

# SPONSORSHIP



# GUIDE

**CONTACT AMANDA WEBB TO DISCUSS THESE  
OR OTHER SPONSORSHIP IDEAS THAT MEET  
YOUR COMPANY'S OBJECTIVES FOR  
CONNECTING WITH THE SWTA NATION.**

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**MUST BE AN ACTIVE SWTA MEMBER TO PURCHASE A SPONSORSHIP.**

Sponsorship Opportunity	Description	Sponsorship Amount	Sponsorships Available	Conference Registrations Included	Includes 10 x 10 Booth	On-Site Print Recognition on conference Banner	Pre-Conference Email highlighting Sponsor (will be one email for anyone in this category to attendees)	Pre-Conference Social Media Post	Post-Conference Social Media Post	Name, Logo, and Sponsor URL on Event Emails	Name, Logo, and Sponsor URL on Event Page	Name, Logo, and Sponsor URL on Registration Page
Platinum Sponsor	Platinum Sponsors get the spotlight! Your logo will be front and center on event materials, signage, and online promotions. Also have prime exhibit space.	\$15,000	1	20	4 vehicles	X	X	X	X	X	X	X
Diamond Sponsor	Sponsorship of the Wednesday April 1st Keynote Session including general session speaker and/or panel for up to 50 minutes, including any in-room promotional items (provided by sponsor) and high-profile logo placement on printed and electronic materials.	\$8,500	1	4	X	X	X	X	X	X	X	X
Gold Sponsor - Tuesday	Sponsorship of the Tuesday, March 31st Opening Breakfast session, including 5 min. introductory remarks from company representative(s) and prominent EXPO placement.	\$7,000	1	2	X	X	X	X	X	X	X	X
Gold Sponsor - Thursday	Sponsorship of the Thursday, April 2nd Morning Session, including 5 min. introductory remarks from company representative(s) and Prominent EXPO placement.	\$4,000	1	1	X	X	X	X	X	X	X	X
Silver Sponsor	20 x 10 booth or Two vehicles, prominent EXPO placement.	\$3,800	6	2	2 Vehicles or 20 x 10 Booth	X				X	X	X
Bronze Sponsor	10 x 10 booth, prominent EXPO placement.	\$2,400	8	1	X	X				X	X	X

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EXPO Ice Cream Social and Happy Hour	Be the reason attendees end their first full day of the conference with a smile! Appropriate signage during the event. Giveaways provided by sponsor distributed at the bars (coasters, cups, napkins, etc.) Sponsor name will appear on drink tickets.	\$8,000	1	2	X	X	X	X	X	X	X	X
EXPO Opening and Luncheon	Standout at the EXPO opening and reception. Appropriate signage during the event. Giveaways provided by sponsor distributed at the bars (coasters, cups, napkins, etc.) Company representatives may greet attendees at the entrance to the event. Sponsor name will appear on drink tickets.	\$5,000	1	2		X	X	X		X	X	X
Conference Welcome Reception Sponsor	Most energetic networking event of the conference. Leading remarks by company representative. 25 drink tickets. Appropriate signage during the event. Giveaways provided by sponsor distributed at the event. Company representatives may greet attendees at the entrance to the event. Sponsor name will appear on drink tickets.	\$5,000	1	2		X	X	X	X	X	X	X
Conference Notebooks Sponsor	Your logo/design along with conference logo on conference notebooks available to all attendees.	\$5,000	1	2	X	X				X	X	X
Conference Lanyard Sponsor	Attendees MUST wear their lanyards / badges at all times during the conference – great daily exposure!	\$4,500	1	2		X				X	X	X
Hotel Key Card Sponsor	Your Logo on hotel room cards (only order 450)	\$4,000	1			X				X	X	X

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EXPO Closing and Luncheon	Standout at the EXPO opening and reception. Appropriate signage during the event. Giveaways provided by sponsor distributed at the bars (coasters, cups, napkins, etc.) Company representatives may greet attendees at the entrance to the event. Sponsor name will appear on drink tickets.	\$4,000	1	2		X	X	X		X	X	X
Workshop / Session Sponsor	Sponsorship of a Session with topic, speakers & format of your choosing (in coordination with SWTA staff).	\$3,500	5	1		X				X	X	X
Conference Badges Sponsor	Attendees MUST wear their badges at all times during the conference – great daily exposure!	\$3,500	1	1		X				X	X	X
Leadership Workshop Track Sponsor	Appropriate signage outside track session room and welcoming remarks at the beginning of each day's track sessions. Placement of promotional items optional.	\$2,500	1	1		X				X	X	X
Agenda / Conference Card Sponsor	Your company logo is prominently displayed on the PRINTED conference agenda or conference card.	\$1,500	1			X					X	X
EXPO Bag Sponsor	Your company logo / design along side the Conference logo on a Recyclable Reinforced Handle Plastic Bag - 19" x 15" available in the entrance of the EXPO hall.	\$1,500	1								X	X
EXPO Grand Prize Sponsor	Support the EXPO FUN by sponsoring an EXPO Raffle Grand Prize (Apple AirPods MAX valued at \$549+tax) Signage at entrance to EXPO directing them to your booth and an announcement prior to the EXPO during a general session.	\$1,500	1			X		X			X	X

