



CLRA ALBERTA CHAPTER 2021 AGM AND CONFERENCE

**Looking Forward**

FEBRUARY 24 – 25, 2021

TRADE SHOW AND SPONSORSHIPS

Thank you to all previous, future and interested sponsors of the CLRA Alberta Chapter AGM and Conference. Although things may look a little different this year, we are pleased to be hosting our 2021 AGM & Conference virtually. As always, sponsorship is on a first come, first serve basis.

You will find the 2021 sponsorship opportunities and descriptions listed below. To register for sponsorship, please follow the below link.

[Sponsor Application: CLRA Alberta Chapter 2021 AGM & Conference \(pheedloop.com\)](http://pheedloop.com)

Sponsor Level	Early Bird	Regular	What's included?
Platinum (3)	\$1500	\$1750	<ul style="list-style-type: none"> <li>- Lobby Splash Video</li> <li>- Speaker Session</li> <li>- Portal Head Carousel</li> <li>- Interactive Exhibit Booth</li> <li>- 3 Conference Registrations</li> </ul>
Gold (12)	\$1300	\$1500	<ul style="list-style-type: none"> <li>- Speaker Session</li> <li>- Portal Head Carousel</li> <li>- Interactive Exhibit Booth</li> <li>- 2 Conference Registrations</li> </ul>
Silver (15)	\$900	\$1000	<ul style="list-style-type: none"> <li>- Speaker Session</li> <li>- Portal Head Carousel</li> <li>- Standard Exhibit Booth</li> <li>- 1 Conference Registration</li> </ul>
Bronze (20)	\$450	\$500	<ul style="list-style-type: none"> <li>- Portal Head Carousel</li> <li>- Standard Exhibit Booth</li> <li>- 1 Conference Registration</li> </ul>
Teal (10)	\$300	\$350	<ul style="list-style-type: none"> <li>- Standard Exhibit Booth</li> </ul>
Networking Break Room (3)	\$500	\$750	

**Sponsorship Elements Description:**

**Lobby Splash Video** - Under the lobby banner image in the virtual event lobby is the lobby splash video. This is an excellent opportunity to have some engaging content that promotes your company.

**Speaker Session** - Each speaker session sponsor will have their logo appear in the event schedule, along with inside the online session. You will also have the opportunity to submit a short video to play at the beginning of the session.

**Portal Head Carousel** - 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.



**Standard Exhibit Booth** - The exhibit hall creates a dedicated space where each organization can express themselves with graphics, videos, files, and dedicated conversations. Exhibitors can see the list of attendees who visited their booth in real-time. Gamification will also be utilized to increase booth traffic.

**Interactive Exhibit Booth** - An enhanced version of the exhibit profile/booth described prior, this interactive exhibit allows you to open several new ways to communicate with attendees and capture valuable lead information. Exhibitor lead retrieval enables the ability for attendees visiting their booth to send requests for information with a single click. Doing so populates the exhibiting organization's list of captured leads with that attendee's contact information along with any optional notes the attendee submits and is available for exhibitors to download at any time. The live video booth is a powerful feature that transforms an exhibitor's virtual booth from a static experience to one which allows them to host a live meeting at their booth. Up to 25 people can join a live video booth at any given time

**Networking Break Room** - Host your own break out room! Group networking rooms are an excellent way to get large numbers of attendees to congregate around and discuss specific topics.

**Thank you to all sponsors for helping to make this event a success!**

**IMPORTANT DATES:**

- **December 31<sup>st</sup>, 2020:** Early bird deadline
- **January 15<sup>th</sup>, 2021:**
  - Sponsorship Fees Non-Refundable
- **January 15<sup>th</sup>, 2021:**
  - All logos and promotional material must be submitted.
- **February 24 & 25, 2021:**
  - Conference Dates