



Our purpose is people

PCW Virtual 2020 Sponsorship Opportunities

Diamond Sponsor (2 available) – \$8,000

- Sponsor Option:
 - Day 1 General Session Sponsor
 - Day 2 General Session Sponsor
- Five-Minute Commercial or Static Ad Played During Intro to General Session
 - Optional: Commercial Production Assistance from PCW Video Producer
- Recognition as Diamond Sponsor on Digital Event Signage
- Booth in Virtual Expo Hall with Premier Placement
 - Ability to brand and customize your booth with logo, colors, company description, welcome image/video, documents and links for attendees to view, and in-booth chat.
 - Our virtual conference vendor will be offering two training sessions the week of November 9 to help walk you through how to maximize your virtual booth customization and sponsor experience.
- Linked Logo and Description at Top of Pre-Event “Sponsor Spotlight” Email to All Attendees
- Participation in “Expo Hall Badge Contest” to Drive Attendee Engagement
- Pre-Conference Attendee List (includes only attendees who allow circulation of contact information)
 - Unique benefit only to Diamond Sponsors
- Post-Conference Option to Include Advertisement/Promotion in a Weekly Partner Newsletter
- First Access Sponsorships for PCW 2021 (in-person event)
- Six Registrations Included

Platinum Sponsor (8 available) – \$4,500

- Sponsor Option:
 - Breakout Session #1 on Day 1
 - Breakout Session #2 on Day 1
 - Breakout Session #3 on Day 1
 - Breakout Session #4 on Day 1

 - Breakout Session #1 on Day 2
 - Breakout Session #2 on Day 2
 - Breakout Session #3 on Day 2
 - Breakout Session #4 on Day 2
- Three-Minute Commercial or Static Ad Played During Intro to Breakout Session
 - Optional: Commercial Production Assistance from PCW Video Producer
- Recognition as Platinum Sponsor on Digital Event Signage
- Booth in Virtual Expo Hall with Preferred Placement
 - Ability to brand and customize your booth with logo, colors, company description, welcome image/video, documents and links for attendees to view, and in-booth chat.
 - Our virtual conference vendor will be offering two training sessions the week of November 9 to help walk you through how to maximize your virtual booth customization and sponsor experience.
- Linked Logo and Description in Pre-Event “Sponsor Spotlight” Email to All Attendees



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Platinum Sponsor (continued)

- Participation in “Expo Hall Badge Contest” to Drive Attendee Engagement
- Post-Conference Attendee List (includes only attendees who allow circulation of contact information)
- Post-Conference Option to Include Advertisement/Promotion in a Weekly Partner Newsletter
- Early Access to Sponsorships for PCW 2021 (in-person event)
- Four Registrations Included

Contributing Sponsor (15 available) – \$2,000

- Sponsor Booth in Virtual Expo Hall
 - Ability to brand and customize your booth with logo, colors, company description, welcome image/video, documents and links for attendees to view, and in-booth chat.
 - Our virtual conference vendor will be offering two training sessions the week of November 9 to help walk you through how to maximize your virtual booth customization and sponsor experience.
- Recognition as Contributing Sponsor on Digital Event Signage
- Linked Logo and Description in Pre-Event “Sponsor Spotlight” Email to All Attendees
- Participation in “Expo Hall Badge Contest” to Drive Attendee Engagement
- Post-Conference Attendee List (includes only attendees who allow circulation of contact information)
- Early Access to Sponsorships for PCW 2021 (in-person event)
- Two Registrations Included

Additional Sponsorships – Pricing Varies

Custom sponsorships and opportunities can be coordinated by request:

- Trivia Game Sponsorship
- Coffee Sponsorships (\$5 Starbucks gift cards emailed to all partner attendees)
- Raffle Sponsorships (raffle item supplied by sponsor)
- Advertisement/Promotion in a Pre-Event Weekly Partner Newsletter
- And more — if you don’t see it here, just ask!

Additional Vendor Registrations – \$100 per person