



2021 NAHRO Online National Conference & Exhibition October 7-8

Virtual Booth Rates

Non-Member
\$1,745

BPC Member
\$1,460

What's Included in Your Virtual Booth

- Custom company profile:
 - Company name and logo (500x500)-
 - Two attendee call-to-action buttons (one email-based and one-URL based)
 - Opportunity to provide a company description
 - Opportunity to add five (5) attachments and five (5) external links
- Opportunity to participate in NAHRO's gamification feature to generate leads and increase visibility
- Opportunity to provide a banner ad (950x380) which will rotate on the desktop and mobile app versions of the event platform
- Logo recognition on the NAHRO National Conference website and walk-in session screen
- Two (2) complimentary conference registrations per profile, and the opportunity to purchase up to three (3) additional full conference registrations at a discounted rate of \$95 per registration
- Ability to network with attendees on the app through live chat or messaging
- One (1) pre- and post-attendee list (1 week before and 1 week after event, emails included)
- Access to platform up to 30 days after event ends
- Post-show reporting provided by NAHRO – to include name and emails for the following:
 - Virtual booth clicks
 - Vendor banner clicks
 - Chat usage
 - Favorited usage
 - Notes taken usage
 - CTA button clicks
 - Attachment clicks
 - External/internal link clicks
 - Event game clicks

Sponsorship Opportunities

NAHRO Conference Emails

\$1,500 (7 available)

Include your 468x60 banner in the conference emails sent to attendees during the days of the conference. Available issue dates:

- October 6 - What to Know Before You Go
 - October 7 (Morning) - What's on Tap for the Day
 - October 7 (Afternoon) - Daily Recap
 - October 8 - What's on Tap for the Day
 - October 8 - Daily Recap | Thank You for Attending
 - October 12 - Reminder to Attend Post-conference Session
 - October 13 - Reminder to Attend Post-conference Session
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Day 1: Afternoon Plenary Session: Equity Policy Priorities and Outcomes

October 7, 4:00pm – 5:00pm ET

\$5,000 (exclusive)

Benefits include:

- Choice of a 2-minute speaking opportunity or 1-minute video to include in the introduction of the featured panel
 - One (1) complimentary conference registration
 - 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 list (1 week before and after event, emails included)
 - Post-show reporting provided by NAHRO
 - 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, two attendee call-to-action buttons
 - Sponsored event on the agenda will contain "sponsored by" recognition in the session title; 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
 - 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
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Day 2: Closing Plenary Session

October 8, 3:50pm – 4:30pm ET

\$5,000 (exclusive)

The official wrap-up event of the conference. A great opportunity to get your company and logo in front of attendees before they sign off. Reception format and details 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 panel
- One (1) complimentary conference registration
- Verbal recognition at all plenary sessions by NAHRO Leadership

- Logo recognition on reception walk-in screen and on conference website
 - Post-show reporting provided by NAHRO
 - 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, two attendee call-to-action buttons
 - Sponsored event on the agenda will contain "sponsored by" recognition in the session title; 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
 - 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
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Concurrent Session Sponsor

\$1,000 (18 available)

Sponsor one of the concurrent sessions that will be taking place during the conference. Contact us today for the list of sessions available for sponsorship!

- Choice of a 2-minute speaking opportunity or 1-minute video to include in the introduction of the featured panel
 - Sponsored event on the agenda will contain "sponsored by" recognition in the session title; session description will contain a blurb about your organization and a link to your company profile
 - Session choice subject to NAHRO approval
 - Opportunity to participate in NAHRO's gamification feature
 - Post-show reporting provided by NAHRO
 - Access to platform up to 30 days after event end
 - Visibility on conference platform/app
 - Sponsor profile: Company name and logo, company description, opportunity to add external links and attachments, two attendee call-to-action buttons
 - Sponsored event on the agenda will contain "sponsored by" recognition in the session title; 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
 - 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
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Commercial Break

\$1,000 (5 available)

Provide a 5-minute commercial break in between the concurrent sessions of the conference. Contact us today for the list of timeslots available.

- 5-minute pre-recorded or live commercial (content is subject to NAHRO's approval)
- (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
- Post-show reporting provided by NAHRO
- 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, two attendee call-to-action buttons
- Sponsored event on the agenda will contain "sponsored by" recognition in the session title; 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
- 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