



2021 SPONSORSHIP PROSPECTUS & INFORMATION



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HIGH LEVEL SCHEDULE AT-A-GLANCE

SUNDAY, OCTOBER 17, 2021	LEADERSHIP SUMMIT & REGISTRATION RECEPTION
MONDAY, OCTOBER 18, 2021	EXPO HALL, EDUCATION SESSIONS, & PUB CRAWL
TUESDAY, OCTOBER 19, 2021	EXPO HALL & EDUCATION SESSIONS
WEDNESDAY, OCTOBER 20, 2021	EDUCATION SESSIONS

SPONSORSHIP BENEFITS AT-A-GLANCE

BENEFITS	PLATINUM \$40,000+	GOLD \$30,000+	SILVER \$20,000+
Pre/Post Attendee List	X	X	Pre-Only
Priority Points	5 Additional	4 Additional	3 Additional
Pre-Conference Welcome Kit Collateral Inclusion <i>(For in person attendees only)</i>	X	X	N/A
Rotating Banner Ad on ARMA.org <i>(excluding the month of October)</i>	3 months	2 months	1 month
Eblast to conference registrants	1	Purchase for \$1,000	Purchase for \$1,500

**GENERAL
BRANDING
OPPORTUNITIES**



REGISTRATION SPONSOR - \$30,000

Quantity: 1

Registration sponsor will receive branding on our conference event website and all registration communications

Sponsorship deliverables will include:

- Logo placement on registration signage at registration desk
- Acknowledgement on signage at the entrance of event
- Pre and post registration lists
- Acknowledgement on the conference and expo website
- Acknowledgement on the conference mobile app
- Acknowledgement on the pre-conference e-newsletter with a link to your company website
- Sponsor of Registration Happy Hour
- Includes a specialty 20'x20' booth
- Includes one swag item/handout in conference welcome bag

BRANDING OPPORTUNITIES

PRODUCT	COST	QTY AVAILABLE	NOTES
eNewsletter Listing	\$1,000	20	Listing in ARMA's weekly newsletter
eBlast	\$2,000	15	Your content sent to all registrants, 1 per week for 10 weeks prior event, or 5 weeks post event
ARMA Site Rotating Banner Ad	3 months \$2000 2 months \$1500 1 month \$1000	6	Rotating banner ad on ARMA.org conference site

**PARTNER
SHOWCASE
OPPORTUNITIES**



BOOTH INFO & RATES

BOOTH	PRICE
EARLY BIRD RATE – Ends January 31st, 2021	
10x10 Booth	\$3,800
10x20 Booth	\$6,800
20x20 Booth	\$13,000
20x30 Booth	\$19,200
30x30 Booth	\$25,600
INTERMITTENT/PREVIOUS EXHIBITOR RATE – Ends March 31st, 2021	
10x10 Booth	\$4,200
10x20 Booth	\$7,200
20x20 Booth	\$13,400
20x30 Booth	\$19,600
30x30 Booth	\$26,000
REGULAR RATE – Starts April 1st, 2021	
10x10 Booth	\$4,400
10x20 Booth	\$7,400
20x20 Booth	\$13,600
20x30 Booth	\$19,800
30x30 Booth	\$26,200
LATE BOOKING - After September 1st, 2021	
10x10 Booth	\$4,800
10x20 Booth	\$7,800
20x20 Booth	\$14,000
20x30 Booth	\$20,200
30x30 Booth	\$26,600

EXPO MAP



ATTENDEE INFORMATION & COMMUNICATION

Pre-list: \$399 *(only available with spend of \$3,800+)*

- Pre list included for business partners who spend \$3,800 or more.
- A report of all attendees, which will include their names, job titles, company names, email addresses, and physical work addresses (if provided). Phone numbers will not be shared.

Post list: \$499

- A report of all attendees, which will include their names, job titles, company names, email addresses, and physical work addresses (if provided). Phone numbers will not be shared.

**CONTENT &
SESSION
OPPORTUNITIES**



IN-PERSON CONTENT OPPORTUNITIES

PRODUCT	PRICE	QTY	ADDITIONAL INFORMATION
Guided Demonstrations Sponsor	\$1,500	24	Live demos addresses a business need. Demonstration will occur in designated area of expo floor
Rapid Fire Sessions Sponsor	\$2,000	4	5-minute sponsored rapid fires within our regular rapid-fire sessions, must fit with rapid fire topic, session leads provided
Expo Education Sessions Sponsor	\$2,500	4	General education opportunity on expo floor during expo only time
Industry Intelligence Sessions Sponsor	\$4,000 (contracted booth required)	6	40-minute session, leads provided available on demand post event
Showcase Solutions Sponsor	\$4,000 (contracted booth required)	6	40-minute session, leads provided available on demand post event
Keynote Sessions Sponsor	\$5,000	6	One sponsor per session – signage with logo and introduce speaker
Education Track Sponsor	\$8,500	8	All Education Track signage will have sponsor logo

NETWORKING OPPORTUNITIES



NETWORKING OPPORTUNITIES

PRODUCT	PRICE	QTY	ADDITIONAL INFORMATION
Private Meeting Space	Starting at \$2,000	5	During available times within conference dates
Coffee Break Sponsor	\$3,500	5	Signage with logo
Networking Lounges / Collaboration Corners	\$5,000	Depending on available floor space*	Next to existing booth, open at certain times for attendees to come and network and relax. Includes 1 couch, 1 table, 2 chairs, and a waste basket
Off-site Event Sponsor	\$5,000	3	Invite attendees to join at an off-site location
Hall of Regions Sponsor	\$7,500	1	Signage in Hall of Regions, opportunity to address attendees, host Hall of Region's reception
Welcome Party Sponsor	\$10,000	1	Signage with logo Sunday, October 17, 2021 evening
Lunch Sponsor	\$20,000	3	Signage with logo

**Networking Lounges/Collaboration Corners quantity will only be available depending on remaining expo floor space. As conference date approaches, sponsor will be notified of any remaining space, if any. List of notification will be a first come first serve basis.*

**EXPO FUN
OPPORTUNITIES**



EXPO FUN OPPORTUNITIES

PRODUCT	PRICE	QTY	ADDITIONAL INFORMATION
Stamp Game Participant	\$500	Unlimited	Attendees will be given a booklet of participating sponsors and will need to visit participating sponsor's booth to get a stamp in order to win a prize
Headshots Sponsor	\$5,000	1	During expo only hours, in or near sponsor's booth, will be dependent on booth size and location
Booth Enhancements	\$5000 + prizes	1	Allowed entertainment/activities that will be allowed in your booth to increase traffic
Pub Crawl Participant	Pricing TBD	Unlimited	Will occur close of Expo Day 1 (Monday October 18, 2021)
Puppy Event Sponsor	Pricing TBD	1	During Expo Only Hours, can occur in sponsor's booth if size is at least 20'x20'
Grand Prize Giveaway Sponsor	\$18,000	1	Includes a 20x20 booth. Announce winner of the grand prize at your booth

**ADDITIONAL
BRANDING
OPPORTUNITIES**



ADDITIONAL BRANDING OPPORTUNITIES

PRODUCT	PRICE	QTY	ADDITIONAL INFORMATION
Welcome Video Sponsor	\$5,000	1	Branding and sponsorship of kick off video to be sent out night before event
Branded Welcome Tote Bags Sponsor	\$12,500	1	Attendees will receive this bag upon check-in at registration
Branded Pens Sponsor	\$2,000	1	Will be in Attendee's welcome bag
Branded Small Hand Sanitizer Bottle Sponsor	\$3,500	1	Will be in Attendee's welcome bag
Branded Notepads Sponsor	\$4,000	1	Will be in Attendee's welcome bag
Branded Re-useable Water Bottles Sponsor	\$10,000	1	Will be in Attendee's welcome bag
Branded Face Mask Sponsor	\$8,000	1	Will be in Attendee's welcome bag
Branded Door Openers Sponsor	\$5,000	1	Door hook opener, will be in Attendee's welcome bag
Wristband Sponsor	\$2,500	1	Colored wristbands that will indicate those who would like to keep their distance, elbows only, or handshakes permitted
Hand Sanitizer Station Sponsor	\$5,000	1	Hand sanitizer stations will be placed throughout the event with sponsor's logo
Branded Room Keys Sponsor	\$10,000	1	Branded room keys for all attendees staying at hotel
Room Drops to Attendees	Price TBD		