



Sponsorship Prospectus

Overview

Sponsorship Opportunity Overview

Below please find examples of existing SampleCon sponsorships, Have something else in mind? Please contact the SampleCon team to explore creation of a customized sponsorship that align with your Company's objectives and vision.

| Sponsorship Opportunity | 2021 Rate | # Available |
|--|------------------|--------------------|
| SampleCon Platinum Partner | \$50,000 | 1 |
| SampleCon Gold Partner | \$40,000 | 1 |
| SampleCon Live Opening Reception | \$30,000 | 1 |
| SampleCon Live After Party | \$20,000 | 1 |
| SampleCon Live Gives Back | \$19,000 | 1 |
| SampleCon Live Media | \$18,000 | 1 |
| SampleCon Live Re-charge Lounge | \$15,000 | 1 |
| SampleCon Live Interactive | \$15,000 | 1 |
| SampleCon Live Professional Headshot Station | \$10,000 | 1 |
| SampleCon Live Conference Bag | \$7,500 | 1 |
| SampleCon Live Room Drop | \$7,500 | 2 |
| SampleCon Live Conference Hotel Room Key | \$6,000 | 1 |
| SampleCon Live Conference Badges/Lanyards | \$6,000 | 1 |
| SampleCon Live Conference Brain Breaks | \$6,000 | 1 |
| SampleCon Live Partner | \$3,000 | Unlimited |

Platinum Partner

Available Sponsorships: 1

INCLUDES:

- Branding prominently displayed as Platinum Partner on SampleCon website, all digital communications, conference materials (virtual and live), promotions and events in 2021.
- Eight (8) complimentary conference registrations that can be used by your company or offered to clients; any additional registrations can be purchased at a 20% discount
- Spreadsheet of attendees' contact information upon completion of the conference
- Dedicated slide featuring sponsor logo or advertisement on loop between sessions in the general session for the duration of the conference; artwork provided by sponsor
- Two electronic emails to full SampleCon database with the marketing message of your choice
- Opportunity to introduce a session of your choice during the conference
- Two dedicated messages to be pushed out to all attendees via the conference app during the live event
- Additional branded visibility in the general session space
- Branded visibility during all conference breaks
- Platinum sponsor will be featured prominently on the official conference mobile app home screen and sponsor section
- One piece of sponsor collateral and/or promotional item delivered to every conference attendee's hotel room on the first night of the live conference; item provided by sponsor
- Up to 15 second video clip prominently displayed in the general session space during breaks and on monitor in the conference space; video (with no audio) provided by sponsor
- Premier placement of sponsor logo on all conference materials and high visibility signage throughout the conference venue
- Premier placement of sponsor logo hyperlinked on the [SampleCon](#) website (on both the homepage and sponsor page)
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during opening and closing sessions and in proceedings
- Inclusion in social media promotion and event emails leading up to SampleCon 2021
- Promotion as Platinum Partner for all virtual and live events SampleCon hosts in 2021
- Entitled to promote your company as the Platinum Partner for SampleCon

Gold Partner

Available Sponsorships: 1

INCLUDES:

- Branding prominently displayed as Gold Partner on SampleCon website, all digital communications, conference materials (virtual and live), promotions and events in 2021.
- Six (6) complimentary conference registrations that can be used by your company or offered to clients; any additional registrations can be purchased at a 20% discount
- Spreadsheet of attendees' contact information upon completion of the conference
- Dedicated slide featuring sponsor logo or advertisement on loop between sessions in the general session for the duration of the conference; artwork provided by sponsor
- One electronic email to the full SampleCon database with the marketing message of your choice
- Opportunity to introduce a session of your choice during the conference
- One dedicated message to be pushed out to all attendees via the conference app during the live event
- Additional branded visibility in the general session space and during all conference breaks
- Platinum sponsor will be featured prominently on the official conference mobile app home screen and sponsor section
- One piece of sponsor collateral and/or promotional item delivered to every conference attendee's hotel room on the second night of the live conference; item provided by sponsor
- Up to 15 second video clip prominently displayed on monitor in the conference space; video (with no audio) provided by sponsor
- Premier placement of sponsor logo on all conference materials and high visibility signage throughout the conference venue
- Premier placement of sponsor logo hyperlinked on the [SampleCon](#) website (on both the homepage and sponsor page)
- Sponsor logo and 100-word company description in the conference app
- Recognition during opening and closing sessions and in proceedings
- Inclusion in social media promotion and event emails leading up to SampleCon 2021
- Promotion as Gold Partner for all events SampleCon hosts in 2021
- Entitled to promote your company as the Platinum Partner for SampleCon

SampleCon Live Opening Reception

Available Sponsorships: 1

INCLUDES:

- Branding of the Opening Reception with your company's name
- Five (5) complimentary conference registrations; any additional registrations can be purchased at the lowest published rate of \$1,150
- Spreadsheet of attendees' contact information
- Underwriting of all food and beverage for the Opening Reception at the event venue
- One-time, electronic invitation sent to all conference attendees announcing the Opening Reception
- One-time, electronic email to all conference attendees with the marketing message of your choice
- One dedicated message to be pushed out to all attendees via the conference app
- Inclusion in conference event emails and app pushes to promote event attendance
- One (1) piece of sponsor collateral/promotional item included in the conference bag; item provided by sponsor
- Up to 15 second video clip displayed on monitor in the conference space; video clip (with no audio) provided by sponsor
- Premier placement of sponsor logo on all conference materials and sponsor recognition signage at the conference venue
- Sponsor logo on the SampleCon website
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during general session
- Inclusion in social media promotion and event emails leading up to SampleCon 2021

SampleCon Live After Party

Available Sponsorships: 1

INCLUDES:

- Branding of the After Party with your company's name
- Four (4) complimentary conference registrations; any additional registrations can be purchased at the lowest published rate of \$1,150
- Underwriting of all food and beverages for the event
- Individual sponsor recognition signage during the After Party
- One-time electronic invitation sent to all conference attendees announcing registration for this event
- One (1) piece of sponsor collateral/promotional item included in the conference bag; item provided by sponsor
- Up to 10 second video clip displayed on monitor in conference space; video clip (with no audio) provided by sponsor
- Placement of sponsor logo on all conference materials and sponsor recognition signage at the conference venue
- Sponsor logo on the SampleCon website
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during General Session
- Inclusion in social media promotion and event emails leading up to SampleCon 2021

SampleCon Live Gives Back

Available Sponsorships: 1

INCLUDES:

- This networking event will kick off SampleCon, making a positive impact in our host city while providing a healthy competition amongst conference attendees. Sponsor will work with SampleCon to identify an initiative aligning with mission or CSR Program.
- Four (4) complimentary conference registrations; any additional registrations can be purchased at the lowest published rate of \$1,150
- Sponsor branding/logo signage within the Service Project activity including a branded giveaway for all participants
- Branded video created and shown during last day of the conference highlighting the service project and opportunity to announce winner(s)
- One-time, branded electronic invitation sent to all conference attendees announcing this exciting event and opportunity to give back
- One (1) piece of sponsor collateral/promotional item included in the conference bag; item provided by sponsor
- Up to 10 second video clip displayed on monitor in the conference area; video clip (with no audio) provided by sponsor
- Placement of sponsor logo on all conference materials & sponsor recognition signage at the conference venue
- Sponsor logo on the SampleCon website
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during general session
- Inclusion in social media promotion and event emails leading up to SampleCon 2021

Media

Available Sponsorships: 1

INCLUDES:

- Branding of all SampleCon 2021 Live and Virtual Event videos with your company logo in perpetuity on the SampleCon Web site and YouTube channel
- Three (3) complimentary conference registrations; any additional registrations can be purchased at the lowest published rate of \$1,150
- Permanent exposure on the SampleCon YouTube channel & website, where video content from SampleCon is hosted
- Sponsor logo prominently included on presentation screen before each presentation & on all recorded conference sessions
- One-time, electronic announcement sent to all conference attendees, post-conference, announcing the session recordings with sponsor logo prominently placed
- One (1) piece of sponsor collateral/promotional item included in the conference bag; item provided by sponsor
- Up to a 10 second video clip displayed on monitor in conference space; video clip (with no audio) provided by sponsor
- Premier placement of sponsor logo on all conference materials and sponsor recognition signage at the conference venue
- Sponsor logo on the SampleCon website
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during general session
- Inclusion in social media promotion and event emails leading up to SampleCon 2021

SampleCon Live Re-charge Lounge

Available Sponsorships: 1

INCLUDES:

- Lounge with charging furniture plus branded signage and throw pillows with sponsor's name/logo/brand colors for the duration of the conference.
- Three (3) complimentary conference registrations; any additional registrations can be purchased at the lowest published rate of \$1,150
- Prime location for optimal visibility in conference space with sponsor signage
- One-time, electronic invitation sent to all conference attendees announcing this exciting area at SampleCon
- One (1) piece of sponsor collateral/promotional item placed in the Re-charge area; item provided by sponsor
- Up to 10 second video clip displayed on monitor in the conference space; video clip (with no audio) provided by sponsor
- Placement of sponsor logo on all conference materials and sponsor recognition signage at the conference venue
- Sponsor logo on the SampleCon website
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during general session
- Inclusion in social media promotion and event emails leading up to SampleCon 2021
- *Please note food and beverage can be added to this package for an additional cost.*

SampleCon Live Interactive

Available Sponsorships: 1

INCLUDES:

- This provides the opportunity for high visibility for the conference app and Wi-Fi including prominent branding in the app and the naming of the conference Wi-Fi network and password
- Three (3) complimentary conference registrations; any additional registrations can be purchased at the lowest published rate of \$1,150
- Sponsor logo prominently displayed on the home screen of the SampleCon 2021 App
- Option to name conference Wi-Fi Network and Password at the hotel required in all of the conference space
- Signage placed on in all conference meeting spaces with Wi-Fi & Conference App details
- One-time, electronic invitation sent to all conference attendees announcing the SampleCon App with prominent logo placement
- One (1) piece of sponsor collateral/promotional item included in the conference bag; item provided by sponsor
- Up to 10 second video clip displayed on monitor in the conference space; video clip (with no sound) provided by sponsor
- Placement of sponsor logo on all conference materials and sponsor recognition signage at the conference venue
- Sponsor logo on the SampleCon website
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during General Session
- Inclusion in social media promotion and event emails leading up to SampleCon 2021

SampleCon Live Professional Headshot Station

Available Sponsorships: 1

INCLUDES:

- One of our most popular offerings at SampleCon, the headshot station provides attendees the opportunity to get a professional complimentary headshot during the 1st day of the conference.
- Two (2) complimentary conference registrations; any additional registrations can be purchased at the lowest published rate of \$1,150
- One-time branded electronic invitation sent to all conference attendees announcing registration for this event
- Sponsor branding/logo within the professional headshot station area and in all email communication regarding headshots
- Sponsor branding/logo included in all email communications to registrants signed up for headshots including reminders and delivery of headshots after the conference
- One (1) piece of sponsor collateral/promotional item included in the conference bag; item provided by sponsor
- Static ad displayed on monitor in the conference space; ad provided by sponsor
- Placement of sponsor logo on all conference materials and sponsor recognition signage at the conference venue
- Sponsor logo on the SampleCon website
- Sponsor logo and 100-word company description in the conference app
- Inclusion in social media promotion and event emails leading up to SampleCon 2021

SampleCon Live Conference Bag

Available Sponsorships: 1

INCLUDES:

- Your company's logo prominently displayed on the SampleCon 2021 conference bag provided to every attendee
- One (1) complimentary conference registration; any additional registrations can be purchased at the lowest published rate of \$1,150
- Sponsor logo featured on the **SampleCon** bag
- Static ad displayed on monitor in the conference space; ad provided by sponsor
- Placement of sponsor logo on all conference materials and sponsor recognition signage at the conference venue
- One (1) piece of sponsor collateral/promotional item included in the conference bag; item provided by sponsor
- Sponsor logo on the SampleCon website
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during general session
- Inclusion in social media promotion and event emails leading up to SampleCon 2021

SampleCon Live Room Drop

Available Sponsorships: 2

INCLUDES:

- Delivery to the hotel room of every SampleCon Live 2021 attendee at the conference hotel of the item of your choice on either the first or second night of the conference.
- One (1) complimentary conference registration; any additional registrations can be purchased at the lowest published rate of \$1,150
- Delivery of an item/message to each conference attendee at the Langham; item/card etc provided by sponsor
- Static ad displayed on monitor in the conference space; ad provided by sponsor
- Placement of sponsor logo on all conference materials and sponsor recognition signage at the conference venue
- One (1) piece of sponsor collateral/promotional item included in the conference bag; item provided by sponsor
- Sponsor logo on the [SampleCon website](#)
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during general session
- Inclusion in social media promotion and event emails leading up to SampleCon 2021

SampleCon Live Conference Hotel Room Key

Available Sponsorships: 1

INCLUDES:

- Ensure every SampleCon 2021 attendee gets your messaging with the branded hotel room keys.
- One (1) complimentary conference registration; any additional registrations can be purchased at the lowest published rate of \$1,150
- Your artwork/logo prominently displayed on attendees' hotel room keys
- Static ad displayed on monitor in the conference space; ad provided by sponsor
- Placement of sponsor logo on all conference materials and sponsor recognition signage at the conference venue
- One (1) piece of sponsor collateral/promotional item included in the conference bag; item provided by sponsor
- Sponsor logo on the [SampleCon website](#)
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during general session
- Inclusion in social media promotion and event emails leading up to SampleCon 2021

SampleCon Live Conference Nametags & Lanyards

Available Sponsorships: 1

INCLUDES:

- Prominently promote your brand on every registrant's name badge & lanyard
- One (1) complimentary conference registration; any additional registrations can be purchased at the lowest published rate of \$1,150
- Sponsor logo on the conference lanyards and nametags
- Static ad displayed on monitor in the conference space; ad provided by sponsor
- Placement of sponsor logo on all conference materials and sponsor recognition signage at the conference venue
- One (1) piece of sponsor collateral/promotional item included in the conference bag; item provided by sponsor
- Sponsor logo on the [SampleCon website](#)
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during general session
- Inclusion in social media promotion and event emails leading up to SampleCon 2021

SampleCon Live Partner

Available Sponsorships: unlimited

INCLUDES:

- Raise your visibility and promote your brand by being a partner of SampleCon Live 2021
- Recognition during the event
- Placement of sponsor logo on all emails promoting the event
- Placement of sponsor logo on sponsor recognition signage at conference venue
- Sponsor logo on the [SampleCon website](#)
- One (1) piece of sponsor collateral/promotional item included in the conference bag; item provided by sponsor
- Code to purchase additional SampleCon Live 2021 registrations at the lowest published rate of \$1,150

Terms & Conditions

Refunds - No refunds on sponsorship purchases for events will be made unless the events are cancelled by SampleCon due to the Covid-19 pandemic. If SampleCon must cancel any of its 2021 events, sponsors will have the option of selecting a refund or applying sponsorship payments to future at the 2021 rates.

Logo - The SampleCon logo is the property of SampleCon and may not be used without the express written consent of SampleCon or Conference Management.

Use of Function Space - No firm or organization may sponsor a meeting or present technical information as part of a planned program for those attending the conference. Requests for use of function space for staff meetings, sales meetings or other internal business must be directed to Conference Management, info@samplecon.com prior to the conference start.

Indemnification - The Sponsor waives all claims of any kind against SampleCon and its respective representatives and agents arising from the conduct of the Conference, and agrees that none of the parties referred to above shall be liable for any loss, damage, or destruction of property belonging to the Sponsor, its agents or its employees, nor for any personal injury that may occur to the Sponsor, its agents or its employees, nor for any other loss or damage whatsoever, including, without limiting the foregoing, any loss or damage to the Sponsor's business for any action of the parties referred to above in relation to the Sponsor.

The Sponsor further agrees to defend, indemnify, and hold harmless SampleCon and its respective representatives and agents from any and all damages, claims, or other liabilities resulting from any act or omission connected with the Sponsor's participation in the Conference, whether negligent or not.