



SROA 2020 Virtual Sponsorship Opportunities

Keep your message in front of SROA conference attendees with these virtual options. These opportunities were developed as a way for SROA's exhibitors and sponsors to reach a large number of attendees that would normally be at the SROA 2020 Annual Conference.

Online Educational Options

SROA would like to offer sponsors a variety of options to reach attendees and showcase your products or services in a virtual marketplace.

Virtual Roundtable

\$10,000

Invite selected administrators to participate in a virtual roundtable. In collaboration with SROA, we'll put together an expert panel with a moderator and content experts from sponsors. Questions can be asked from participants through our virtual meeting technology, email and social media. This opportunity includes pre-conference promotion to participants. This content can be viewed on-demand for up to one-year post-conference.

Topic Forums

- Give sponsors content exposure by inviting their chosen speaker to participate.
- Give sponsors brand awareness by showcasing their logo in email communications and online during the roundtable.

Brown Bag Lunch or Happy Hour Webinar

\$7,500

Offer an educational webinar to participants at either the lunchtime or happy hour. Work with SROA to choose a relevant topic with expert speakers and present a pre-recorded session with live Q&A afterwards.

- Sponsor is able to select their own speaker

- Showcase sponsor logo in email communications and online during the webinar.

Session Video Commercial prior to Session – up to 1.5 minutes \$2,500

Your video will be played before the start of the session.

- Sponsor will have up to 2 minutes of pre-recorded video in provided platform– with logo/banner.
- Sponsor receives brand awareness by showcasing their logo in email communications and online.

Video Commercial – up to 30 seconds \$1,000

During session breaks, participants will be prompted to view a short video ad.

Sponsor creates a short video demo in provided platform– with logo/banner. Visible for up to 30 seconds between sessions.

- Sponsor receives brand awareness by showcasing their logo in email communications and online.

Participant Engagement

Opening Event- Interactive Magic Show \$7,500

There is no better way to kick off the meeting than with a magic show! Be the exclusive sponsor of the opening Magic Show by Alakazoom. Your logo and company name will be visible as attendees view the magic show.

“Alakazoom” is the virtual version of Digital Deception, a tech-savvy, two-man magic and mentalism act. Magicians Doug McKenzie and Ryan Oakes have built an entire repertoire of magic and illusions that can engage your participants right through their own phone or computer. This isn't new for these guys — after all, "Digital" is in their name!

Networking Event

\$5,000

SROA will host a fun-filled networking event each night of the virtual conference. Put your company in front of attendees as they have a little fun online. Types of rooms are still being decided but here are a few examples:

- **Speed Mentoring**
- **Sponsored Fun Rooms:**
 - **Wine Tasting**
 - Put on by Scout & Cellar Clean Crafted Wines
 - 1 hour Networking Event featuring 4 mini bottles (2 white and 2 red). This also includes 1 bottle free for each attendee.
 - Cost is \$49 per attendee
 - **Improv**
 - This Networking Event will be led by Izzy Gesell.
 - Spontaneity: Using Improv Skills to Stay Balanced - He will use some games and additional breakout rooms to get people to work together and think on their feet to create stories.
 - **Movement**
 - This Networking Event will be led by Kristen Brooks Sandler.
 - Explore the wonderful world of movement with award winning international performer & choreographer Kristen Brooks Sandler. Kristen's class helps creatives of all levels play with movement, experiment with body language communication, and have fun!
 - This experience can be modified for people who would like a lot of movement to people who want to stay seated.

Branded Chat room/virtual lounge –

\$3,500

(exclusive or non-exclusive) Can be VIP by invite only

Engage with your target audiences through a virtual lounge/chat room.

- Sponsor Logo/Banner posted in chat room.
- Sponsor can lead discussion with SROA approval within the chat room
- Give sponsors brand awareness by showcasing their logo in email communications and online.
- Provide sponsor with participant emails of those that opted in

Virtual Swag Bag

\$2,500

The bag would be shared directly with your participants for them to access via email, social media, or the event app, either before, during, or following the event.

Virtual Swag Bag insert \$1,000

Insert your sponsored item in the virtual swag bag that each participant will receive at registration. Participants love swag! An informational PDF, Digital Coupon and Digital Gift Card ideas will extend your brand to participants. (Sponsor is responsible for any additional coupon or gift card costs.)

If interested in sending swag to attendees, please contact Amy Winter at awinter@paimgmt.com for additional information. (Sponsor is responsible for shipping cost.)

Digital Communications / Advertisement

Eblasts - \$2,500

Companies can send a customized eblasts to SROA participants. Please note that sponsored eblasts can be limited to certain dates and times. All eblasts will have to be approved and sent out by SROA.

- Sponsors create eblast (text and graphic) to be sent out to participants

Eblasts with Video Message - \$3,500

Companies can send a customized eblasts to SROA participants. Please note that sponsored eblasts can be limited to certain dates and times. All eblasts will have to be approved and sent out by SROA. You will be able to include a 5 minute video with this eblast.

- Sponsors create eblast (text, graphic and video) to be sent out to participants

Banner Ads on Media Platform Price Varies

Display your company's custom graphic banner to be displayed on the virtual meeting platform

- Sponsor banner (text, graphic, and link) visible to participants in various locations on the platform
 - Welcome Page Banner \$5,000
 - Breakout Room Banner \$2,500

SROA Conference Website Advertising \$2,500

Place your company's custom graphic ad on the SROA conference website. Graphic will contain a link to a webpage of your choice.

Printed Advertisement

SROA Printed Newsletter

Price Varies

Place your custom ad in the SROA printed newsletter to go out to attendees.

- Full Page Color Ad \$2,000 (Limited)
- Half Page Color Ad \$1,500 (Limited)
- Quarter Page Color Ad \$800 (Limited)

Virtual Exhibit Booth

Virtual Exhibit Booth

\$500

The 2D exhibit hall will be displayed on the home page of the platform. Capable of providing a link to company website.

Please contact us if you would like to discuss sponsorship opportunities or suggestions that are not shown in this prospectus.

REFUND POLICY: SROA must receive a written cancellation by September 20, 2020 to receive a refund minus a 20% administrative fee of the total registration fee. No refund will be made after September 20, 2020 or for "no shows."