## 2022 SID-Washington Hybrid Annual Conference Sponsorship Opportunities

**Thursday, May 26, 8:30 AM – 6:30 PM (Eastern Time)**
In-person at the Ronald Reagan Building, Washington, DC & Virtual

**Deadline: May 13, 2022**

<table>
<thead>
<tr>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Supporter</th>
<th>Virtual Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15,000 early bird</td>
<td>$10,000 early bird</td>
<td>$8,000 early bird</td>
<td>$6,000 early bird</td>
<td>$4,000 early bird</td>
<td>$1,750 early bird</td>
<td>$500 early bird</td>
</tr>
<tr>
<td>$17,000 after 4/15</td>
<td>$12,000 after 4/15</td>
<td>$10,000 after 4/15</td>
<td>$7,500 after 4/15</td>
<td>$5,000 after 4/15</td>
<td>$2,500 after 4/15</td>
<td>$1,000 after 4/15</td>
</tr>
<tr>
<td>$20,000 non-member</td>
<td>$15,000 non-member</td>
<td>$12,000 non-member</td>
<td>$10,000 non-member</td>
<td>$8,000 non-member</td>
<td>$2,500 non-member</td>
<td>$1,500 non-member</td>
</tr>
</tbody>
</table>

**Conference Tickets**
- 30 in-person
- 40 virtual
- 20 in-person
- 30 virtual
- 15 in-person
- 25 virtual
- 8 in-person
- 20 virtual
- 6 in-person
- 15 virtual
- 3 in-person
- 10 virtual
- 10 virtual

**Exhibition Space**
- Prime in-person booth and virtual booth location
- Prime in-person booth and virtual booth location
- Prime in-person booth and virtual booth location
- In-person booth and virtual booth
- In-person table and virtual booth
- In-person booth and virtual booth
- Virtual booth

**Breakout Session & Speaking Opportunity**
- Design a virtual breakout session, includes speaking opportunity
- Design a virtual breakout session, includes speaking opportunity
- Speaking opportunity on virtual panel

**In-person and Virtual Visibility during Plenaries and Keynotes**
- Speaking opportunity during plenary or breakout session; 1-minute promotional video during plenary and acknowledgement in opening remarks
- Acknowledgment in opening remarks
- Acknowledgment in opening remarks

**In-person Visibility at the Ronald Reagan Building**
- Opportunity to provide branded giveaways; Logo displayed at registration and common area screens
- Logo displayed at registration and common area screens
- Organization listed at registration and common area screens
- Organization listed at registration and common area screens
- Organization listed

**Visibility on Virtual Platform**
- Sponsor Spotlight; Logo listed on virtual platform banner
- Sponsor Spotlight; Logo listed on virtual platform banner
- Sponsor Spotlight; Logo listed on virtual platform banner
- Sponsor Spotlight; Logo listed
- Organization listed

**Social Media Promotions**
- Logo on Registration Page, pre-conference and post-conference outreach, and promotional materials; 3 spotlights on social media; Day-of promotional push through virtual platform
- Logo on Registration Page, pre-conference and post-conference outreach, and promotional materials; 2 spotlights on social media; Day-of promotional push through virtual platform
- Listing on Registration Page, pre-conference outreach, and promotional materials; 1 spotlight on social media; Day-of promotional push through virtual platform
- Listing on Registration Page, pre-conference outreach, and promotional materials; 1 spotlight on social media
- Listing on Registration Page, pre-conference outreach, and promotional materials
- Listing on Registration Page, pre-conference outreach, and promotional materials

**Attendee List**
- Yes
<table>
<thead>
<tr>
<th>Special Sponsorship Packages</th>
<th>Reception Sponsor (In-person)</th>
<th>Lounge Sponsor (In-person)</th>
<th>Pop-up Hallway Studio Sponsor (In-person &amp; virtual)</th>
<th>Networking Sponsor (Virtual)</th>
<th>Wi-Fi Sponsor (In-person)</th>
<th>Student Sponsor Add-On (In-person and virtual)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$6,000 early bird $8,000 after 4/15 $9,000 non-member</td>
<td>$6,000 early bird $8,000 after 4/15 $9,000 non-member</td>
<td>$6,000 early bird $8,000 after 4/15 $9,000 non-member</td>
<td>$6,000 early bird $8,000 after 4/15 $9,000 non-member</td>
<td>$6,000 early bird $8,000 after 4/15 $9,000 non-member</td>
<td>$1,000</td>
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<tr>
<td></td>
<td>• Visibility on all in-person reception signage and promotions  • Opportunity to provide branded collateral  • Maximum of three sponsors*  • Every Bronze level feature**</td>
<td>• Name on signage and promotions for all-day in-person coffee break lounge for all attendees  • Monitor to feature sponsor videos, website, etc.  • Maximum of three sponsors*  • Every Bronze level feature**</td>
<td>• Sponsor virtual production booth, high quality real-time production and stream of news-style broadcast  • Branding on live stream  • Maximum of two sponsors*  • Every Bronze level feature**</td>
<td>• Sponsor virtual networking hour  • Logo on networking hour promotions  • Maximum of two sponsors*  • Every Bronze level feature**</td>
<td>• Sponsor Wi-Fi access to all in-person participants  • Customize the Wi-Fi username and password  • Maximum of one sponsor  • Every Bronze level feature**</td>
<td>Invest in future development practitioners and colleagues. The Student Sponsorship Package is available to add to your chosen sponsor package.  • Receive 5 in-person and 5 virtual student tickets for students chosen by your organization or SID-Washington  • Acknowledgement of student sponsors on virtual platform and conference site  • Recognized on student attendee name badges</td>
</tr>
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</table>

* Email annualconference@sidw.org if interested in exclusive sponsorship pricing  
** Option to upgrade to silver or higher, contact annualconference@sidw.org for details
## Sponsor Package Information

### Virtual Tickets

**All Sponsors**

Unused organization tickets will be donated to students and attendees from developing countries. Organizations that donate more than 5 tickets will receive student sponsorship recognition.

### Exhibition Space

**All Sponsors**

All sponsors will have access to a virtual booth. You can opt for an organizational representative to interact real-time with attendees via live Q&A, one-on-one virtual meetings, and text and video chat through the virtual booth. Meetings can be scheduled at your convenience. An organizational representative is not required for virtual booths.

**Diamond, Platinum, Gold**

Prime location at entrance of exhibit hall for maximum visibility to all in-person attendees. Full booth setup including pipe draping and booth ID sign. Virtual booth featured prominently on virtual platform.

**Silver**

Full booth setup including pipe draping and booth ID sign. Interactive virtual booth to engage with attendees during the conference.

**Bronze**

Full tabletop booth package. Interactive virtual booth to engage with attendees during the conference.

**Supporter**

Shared tabletop booth package. Interactive virtual booth to engage with attendees during the conference.

**Virtual Only**

Interactive virtual booth to engage with attendees during the conference.

### Breakout Sessions & Speaking opportunity

**Diamond, Platinum**

Optional opportunity to design a virtual breakout session, which can be a panel, a workshop or another format. Or you can offer a speaker for a session that SID-Washington designs. Sessions will take place throughout the day and will be accessible both live and after the conference on our conference platform. Topics must be approved by SID-Washington and all sessions must meet DEI and other guidelines. The session can be live or prerecorded by SID-W at your convenience.

**Gold**

Optional opportunity to select a speaker for a breakout session.

### In-person and Virtual Visibility during Plenaries and Keynotes

**Diamond**

Exclusive speaking opportunity during plenary or breakout session, EG introduction of a speaker or session, streamed and recorded on the conference website. 1-minute promotional video played during plenary, displayed to all virtual and in-person attendees. Verbal acknowledgment in opening remarks of conference, in person and streamed to virtual platform.

**Platinum, Gold**

Verbal acknowledgment in opening remarks of conference, in-person and streamed to virtual platform.

### In-person Visibility at the Ronald Reagan Building

**Diamond**

Can produce giveaways such as branded bags, water bottles, masks, etc. at your cost provided at registration. Organization logo will be published on conference screens in common areas and the registration area of the Ronald Reagan Building.
<table>
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<tr>
<th><strong>Visibility on Virtual Platform</strong></th>
<th><strong>Diamond, Platinum, Gold, Silver</strong></th>
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<tr>
<td><strong>Sponsor Spotlight</strong>, a 3-minute video played during the virtual conference and available in virtual library. Logo prominently displayed on virtual conference panel on every page.</td>
<td></td>
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<tr>
<td><strong>Bronze, Supporter, Virtual Only</strong></td>
<td>Organization listed on virtual platform.</td>
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<th><strong>Social Media Promotions</strong></th>
<th><strong>Diamond</strong></th>
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<td><strong>Logo</strong> prominently displayed on registration page for in-person and virtual attendees. Organization featured before and after the conference on social media, the conference website, and the SID-W newsletter. 3 organization spotlights, customized promotional campaigns on social media and our newsletter curated by the SID-W communications team. Ongoing visibility to SID-W’s combined 35,000 followers on Twitter, Facebook, LinkedIn, and Instagram and 14,600 SID-W weekly newsletter subscribers. Live broadcast messages on virtual platform encouraging participants to visit your booth, interact with your brand, and to explore your innovations.</td>
<td></td>
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<td><strong>Platinum</strong></td>
<td>Logo prominently displayed on registration page for in-person and virtual attendees. Organization featured before and after the conference on social media, the conference website, and the SID-W newsletter. 2 organization spotlights, customized promotional campaigns on social media and our newsletter curated by the SID-W communications team. Ongoing visibility to SID-W’s combined 35,000 followers on Twitter, Facebook, LinkedIn, and Instagram and 14,600 SID-W weekly newsletter subscribers. Live broadcast messages on virtual platform encouraging participants to visit your booth, interact with your brand, and to explore your innovations.</td>
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<td><strong>Gold</strong></td>
<td>Organization listed on registration page for in-person and virtual attendees. Organization listed before and after the conference on social media, the conference website, and the SID-W newsletter. 1 organization spotlight, customized promotional campaigns on social media and our newsletter curated by the SID-W communications team. Ongoing visibility to SID-W’s combined 35,000 followers on Twitter, Facebook, LinkedIn, and Instagram and 14,600 SID-W weekly newsletter subscribers. Live broadcast messages on virtual platform encouraging participants to visit your booth, interact with your brand, and to explore your innovations.</td>
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<td><strong>Silver</strong></td>
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<td><strong>Bronze</strong></td>
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<tr>
<td><strong>Supporter</strong></td>
<td>Organization listed on registration page for in-person and virtual attendees. Organization listed before and after the conference on social media, the conference website, and the SID-W newsletter.</td>
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<th><strong>Attendee List</strong></th>
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<td><strong>Attendee list</strong> will include name, organization, and email address of attendees, for premium data analytics and post-conference outreach.</td>
<td></td>
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</table>