

## ASHA Virtual Conference Sponsor Opportunities

### Complete the [Sponsorship Interest Form](#) Today!

<b>Virtual Exhibit</b>	Virtual exhibit accessible to in-person and virtual participants. Can include photos, videos, links, etc.	1000
<b>Login Page Banner</b>	A graphic every single attendee is guaranteed to see because it is right on the login page; just to the right of the login input fields.	2500
<b>Lobby Banner</b>	Center column of virtual event lobby. Can list multiple sponsors with text or key sponsors with logos. Size of banner has limitations.	1000-2000
<b>Lobby Splash Video</b>	The lobby splash video is directly under the lobby banner image in the virtual event lobby. This is an awesome opportunity to have some engaging content that promotes sponsors, the event's brand, content, a warm welcome message. Videos can be changed throughout the event. Played in a loop, with audio.	2500
<b>Branded Announcements</b>	Announcements appear permanently in the virtual event portal lobby under the lobby splash video in chronological order of posting (which means they move down over time). Used for event messages, branded announcements can be effective to promote sponsors. They also appear as email notifications and as a push notification (bot require attendee to enable)	2000
<b>Session Sponsor</b>	Each session can have sponsors affiliated with them. Their logo becomes attached to the session and appears in the schedule view in the virtual event portal and on the event website. The sponsorship can be enhanced by other ways to promote session sponsors like pre-roll videos, watermarks, session-specific announcements, and even giving them some airtime during the session itself to run an ad or live pitch.	1000
<b>Portal Header Sponsor Logo</b>	The one graphic which is always going to be visible in the virtual event portal is the one at the top left, which is traditionally a space used simply for the event or organization's logo. Some events choose to pair the event's logo with a title sponsor's logo to	2500



	give them permanent visibility. Works best with horizontal logos.	
<b>Portal Header Sponsor Carousel</b>	Found at the top-right area of the virtual event portal is a constantly rotating carousel that loops through sponsor logos, stopping for 10 seconds at a time on each logo. The logos are clickable and lead to the sponsor's website. The logo size is rather small and works best with horizontal logos.	1000
<b>Sponsor Listing</b>	Sponsors are listed by sponsor level on the home page of the event website with large logos which can be linked to the sponsors website.	Part of any level of sponsorship
<b>Session Pre-Roll Video (Per Session)</b>	Until a session goes live, you don't want there to be a blank screen. It's prime real estate to promote your brand, sponsors, and anything. By uploading a short 2 - 3-minute video played in a loop to each session's <i>Pre-Roll Video</i> field you can have engaging content available for attendees to watch right before the session goes live.	1500
<b>Gamification Engagement Codes &amp; Prizes</b>	In PheedLoop's virtual event gamification system, attendees win points by entering codes sprinkled throughout the event experience. A way to draw more exposure to sponsoring brands in the gamification system is to associate prizes with sponsors (or have sponsors donate prizes). Each prize has the option to include a description and image, so it's very easy to pop in the sponsor's logo onto the prize's image.	3000
<b>Lobby Social Media Feed</b>	PheedLoop's virtual event lobby has a pretty slick and nicely integrated social media feed. You're likely already promoting sponsors on social media channels, so there is the added benefit of seeing those sponsored social media posts flow into PheedLoop automatically.	1500
<b>Sponsored Group Networking Rooms</b>	(Additional cost) Group networking rooms are an excellent way to get large numbers of attendees to congregate around and discuss specific topics. We've seen countless events be quite successful with creating rooms specifically for sponsors on themes or topics which position the sponsor as a thought leader. It's less effective to have a group networking room called "Learn More About XYZ Company", as the first impression for an attendee looking for a group to join is going to be one of hesitation thinking that it will be more of an advertisement than an educational experience. Instead, creating groups that	1500



	demonstrate a sponsor's thought leadership and authority such as "Learn 15 Amazing Marketing Tips from Pepper Potts, CEO of Stark Industries", will yield a lot more interest and traffic.	
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**Non-platform specific sponsorship opportunities**

- Pre Recorded session within programming 1500
- Featured in pre- or post-event email blast 2500
- Sponsorship of orientation event 1000
- Sponsored entertainment/stretch breaks 1500

**In-Person sponsorship opportunities**

- Refreshment break 1500
- Breakfast 2500
- Lunch 3500
- Tote bag
- Bag stuffer 500
- Sponsored entertainment/stretch breaks 1500

Package discounts of 10% are available for selecting 2 or more sponsorship opportunities.