

# APLA 2017 SPONSORSHIP MARKETING OPPORTUNITIES

## *\$200: Pens or Paper Pad in Conference Bag*

- Requested by Delegates!
- Provide 200 pens or paper pads for the delegate bags
- Be the ink that allows your buyers to make notes and remember who supports them

## *\$300: Sponsor a Session (70 spots)*

- Make a splash at a session
- Hand out a flyer or free book
- Introduce the speaker(s) and talk for 5 minutes at session
- APLA 2017 sessions

## *\$500: Nutrition Break (4 spots)*

- Only one sponsor per break
- Announcement of sponsorship during break
- Inclusion in online schedule
- Branding at break

## *\$600: Handout on Every Keynote Seat (2 spots)*

- Imagine the attention they will pay in the 15 minutes before a plenary when they arrive to get a seat at one of these packed sessions
- Branding, ie banner at front
- Reach the most attendees at once

## *\$700: Social Media Contest (2 spots, 1 per day)*

- Promotion of selfie contest on conference website and at registration booth
- To play:
  - Tweet the selfie to "#APLA2017 visit "Sponsor Name" our social media sponsor"
  - Sponsor draws from tweets at the end of day & awards a prize.



## *\$900: Lunch (1 spot)*

- Announcement of sponsorship during lunch
- A coveted sponsorship as there is only 1
- 10 minutes airtime on the stage (or lunch area, depending on the setting) to do a soft launch or an elevator pitch to the audience

## SPONSOR OUR "REFRESH AND RECHARGE" AREAS

### *\$500 Mini-Massages (1 spot)*

- Two hours of free 5-10 minute mini massages
- Branding during massages on masseuse t'shirt "This recharge brought to you by..."
- Attendees will love you!



### *\$1,700: Charging Station (1 spot)*

- Be the most popular sponsor on site!
- Sponsorship of a mobile device charging kiosk is the hot new way to generate revenue for your business.
- Attendees need to stay connected throughout the day, and quickly drain their batteries by making calls, emails, and posts to social media.
- A charging station solves this problem while also providing a highly impactful sponsorship opportunity
- Branding of charging station with 3M wrap
- The charging station can sit on your table or somewhere else prominent
- Preferential placement in Vendor Area

