

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

	Diamond	Platinum	Gold	Silver	Bronze	Supporter	Virtual Only
	\$15,000 early bird \$17,000 after 4/15 \$20,000 non-member	\$10,000 early bird \$12,000 after 4/15 \$15,000 non-member	\$8,000 early bird \$10,000 after 4/15 \$12,000 non-member	\$6,000 early bird \$7,500 after 4/15 \$10,000 non-member	\$4,000 early bird \$5,000 after 4/15 \$8,000 non-member	\$1,750 early bird \$2,500 after 4/15 \$2,500 non-member	\$500 early bird \$1,000 after 4/15 \$1,500 non-member
<i>Click on a benefit for more information</i>							
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	Shared in-person table 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	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 at registration and common area screens	
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	Organization 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						

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Special Sponsorship Packages

Reception Sponsor (In-person) \$6,000 early bird \$8,000 after 4/15 \$9,000 non-member	<ul style="list-style-type: none">• Visibility on all in-person reception signage and promotions• Opportunity to provide branded collateral• Maximum of three sponsors*• Every Bronze level feature**
Lounge Sponsor (In-person) \$6,000 early bird \$8,000 after 4/15 \$9,000 non-member	<ul style="list-style-type: none">• 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**
Pop-up Hallway Studio Sponsor (In-person & virtual) \$6,000 early bird \$8,000 after 4/15 \$9,000 non-member	<ul style="list-style-type: none">• 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**
Networking Sponsor (Virtual) \$6,000 early bird \$8,000 after 4/15 \$9,000 non-member	<ul style="list-style-type: none">• Sponsor virtual networking hour• Logo on networking hour promotions• Maximum of two sponsors*• Every Bronze level feature**
Wi-Fi Sponsor (In-person) \$6,000 early bird \$8,000 after 4/15 \$9,000 non-member	<ul style="list-style-type: none">• Sponsor Wi-Fi access to all in-person participants• Customize the Wi-Fi username and password• Maximum of one sponsor• Every Bronze level feature**
Student Sponsor Add-On (In-person and virtual) \$1,000	Invest in future development practitioners and colleagues. The Student Sponsorship Package is available to add to your chosen sponsor package. <ul style="list-style-type: none">• 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

* Email annualconference@sidw.org if interested in exclusive sponsorship pricing

** Option to upgrade to silver or higher, contact annualconference@sidw.org for details

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Sponsor Package Information

Virtual Tickets	<p><u>All Sponsors</u> 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.</p>
Exhibition Space	<p><u>All Sponsors</u> 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.</p> <p><u>Diamond, Platinum, Gold</u> 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.</p> <p><u>Silver</u> Full booth setup including pipe draping and booth ID sign. Interactive virtual booth to engage with attendees during the conference.</p> <p><u>Bronze</u> Full tabletop booth package. Interactive virtual booth to engage with attendees during the conference.</p> <p><u>Supporter</u> Shared tabletop booth package. Interactive virtual booth to engage with attendees during the conference.</p> <p><u>Virtual Only</u> Interactive virtual booth to engage with attendees during the conference.</p>
Breakout Sessions & Speaking opportunity	<p><u>Diamond, Platinum</u> 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.</p> <p><u>Gold</u> Optional opportunity to select a speaker for a breakout session.</p>
In-person and Virtual Visibility during Plenaries and Keynotes	<p><u>Diamond</u> 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.</p> <p><u>Platinum, Gold</u> Verbal acknowledgment in opening remarks of conference, in-person and streamed to virtual platform.</p>
In-person Visibility at the Ronald Reagan Building	<p><u>Diamond</u> 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.</p>

	<p><u>Platinum, Gold</u> Organization logo published on conference screens in common areas and the registration area of the Ronald Reagan Building.</p> <p><u>Silver, Bronze, Supporter, Virtual Only</u> Organization logo will be listed on conference screens in common areas and the registration area of the Ronald Reagan Building.</p>
Visibility on Virtual Platform	<p><u>Diamond, Platinum, Gold, Silver</u> Sponsor Spotlight, a 3-minute video played during the virtual conference and available in virtual library. Logo prominently displayed on virtual conference panel on every page.</p> <p><u>Bronze, Supporter, Virtual Only</u> Organization listed on virtual platform.</p>
Social Media Promotions	<p><u>Diamond</u> 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. 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.</p> <p><u>Platinum</u> 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.</p> <p><u>Gold</u> 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.</p> <p><u>Silver</u> 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.</p> <p><u>Bronze</u> 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.</p> <p><u>Supporter</u> 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.</p>
Attendee List	<p><u>Diamond</u> Attendee list will include name, organization, and email address of attendees, for premium data analytics and post-conference outreach.</p>

