

NATIONAL PAC CONFERENCE

**Growing PACs since 1976
Sponsorship Opportunities**

IMPORTANT SPONSOR INFORMATION

- *You must be a Public Affairs Council member in good standing at the time of the meeting in order to take advantage of any sponsorship opportunities.*
- We will notify you upon receipt of your registration form. Within 10 business days, we will notify you as to whether your preferred sponsorship option can be honored.
- In fairness to all interested sponsors, [sponsorship holds and advance registrations are not available](#).
- Registrations can only be made by submitting a completed form by email to khanley@pac.org or fax to **202.683.6744**.
- Except where noted, sponsorship does not include registration for the entire conference

SPONSOR BENEFITS

All sponsors receive the following benefits plus those listed under the individual sponsorship levels:

- Sponsors receive access to the attendee list for the conference, including full contact information, for event-related communications. This is an **exclusive benefit of sponsorship**. Contact information is not provided to general conference attendees. Please review our [sponsorship policies](#) for additional information regarding the use of this list.
- Inclusion of the company logo in conference marketing with recognition of sponsorship level. The number of marketing e-mails that your company logo will be included in is based on your level of sponsorship. Please see the individual sponsorship levels for more information.
- Inclusion of the company logo on the website and the sponsor section of the conference app
- Ability to promote social activities you're offering to attendees, provided the activities do not interfere with official conference events
- Sponsor ribbons

OVERVIEW OF SPONSORSHIP OPPORTUNITIES

Benefits	Platinum	Premier	Champion	Supporter
Free Conference Registration	3	2		
# of Additional Registrations at 50% off the early bird registration fee	2	1	2	1
Attendee Full Contact Information & Advanced Release	20 business days	15 business days	10 business days	5 business days
Inclusion in Marketing Emails	All	All	2	1
Company Information in Conference Mobile App	YES	YES	YES	YES
Price	\$10,000	\$7,000	\$4,500	\$3,000

PLATINUM - \$10,000

Additional Benefits included in your Platinum sponsorship:

- Along with the branding provided with your sponsorship opportunity, the sponsoring company's representative will have 1-2 minutes to address the audience. The Council will determine the day/time of the remarks so that they do not conflict with other sponsor remarks and will notify the sponsor of the schedule for remarks no later than one month prior to the conference.
- **First come, first served!** Limited opportunity for our **first 3 Platinum sponsors**. One push notification sent via our conference app. *You will be notified the week prior to the conference of the scheduled time.*
- Three complimentary full conference registrations.
- Up to 2 additional registrations at 50% off the early bird member price. *Additional discounts like the multiple participant discount cannot be added to this discount.*
- Submit your sponsorship by **November 15, 2019** and receive a free booth at the Resource Marketplace! Space in the Resource Marketplace is limited and is available on a first-come, first-served basis. *For sponsorships received after November 15, Resource Marketplace registrations will be provided on a space available basis with priority given to Platinum and Premier Sponsors, when possible. If space is available, Resource Marketplace registrations will be offered complimentary to existing sponsors.*
- 20-business day advance release of the participant list that includes full contact information with updates sent each week leading up to the conference. The participant list with full contact information is an *exclusive* benefit for sponsors.
- Display of the company logo on signage onsite at the event that will be displayed throughout the full length of the conference. Typically displayed near conference registration.
- Verbal recognition during opening general session

See next page for the list of sponsorship opportunities available at this level

NATIONAL PAC CONFERENCE

Growing PACs since 1976

Sponsorship Opportunities at This Level (Choose One Opportunity)

Branded Attendee Lanyard

Maximize your exposure and name recognition with the lanyard sponsorship! Each conference attendee will be given a lanyard with your company name or logo printed on the lanyard.

Event App

As the official sponsor of the conference mobile app, your company will be prominently recognized with a banner ad that links to your company website. Attendees will have access to the app before, during and after the conference for all the up-to-date session, sponsor and exhibitor information.

Hotel Key Cards

Maximize your exposure by putting your company logo on the hotel room keys of the attendees staying at the conference hotel.

Awards Presentation Sponsor (1 Available)

Again this year, the conference will feature a half-hour long awards presentation. There will be a brief reception before the awards presentation and attendees will have dinner on their own after the presentation. The awards presentation sponsor will have their logo prominently displayed and may designate a representative from their company who will assist on stage with the presentation. A script will be provided by the Council.

NATIONAL PAC CONFERENCE

Growing PACs since 1976

PREMIER - \$7000

Additional Benefits included in your Premier sponsorship:

- Two complimentary full conference registrations.
- Up to 1 additional registration at 50% off the early bird member price.
Additional discounts like the multiple participant discount cannot be added to this discount.
- Submit your sponsorship by **November 15, 2019** and receive a free booth at the Resource Marketplace! Space in the Resource Marketplace is limited and is available on a first-come, first-served basis. *For sponsorships received after November 15, Resource Marketplace registrations will be provided on a space available basis with priority given to Platinum and Premier Sponsors, when possible. If space is available, Resource Marketplace registrations will be offered complimentary to existing sponsors.*
- 15-business day advance release of the participant list that includes full contact information with updates sent each week leading up to the conference. The participant list with full contact information is an *exclusive* benefit for sponsors.
- Display of the company logo on signage onsite at the event that will be displayed throughout the full length of the conference. Typically displayed near conference registration.
- Verbal recognition during opening general session

Sponsorship Opportunities at This Level (Choose One Opportunity)

Individual Awards Sponsor (2 Available - ~~Outstanding Corporate PAC Award~~ or Outstanding Association PAC Award)

Again this year, the conference will feature a half-hour long awards presentation. There will be a brief reception before the awards presentation and attendees will have dinner on their own after the presentation. The individual awards sponsor will assist in handing out the awards and have 1-2 minutes to address the audience prior to handing out the award. Script assistance will be provided by the Council.

Breakfast (3 Available - March 2, March 3 and March 4)

The sponsoring company's representative will have 1-2 minutes to address the audience.

Morning General Sessions (3 Available - March 2, March 3 and March 4)

The sponsoring company's representative will introduce the speaker(s) and will have 1-2 minutes to address the audience.

NATIONAL PAC CONFERENCE

Growing PACs since 1976

Grand Prize Drawing (March 4)

Become part of the excitement as conference registrants gather on the last day for the grand prize drawings in the closing session. As the grand prize sponsor, you will be able to address the crowd gathered for the drawings and announce the winners. The first prize is \$200, the second prize is \$300 and the grand prize is \$500!

~~Luncheon~~

~~(1 Available – Seated Luncheon on March 2)~~

~~The sponsoring company's representative will have 1-2 minutes to address the audience.~~

Reception

~~(2 Available – Welcome Reception on March 1, Closing Reception on March 3)~~

The sponsoring company's representative will have 1-2 minutes to address the audience.

Wi-Fi

~~Your company will have the opportunity to customize the password that attendees will enter to access the conference Wi-Fi. You will benefit from maximum exposure as your logo and the password information will be provided to attendees via multiple channels including signage on tables (wherever possible) and PowerPoint slides.~~

Tote Bags

~~Maximize your exposure with your logo prominently displayed on the official conference tote bag along with the conference logo.~~

Gadget Charging Station

~~Help keep attendees connected at the conference while they charge their devices! Sponsorship includes a lounge area of chairs and/or couches for attendees to network with outlets provided. Sponsors are welcome to provide additional items to enhance the area.~~

Notebooks

Your logo will be prominently displayed on the notebooks along with the conference logo.

~~Photo Booth at Resource Marketplace Reception [March 2]~~

~~Company name and/or logo will be displayed at the photo booth, which will be available to attendees throughout the reception.~~

Water Bottles

An official conference water bottle is a great way for attendees to stay hydrated throughout the day. Your logo will be prominently displayed on the water bottle along with the conference logo.

NATIONAL PAC CONFERENCE

Growing PACs since 1976

CHAMPION - \$4500

Additional Benefits included in your Champion sponsorship:

- Up to 2 registrations at 50% off the early bird member price. *Additional discounts like the multiple participant discount cannot be added to this discount.*
- Submit your sponsorship by **November 15, 2019** and receive a free booth at the Resource Marketplace! Space in the Resource Marketplace is limited and is available on a first-come, first-served basis. *For sponsorships received after November 15, Resource Marketplace registrations will be provided on a space available basis with priority given to Platinum and Premier Sponsors, when possible. If space is available, Resource Marketplace registrations will be offered complimentary to existing sponsors.*
- 10-business day advance release of the participant list that includes full contact information with updates sent each week leading up to the conference. The participant list with full contact information is an *exclusive* benefit for sponsors.

Sponsorship Opportunities at This Level (Choose One Opportunity)

Boxed Luncheon (1 Available – March 3)
Participants will be provided a boxed luncheon for their free afternoon in Miami. Sponsors will have the option of providing printed information. Sponsor may also provide a small tchotchke to be placed inside the boxed luncheon by the hotel.
Signature Cocktail (1 Available – Resource Marketplace Reception on March 2)
The sponsor can select a cocktail from a provided list and also brand the name of the cocktail. The cocktail will be provided in a cup branded with your company name and/or logo.
Refreshment Break in the Exhibit Hall (1 Available – Afternoon of March 2)
This sponsored break will provide an afternoon pick-me-up for attendees while giving them an opportunity to network with other participants and exhibitors. Refreshments will be provided for attendees during the afternoon break.
Lip Balm
Your logo will be prominently displayed on the lip balm that will be available to all conference attendees.
Mini-Sunscreen
Help participants protect their skin during their free time exploring Miami or spending time at the conference hotel's pool or beach. Your logo will be prominently displayed on the product.
Hand Sanitizer
Conferences are about making connections and shaking hands. Help keep attendees healthy while they network. Your logo will be prominently displayed on the product.

SUPPORTER - \$3,000

The Conference Supporter sponsorship provides companies more recognition without being tied to a specific event.

Additional Benefits included in your Champion sponsorship:

- Up to 1 registration at 50% off the early bird member price. *Additional discounts like the multiple participant discount cannot be added to this discount.*
- Submit your sponsorship by **November 15, 2019** and receive a free booth at the Resource Marketplace! Space in the Resource Marketplace is limited and is available on a first-come, first-served basis. *For sponsorships received after November 15, Resource Marketplace registrations will be provided on a space available basis with priority given to Platinum and Premier Sponsors, when possible. If space is available, Resource Marketplace registrations will be offered complimentary to existing sponsors.*
- 5-business day advance release of the participant list that includes full contact information with updates sent each week leading up to the conference. The participant list with full contact information is an *exclusive* benefit for sponsors.

NATIONAL PAC CONFERENCE

Growing PACs since 1976

RESOURCE MARKETPLACE

National PAC Conference | March 2, 2020 | Miami, Fla.

ABOUT THE RESOURCE MARKETPLACE

The Resource Marketplace is an outstanding opportunity to share your expertise with the community. Whether displaying a featured product, connecting with conference attendees on your services or making vital business connections, the Resource Marketplace is *the* place to be. Open from 1–7 p.m. on the first full day of the conference (March 2), the Resource Marketplace gives you plenty of time — and space — to network with potential clients and showcase your products and services. With all conference breaks held nearby, you will get a steady flow of interested attendees all day long. The Marketplace concludes with a reception for all attendees and speakers from 5:30–7 p.m.

COSTS

- Participation is free to event sponsors. *For sponsorships received after **November 15, 2019**, Resource Marketplace booths will be provided on a space available basis with priority given to Platinum and Premier Sponsors, when possible. If space is available, Resource Marketplace registrations will be offered complimentary to existing sponsors.*
- After November 15, registration for the Resource Marketplace will be open to non-sponsors on a space available basis. The fee for non-sponsors is as follows:
 - \$2,000 for members who are not sponsors
 - \$3,000 for non-members

WHAT PARTICIPATION INCLUDES

- One 6-foot display table
- Complimentary registration for TWO company staff to the Marketplace in addition to staff paying to attend the entire conference
- Attendance at the Resource Marketplace reception (registration to attend other portions of the conference requires a separate conference registration)

ADDITIONAL INFORMATION

- Date: March 2, 2020
- Set-up time: ~10a – 1p
- Marketplace Available to Attendees: 1-7p.m.
 - Due to last-minute additions and changes, booth assignments will not be provided prior to your arrival at the conference. Booth assignments are made at Council staff's discretion, with preferential placement given to event sponsors.
 - To assure the safety and timely delivery of your property, we ask that you contact the meeting venue directly and work with their staff to coordinate the shipping, storage, and on-site retrieval of any shipped items.
- Review our [Exhibitor Guidelines/Policies](#)

NATIONAL PAC CONFERENCE

Growing PACs since 1976

Sponsorship Registration

National PAC Conference

March 1-4, 2020 | Miami, Fla.

Submit to: Kristin Hanley | khanley@pac.org | fax: 202.683.6744 | phone: 202.787.5968

SPONSOR INFORMATION

Sponsor Level: **PLATINUM (\$10,000)** **PREMIER (\$7,000)** **CHAMPION (\$4,500)** **SUPPORTER (\$3,000)**

Organization: _____

Contact Name: _____

Name: _____

Job Title: _____

Address: _____

Street Address

City

State

Zip Code

Phone: _____ Email: _____

Web Address: _____ Twitter Handle: _____

SPONSOR OPTIONS

Please list your 3 preferred sponsorship opportunities. Upon confirmation of your sponsorship, staff will work with you to finalize placement.

1. _____

2. _____

3. _____

RESOURCE MARKETPLACE

Do you plan to use your complimentary registration to the Resource Marketplace? *For sponsorships received after **November 15, 2019**, space is not guaranteed. For forms submitted after November 15, you will be notified about booth availability after the receipt of your sponsorship form.*

Yes No

If yes, who from your company will handle the logistics for the Marketplace?

Name: _____ Phone: _____ Email: _____

ADVANCE PAYMENT IS REQUIRED

Payment

Type: **AMERICAN EXPRESS** **VISA** **MASTERCARD** **DISCOVER**
 CHECK (payable to Public Affairs Council)

Card Number: _____ Expiration Date: _____

Signature: _____

By signing this document, I acknowledge that I have read and agree to abide by the Council's sponsor and exhibitor policies which can be viewed at http://pac.org/conferences_policies#sponsors and https://pac.org/conferences_policies#exhibitors

CANCELLATIONS: Cancellations received prior to the redemption of any sponsor/exhibitor benefits will receive a full refund.

Cancellations received on or before the materials deadline will receive a refund equal to half of the sponsor/exhibitor fee. No refunds will be issued after the materials deadline has passed. Cancellations must be submitted in writing to Kristin Hanley at khanley@pac.org.