



## NAHRO ONLINE SUMMER SYMPOSIUM

UNIVERSAL VOUCHERS: A PATH FORWARD

July 13, 2021



# Summer Symposium Sponsorship Opportunities

## NAHRO Pre-conference Emails

**\$1,000** (12 available)

Include your 468x60 banner in the pre-conference emails sent to NAHRO's member and non-member list during the weeks leading up to the conference. Available issue dates (week of):

- April 19, 26
- May 3, 10, 17, 24, 31
- June 7, 14, 21, 28
- July 5

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## NAHRO Conference Emails

**\$1,000** (3 available)

Include your 468x60 banner in the conference emails sent to attendees the day before or day of the event. Available issue dates:

- July 12 - What to Know Before You Go
- July 13 - Daily Recap/Post Conference Survey

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## Concurrent Session Sponsor

**\$1,000** (6 available)

Sponsor one of the 6 concurrent sessions that will be taking place during the event. Session content/speakers to be announced soon. Choice of:

- 12:15pm – 1:15pm ET (3 sessions available)
- 2:45pm – 3:45pm ET (3 sessions available)

Benefits include:

- Opportunity to provide a 2-minute live speaking opportunity or 1-minute video at the start of the session prior to the featured panel
- Unlimited complimentary conference registrations for sponsor company reps
- Verbal recognition at all plenary sessions by NAHRO Leadership
- Logo recognition on session walk-in screen and on conference website
- Pre- and post-conference attendee lists
- Detailed post-show metrics reporting
- Access to platform up to 30 days after event ends
- Visibility on conference platform/app:
  - Sponsor profile: Company name and logo, company description, opportunity to add external links and attachments, and two attendee call-to-action buttons (one URL-based and one email-based)
  - Sponsored event on the agenda will contain "sponsored by" recognition in the session title

- Sponsored event session description will contain a blurb about your organization and a link to the sponsor profile
- Registered company reps can create attendee profiles for attendee networking/chat
- Banner ad for platform/app – 950x380 pixels
- (1) Push notification during the conference – Sponsor to provide content and NAHRO will send out on behalf of sponsor. 150 characters recommended and links are accepted.
- Opportunity to participate in NAHRO's gamification feature

## **Commercial Break**

**\$2,500** (3 available)

Provide a pre-recorded or live 5-minute commercial break in between the concurrent sessions. Choice of:

- 12:05pm – 12:10pm ET
- 1:20pm – 1:25pm ET
- 2:35pm – 2:40pm ET

Benefits include:

- Unlimited complimentary conference registrations for sponsor company reps
- Verbal recognition at all plenary sessions by NAHRO Leadership
- Logo recognition on session walk-in screen and on conference website
- Pre- and post-conference attendee lists
- Detailed post-show metrics reporting
- Access to platform up to 30 days after event ends
- Visibility on conference platform/app:
  - Sponsor profile: Company name and logo, company description, opportunity to add external links and attachments, and two attendee call-to-action buttons (one URL-based and one email-based)
  - Sponsored event on the agenda will contain "sponsored by" recognition in the session title
  - Sponsored event session description will contain a blurb about your organization and a link to the sponsor profile
  - Registered company reps can create attendee profiles for attendee networking/chat
  - Banner ad for platform/app – 950x380 pixels
  - (1) Push notification during the conference – Sponsor to provide content and NAHRO will send out on behalf of sponsor. 150 characters recommended and links are accepted.
  - Opportunity to participate in NAHRO's gamification feature

## **Opening Plenary Session**

**July 13, 11:00am – 12:00pm ET**

**\$6,500** (exclusive)

Session content/speakers to be announced soon. Benefits include:

- Choice of a 2-minute speaking opportunity or 1-minute video to include in the introduction of the featured speaker or panel at sponsored session
- Unlimited complimentary conference registrations for sponsor company reps
- Verbal recognition at all plenary sessions by NAHRO Leadership
- Logo recognition on session walk-in screen and on conference website
- Pre- and post-conference attendee lists
- Detailed post-show metrics reporting
- Access to platform up to 30 days after event ends
- Visibility on conference platform/app:

- Sponsor profile: Company name and logo, company description, opportunity to add external links and attachments, and two attendee call-to-action buttons (one URL-based and one email-based)
- Sponsored event on the agenda will contain "sponsored by" recognition in the session title
- Sponsored event session description will contain a blurb about your organization and a link to the sponsor profile
- Registered company reps can create attendee profiles for attendee networking/chat
- Banner ad for platform/app – 950x380 pixels
- (1) Push notification during the conference – Sponsor to provide content and NAHRO will send out on behalf of sponsor. 150 characters recommended and links are accepted.
- Opportunity to participate in NAHRO's gamification feature

### **Mid-Day Plenary Session**

**July 13, 1:30pm – 2:30pm ET**

**\$6,500** (exclusive)

Session content/speakers to be announced soon. Benefits include:

- Choice of a 2-minute speaking opportunity or 1-minute video to include in the introduction of the featured speaker or panel at sponsored session
- Unlimited complimentary conference registrations for sponsor company reps
- Verbal recognition at all plenary sessions by NAHRO Leadership
- Logo recognition on session walk-in screen and on conference website
- Pre- and post-conference attendee lists
- Detailed post-show metrics reporting
- Access to platform up to 30 days after event ends
- Visibility on conference platform/app:
  - Sponsor profile: Company name and logo, company description, opportunity to add external links and attachments, and two attendee call-to-action buttons (one URL-based and one email-based)
  - Sponsored event on the agenda will contain "sponsored by" recognition in the session title
  - Sponsored event session description will contain a blurb about your organization and a link to the sponsor profile
  - Registered company reps can create attendee profiles for attendee networking/chat
  - Banner ad for platform/app – 950x380 pixels
  - (1) Push notification during the conference – Sponsor to provide content and NAHRO will send out on behalf of sponsor. 150 characters recommended and links are accepted.
  - Opportunity to participate in NAHRO's gamification feature

### **Closing Plenary Session**

**July 13, 4:00pm – 5:00pm ET**

**\$6,500** (exclusive)

Session content/speakers to be announced soon. Benefits include:

- Choice of a 2-minute speaking opportunity or 1-minute video to include in the introduction of the featured speaker or panel at sponsored session
- Unlimited complimentary conference registrations for sponsor company reps
- Verbal recognition at all plenary sessions by NAHRO Leadership
- Logo recognition on session walk-in screen and on conference website
- Pre- and post-conference attendee lists
- Detailed post-show metrics reporting
- Access to platform up to 30 days after event ends
- Visibility on conference platform/app:

- Sponsor profile: Company name and logo, company description, opportunity to add external links and attachments, and two attendee call-to-action buttons (one URL-based and one email-based)
- Sponsored event on the agenda will contain "sponsored by" recognition in the session title
- Sponsored event session description will contain a blurb about your organization and a link to the sponsor profile
- Registered company reps can create attendee profiles for attendee networking/chat
- Banner ad for platform/app – 950x380 pixels
- (1) Push notification during the conference – Sponsor to provide content and NAHRO will send out on behalf of sponsor. 150 characters recommended and links are accepted.
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## **Networking Reception**

**July 13, 5:00pm – 6:00pm ET**

**\$6,500** (*exclusive*)

The official wrap-up event and a great opportunity to get your company and logo in front of attendees before they sign off. Benefits include:

- A 2-minute speaking opportunity at the start of the reception
- Unlimited complimentary conference registrations for sponsor company reps
- Verbal recognition at all plenary sessions by NAHRO Leadership
- Logo recognition on session walk-in screen and on conference website
- Pre- and post-conference attendee lists
- Detailed post-show metrics reporting
- Access to platform up to 30 days after event ends
- Visibility on conference platform/app:
  - Sponsor profile: Company name and logo, company description, opportunity to add external links and attachments, and two attendee call-to-action buttons (one URL-based and one email-based)
  - Sponsored event on the agenda will contain "sponsored by" recognition in the session title
  - Sponsored event session description will contain a blurb about your organization and a link to the sponsor profile
  - Registered company reps can create attendee profiles for attendee networking/chat
  - Banner ad for platform/app – 950x380 pixels
  - (1) Push notification during the conference – Sponsor to provide content and NAHRO will send out on behalf of sponsor. 150 characters recommended and links are accepted.
  - Opportunity to participate in NAHRO's gamification feature

## **VIP Attendee Welcome Package**

**\$8,500** (*exclusive; limited time offer*)

Include your company logo in a VIP package for the first 300 attendees. Your logo will be included on a welcome card, face mask, and phone sanitizer. This exclusive opportunity is a limited time offer so act fast. Sponsorship must be secured by **May 25**. Benefits include:

- Unlimited complimentary conference registrations for sponsor company reps
- Verbal recognition at all plenary sessions by NAHRO Leadership
- Logo recognition on session walk-in screen and on conference website
- Pre- and post-conference attendee lists
- Detailed post-show metrics reporting
- Access to platform up to 30 days after event ends
- Visibility on conference platform/app:

- Sponsor profile: Company name and logo, company description, opportunity to add external links and attachments, and two attendee call-to-action buttons (one URL-based and one email-based)
- Sponsored event on the agenda will contain "sponsored by" recognition in the session title
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- (1) Push notification during the conference – Sponsor to provide content and NAHRO will send out on behalf of sponsor. 150 characters recommended and links are accepted.
- Opportunity to participate in NAHRO's gamification feature