



2024 Virginia NENA/APCO Spring Conference Sponsorship Information

Titanium - \$7,500+ (2 available)

- Sponsor one of the following packages (first come, first choice):
 - o Package 1:
 - Sponsor's logo on all hotel room keys issued to conference attendees (max of 350 cards)
 - Sponsorship must be paid for **at least 60 days** in advance of conference to allow for printing
 - Pre-conference Breakfast (5/13)
 - Hospitality Suite sponsor (5/14)
 - o Package 2:
 - APCO Awards Luncheon (Tuesday, May 14th)
 - Pre-conference Afternoon Break (5/13)
 - Hospitality Suite sponsor (5/13)
- Sponsor promo video shared on Virginia Chapter of NENA Facebook page and chapter website
 - o Video to be a maximum of 1 minute 30 seconds in length
 - o Will be shared posted prior to and during conference
- 10-foot x 10-foot display booth
- Dedicated session block for product presentation during Vendor track
- Invite of 2 Company Representatives to the Joint NENA & APCO Private Board Dinner (Monday, May 13th)
- Complimentary Conference Registration for 2 Company Representatives
- Access to pre-conference attendee list
- Access to conference attendee list
- Inclusion of marketing materials on Virginia Chapter of NENA website
- Inclusion of sponsor's logo with link on Virginia Chapter of NENA website
- Inclusion of sponsor's *What's New* guest blog on Virginia Chapter of NENA website
 - o Submission must be received at least 2 weeks prior to conference
- Display of sponsor's logo in conference common area throughout duration of conference
- Featured sponsor on conference app (home page)
- Inclusion of full-page color ad in digital program book

Platinum - \$5,500+ (5 available)

- Sponsor one of the following (first come, first choice):
 - o Pre-conference class (Monday, May 13th)
 - o Opening reception (Monday, May 13th)
 - Includes 150 drink tickets printed with vendor's logo
 - o Opening Keynote speaker (Tuesday, May 14th)
 - Five-minute Introduction of Keynote speaker by sponsor representative
 - o Closing Keynote session (Wednesday, May 15th)
 - Five-minute opening by sponsor representative at closing session
 - o Entertainment Night (Tuesday, May 14th)
 - Includes 100 drink tickets printed with vendor's logo
- Sponsor promo video shared on Virginia Chapter of NENA Facebook page and chapter website
 - o Video to be a maximum of 1 minute 30 seconds in length
 - o Will be shared posted prior to and during conference
- 10-foot x 10-foot display booth

- Dedicated session block for product presentation during Vendor track
- Invite of 2 Company Representatives to the Joint NENA & APCO Private Board Dinner (Monday, May 13th)
- Complimentary Conference Registration for 2 Company Representatives
- Access to pre-conference attendee list
- Access to conference attendee list
- Inclusion of marketing materials on Virginia Chapter of NENA website
- Inclusion of sponsor's logo with link on Virginia Chapter of NENA website
- Inclusion of sponsor's *What's New* guest blog on Virginia Chapter of NENA website
 - o Submission must be received at least 2 weeks prior to conference
- Display of sponsor's logo in conference common area throughout duration of conference
- Sponsor logo on conference app
- Inclusion of half-page color ad in digital program book

Gold - \$4,000+ (4 available)

- Sponsor one of the following (first come, first choice):
 - o Pre-conference Lunch (Monday, May 13th)
 - o Afternoon Break (Tuesday, May 14th)
 - o Morning Breakfast (Tuesday, May 14th)
 - o Morning Breakfast (Wednesday, May 15th)
- 10-foot x 10-foot display booth
- Invite of 1 Company Representative to the Joint NENA & APCO Private Board Dinner (Monday, May 13th)
- Complimentary Conference Registration for 2 Company Representatives
- Sponsor promo video shared on Virginia Chapter of NENA Facebook page and chapter website
 - o Video to be a maximum of 1 minute 30 seconds in length
 - o Will be shared prior to and during conference
- Inclusion of marketing materials on Virginia Chapter of NENA website
- Inclusion of sponsor's logo with link on Virginia Chapter of NENA website
- Inclusion of sponsor's *What's New* guest blog on Virginia Chapter of NENA website
 - o Submission must be received at least 2 weeks prior to conference
- Display of sponsor's logo in conference common area throughout duration of conference
- Dedicated sponsor time
- Sponsor logo on conference app
- Inclusion of quarter-page color ad in digital program book

Silver - \$2,500+ (12 available)

- 10-foot x 10-foot display booth
- Complimentary Conference Registration for 1 Company Representative
- Inclusion of marketing materials on Virginia Chapter of NENA website
- Inclusion of sponsor's logo with link on Virginia Chapter of NENA website
- Inclusion of sponsor's *What's New* guest blog on Virginia Chapter of NENA website
 - o Submission must be received at least 2 weeks prior to conference
- Display of sponsor's logo in conference common area throughout duration of conference
- Dedicated sponsor time
- Sponsor logo on conference app
- Inclusion of quarter-page color ad in digital program book

Bronze - \$1,000

- Inclusion of marketing materials on Virginia Chapter of NENA website
- Inclusion of sponsor's logo with link on Virginia Chapter of NENA website
- Inclusion of sponsor's *What's New* guest blog on Virginia Chapter of NENA website
 - o Submission must be received at least 2 weeks prior to conference
- Display of sponsor's logo in conference common area throughout duration of conference
- Sponsor logo on conference app
- Inclusion of quarter-page color ad in digital program book

Associate Sponsorship – Door Prizes

- Any item worth \$50 or more is to be raffled off during the closing session on Wednesday, May 15th.
 - o E.g., Kindle Fire, Echo Dot, Visa pre-paid gift card, Starbucks gift card, etc.
- Raffle proceeds will benefit the Virginia NENA Professional Development Scholarship program
- Items committed to by the close of business April 30 will be advertised in the conference program
- Items committed to by the close of business April 30 will be advertised on the Virginia Chapter of NENA website and Facebook pages

To arrange an Associate Sponsorship, please [\(EMAIL\)](#) to submit your request by email.

Ad Space in Program Book

- \$400 – Full Page Color Ad in Program Book
- \$300 – Half Page Color Ad in Program Book
- \$200 – Quarter Page Color Ad in Program Book

Cancellation/Refund Policy

- Following payment, sponsorships are non-refundable
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The Benefits of Sponsorship

Sponsorship. It's the often overlooked, key component to a powerful marketing strategy. Whether you're a large or small company, sponsorship should be a component of your annual marketing strategy and budget; sponsoring our event helps you to maximize the return on your investment.

5 Benefits of Sponsorship

1. **Cultivate credibility.** This is a perfect opportunity that your company has to build trust and establish rapport with customers and prospects, even change the way your brand is perceived. For maximum impact, associating your brand with both the Virginia Chapter of NENA and NENA National signals the values of your organization.
2. **Build brand awareness.** Obviously, sponsors should receive brand recognition at the event itself, but don't forget that the majority of brand exposure happens beforehand – as the event is being marketed. Get more bang for your buck by taking advantage of long lead marketing by securing your sponsorship early on.
3. **Increase your reach.** When you sponsor our event, you reach more people than just those who attend. Events are generally promoted across a mix of communications channels (email, digital, social media and content marketing, even public relations) each with a slightly (or vastly) different audience. This means your brand is too.
4. **Engage with your audience.** Unlike traditional methods of advertising, which are relatively one sided, sponsorship gives you some face time with your audience; the ability to have a two-way conversation. This presents an opportunity to humanize your brand while networking with customers and prospects.
5. **Generate leads.** Attending our event is important but being the event sponsor really focuses a spotlight on you and your businesses, making it easier for opportunities to find you. Standing out from the crowd in such a prestigious manner has the habit of attracting new sales and also new partnership opportunities.

Hot tip on maximizing your return

Don't just leave it to just us...

To maximize your return, promote the fact that you are sponsoring the event to your networks. Pull together an email invite, encouraging them to attend and to extend the invitation to their contacts.

Maybe write a blog about why you believe it is an important event and therefore why you sponsored it. Publish that blog on your website and link to it in your newsletter, even email signature, and certainly share it on social media.

Doing this not only increases event reach and attendance, which is mutually beneficial, but – especially on the blogging and social media front – enables you to penetrate your target audience and have direct contact with them before, during and after the event.