

## 2020 SPONSORSHIP LEVELS

As of 07/23/2020

### **PLATINUM** (\$5,000) **2 AVAILABLE**

- Recognized as platinum-level event sponsor
- Exclusive sponsor recognition at two sessions
  - Sessions to be selected by sponsor based on current availability
  - Opportunity to have 3-minute video played at beginning of sessions\*
- Sponsor profile on virtual platform
- Logo recognition in conference materials, event website and throughout event
- One-page flyer to be included in Tech Week box mailed to the first 100 registered attendees\*
- Vertical Banner Ad in two issues of 2020 *PPB Newslink*
- Placement in PPB magazine ad recognizing event sponsors, post event
- 30% discount on any additional Tech Week 2020 advertising and sponsorship opportunities

### **GOLD** (\$3,500) **2 AVAILABLE**

- Recognized as gold-level event sponsor
- Exclusive sponsor recognition at one session
  - Session to be selected by sponsor based on current availability
  - Opportunity to have 3-minute video played at beginning of session\*
- Sponsor profile on virtual platform
- Vertical Banner Ad in a 2020 issue of *PPB Newslink*
- One-page flyer to be included in Tech Week box mailed to the first 100 registered attendees\*
- Logo recognition in conference materials, on event website and throughout event
- Placement in *PPB* magazine ad recognizing event sponsors, post event
- 15% discount on any additional Tech Week 2020 advertising and sponsorship opportunities

### **SILVER** (\$2,000) **2 AVAILABLE**

- Recognized as silver-level event sponsor
- Exclusive sponsor recognition at one session
  - Session to be selected by sponsor based on current availability
- Sponsor profile on virtual platform
- Logo recognition in conference materials, on event website and throughout event
- Placement in *PPB* magazine ad recognizing event sponsors, post event

### **PRODUCT SPONSORS** (\$250)

- Exclusive opportunity per product category
- Product distribution to first 100 registered attendees
- Recognized as a product sponsor for the event
- Recognition in conference materials, on event website and throughout event
- Able to purchase full sponsor profile on virtual platform for additional \$500
- Placement in *PPB* magazine ad recognizing event sponsors, post event

## 2020 Advertising and Sponsorship Opportunities

As of 07/23/2020

### **Ad Retargeting Sponsorship (\$1,500) 2 AVAILABLE**

- Get exclusive direct access to the Product Responsibility Summit audience and retarget them with your company's ads that will showcase your brand, anywhere they visit online.
- Quality Targeting: Different from generic targeting on common ad platforms to market your company. Stand out with and showcase your business to those who need you the most.
- This sponsorship includes retargeting to this audience for a three-week timeframe (choose one)
  - Three weeks before the event
  - Three weeks after the event
- Must provide advertisement in all nine ad sizes and in required ad specifications.

### **Sponsor Profile \$1,000 Limited Availability**

- Profile included in the sponsorship section of the virtual platform
- Profile includes:
  - Company name and logo
  - Company description
  - Company contact information
  - Feature 5 products and 10 informational documents
  - Header image or video
    - Image: 1200 x 675 pixels (16:9 ratio), no larger than 1MB
    - Video: Prerecorded and hosted on YouTube or Vimeo
  - Interact with attendees

### **Splash Page Sponsorship (\$1,000) Exclusive Sponsorship**

- Your advertisement will be the first thing that attendees see when they logon.
- Link to your website or your sponsor profile page within the virtual platform

### **Push Notification (\$500) Limited Availability**

- Only one opportunity available per day (5 total)
- Your message pushed to desktop and mobile attendees. Link to your website or sponsor profile.
- Message limited to 160 characters

### **Banner Ad (\$500) Limited Availability**

- Ad is displayed on most pages of the virtual platform
- Link to your website or your sponsor profile page within the virtual platform
- Ad Specifications: 1080 x 360 pixels, max file size 300kb

### **Side Banner Ad (\$500) Limited Availability**

- Ad is displayed on most pages of the virtual platform
- Link to your website or your sponsor profile page within the virtual platform
- Ad Specifications: 1080 x 1920 pixels, max file size 1MB