

# 2020 Virtual Summit Sponsorship Opportunities

## Presenting Sponsor

**\$10,000 (3 Opportunities)**

This exclusive opportunity includes the following benefits:

- Static logo in the lobby
- Ad in the General Sessions
- Recognition Slide in each presentation
- Poll opportunity
- We encourage discussion and engagement during the chat feature of the general sessions
- Analytics on the attendees of the conference and also the general session.

## Networking Sponsor

**\$3,000 (3 Opportunities)**

Unique opportunity to brand yourself as the social partner for this virtual event. Attendees will self-identify with predetermined topics and join post educational sessions to unwind and see each other face to face. As the sponsor of this room, you will work to engage the attendees via the topic of the room or through other marketing avenues that draw the attendees into conversation.

- Analytics of attendees who enter the session
- Company engagement activity

## Lobby Videos

**\$2,500 (7 Opportunities)**

A wonderful opportunity to have your brand visible in the virtual lobby as attendees mingle and move about the platform. Your 60 second video will have its own prominent space and be available throughout the conference. Each sponsor will receive the following benefits:

- Branded video in the lobby
- Analytics of all attendees who view your video

## **Technical Sessions**

**\$1,500/Session**

Each session is an opportunity for your company to connect with attendees as they gain knowledge from a variety of delivery methods. Whether it be a roundtable, a townhall, or a presentation – each of these platforms will engage the attendees in the topics and provide key take-aways. Each sponsor will receive the following benefits:

- A 20-60 second company video played in the session.
- Polling questions.
- Thank you slide in the presentation
- Company logo shown during the session.
- Participation in the session chat feature
- Analytics of the attendees and copy of chat

## **Coffee/Brain Breaks**

**\$1,500/day**

These set breaks are just as essential in the virtual world as in a live conference. Allowing attendees to address other aspects of their body – stretching, calming meditation, laughing at puny jokes. Each of these options gives the brain a break from the intense knowledge consumption. Each sponsor would receive the following benefits:

- Dedicated time on the agenda for 15-20 minute sessions throughout the day
- Company sponsored material to be shared with attendees
- Analytics on attendees who viewed their brain break session

## **Pop-Up Messaging**

**\$750/day (7 opportunities each day)**

Your company message, tag line or call out will pop up to grab the attention of the attendees as they navigate the platform. Whether it be a reminder to attend your educational session, come participate in your exhibit booth or come engage in a conversation in the networking lounge, this is sure to grab the attention of all attendees.

To secure a sponsorship or ask questions;  
email Colleen Lewallen at [Sponsorships@afpm.org](mailto:Sponsorships@afpm.org)