide [March 4]

Breakfasts

- Networking Breakfast [March 6]
- Networking Breakfast [March 7]

Awards

- Individual Awards Sponsors – Outstanding *Corporate* PAC Award [1 Available – awarded during PAC Awards Ceremony on March 6]
- Individual Awards Sponsors – Outstanding *Association* PAC Award [1 Available – awarded during PAC Awards Ceremony on March 6]

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

- Standing Gadget Charging Station (*see page 3 for more details on this option*)
- Boxed Luncheon [March 6]
- Branded Pen
- Branded Lip Balm
- Branded Hand Lotion
- Branded Mini-Sunscreen
- Signature cocktail to be featured at the Resource Marketplace reception [March 5] – branded cup provided
- Refreshment Break in the Exhibit Hall [March 5]

View the conference agenda [HERE](#)

CHAMPION - \$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 contact information (including mailing address information and email addresses) 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

National PAC Conference | March 5, 2024 | Ft. Lauderdale, Fla.

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 12:15 p.m. – 6 p.m. on the first full day of the conference (February 27), 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 4:30 – 6 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: March 5, 2024
- Set-up time: ~9 a.m. – 12:15 p.m.
- Marketplace Available to Attendees: 12:15 p.m. – 6 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.
- Review our [Exhibitor Guidelines/Policies](#)

NATIONAL PAC CONFERENCE

Growing PACs since 1976

Sponsorship Application

National PAC Conference

March 4-7, 2024 | Ft. Lauderdale, Fla.

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

SPONSOR INFORMATION

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 OPTIONS

Please list your 3 preferred sponsorship opportunities. Upon confirmation of your sponsorship, staff will work with you to finalize placement.

1. _____
2. _____
3. _____

RESOURCE MARKETPLACE

Would you like to participate in 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: _____

ADVANCE PAYMENT 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 khanley@pac.org 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 https://pac.org/conferences_policies#exhibitors

CANCELLATIONS: Cancellations received prior to the redemption of any sponsor/exhibitor benefits will receive a full refund. Cancellations received on 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.