Virtual Booth Rates

<table>
<thead>
<tr>
<th>Non-Member</th>
<th>$1,745</th>
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</thead>
<tbody>
<tr>
<td>BPC Member</td>
<td>$1,460</td>
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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/external link clicks
  - Event game clicks

Questions? Contact your NAHRO Sales Manager Pat Price at pprice@townsend-group.com or 202-367-2462.
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

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

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

Questions? Contact your NAHRO Sales Manager Pat Price at pprice@townsend-group.com or 202-367-2462.
• 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
  o Sponsor profile: Company name and logo, company description, opportunity to add external links and attachments, two attendee call-to-action buttons
  o 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
  o Registered company reps can create attendee profiles for attendee networking
  o Banner ad for platform/app – 950x380 pixels
  o (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.
  o Opportunity to participate in NAHRO’s gamification feature

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
  o Sponsor profile: Company name and logo, company description, opportunity to add external links and attachments, two attendee call-to-action buttons
  o 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
  o Registered company reps can create attendee profiles for attendee networking
  o Banner ad for platform/app – 950x380 pixels
  o (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.
  o Opportunity to participate in NAHRO’s gamification feature

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

Questions? Contact your NAHRO Sales Manager Pat Price at pprice@townsend-group.com or 202-367-2462.
- 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
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