

# SPONSORSHIP PROSPECTUS

INSPIRE

INNOVATE

ENGAGE

INFLUENCE

PRSA 2019  
International Conference

Oct. 20-22, 2019 | San Diego, Calif.

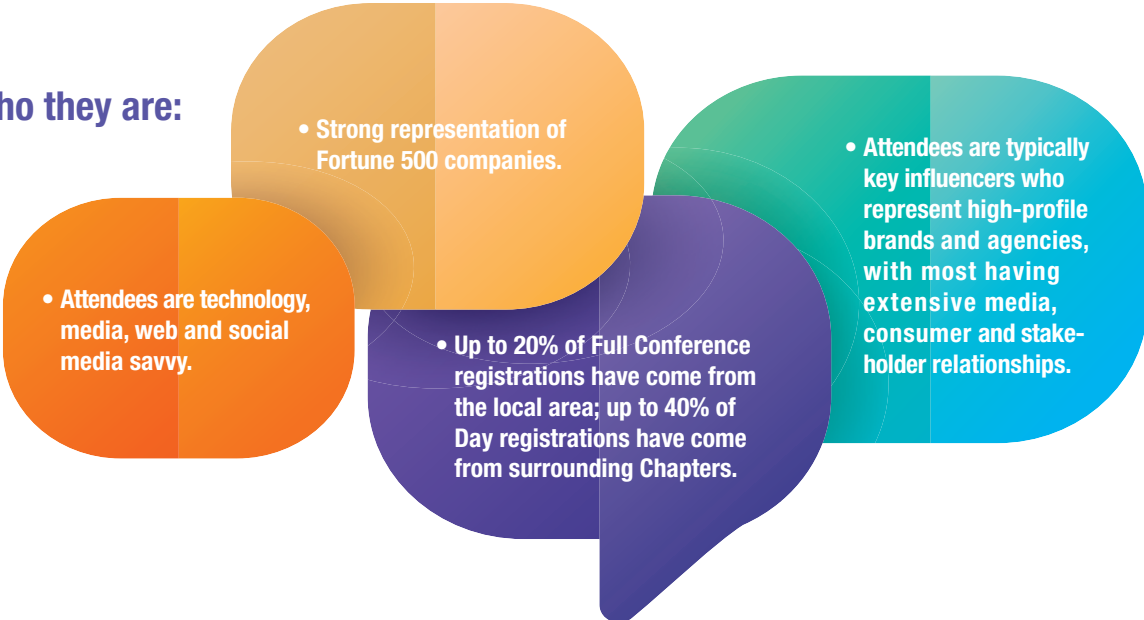
**PRSA**

# THE LARGEST PUBLIC RELATIONS CONFERENCE IN THE WORLD

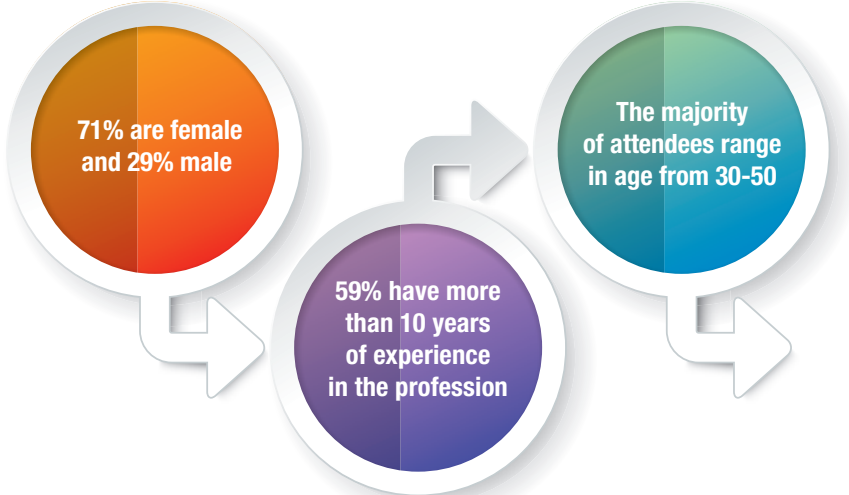
PRSA is the largest public relations and communications organization in the world, with more than 21,000 members. All sectors of the profession are represented and include corporate, health care, nonprofit organizations, government, technology and professional services agencies.

- PRSA anticipates 2,500-plus attendees at the 2019 International Conference.
- The PRSA Conference provides the highest quality of professional insights and networking to public relations and communications practitioners from specializations and work environments.
- The Networking Hall and Exhibit Showroom showcases more than 60 cutting-edge vendors.

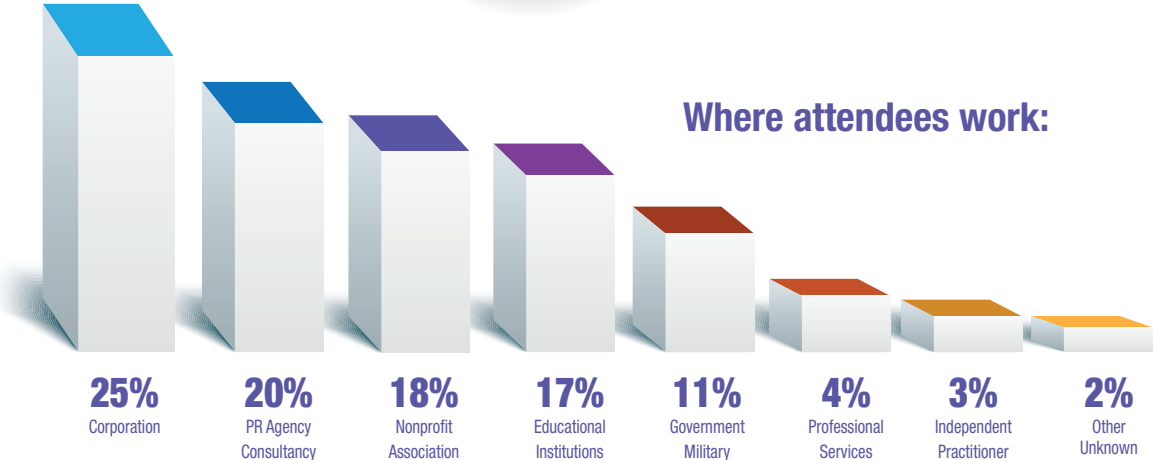
**Who they are:**



**The average attendee:**



**Where attendees work:**



## TOP 5 SPONSORSHIP BENEFITS

Despite technological advances, speaking face to face at a trade show with your customers and prospects is an irreplaceable experience! The top 5 reasons to be a sponsor at PRSA's 2019 International Conference in San Diego:

REACH YOUR TARGET AUDIENCE	GET PERSONAL	GENERATE HOT LEADS	SHOW YOUR INDUSTRY INVOLVEMENT	PROMOTE YOUR BRAND
The public relations, communication and marketing industry's best and brightest attend PRSA's International Conference — you need to be there, too.	Nothing beats meeting your clients and prospects one-on-one to build stronger and deeper relationships.	Communication pros attend Conference to stay up to date with the latest tools and services to help them do their jobs better — they want to meet you.	Be seen as a partner who's actively engaged in understanding the issues your clients and prospects face.	Your company's name and logo will be prominently displayed, giving you the brand recognition you need to stay top-of-mind.



## DIAMOND SPONSOR \$25,000

### Benefits include:

- Company logo acknowledgment in printed brochure, program, website, mobile app and on-site signage
- Full-page ad in Conference program
- Push notification through Conference mobile app
- Six complimentary full Conference registrations
- Breakout session speaking opportunity (PD Set 1-5)
- Distribution of promotional materials at registration desk
- One double 8x16 exhibitor booth in premier location, which also includes:
  - Exhibitor-only passes
  - Use of Conference attendee roster once before and once after event

## 2019 CONFERENCE SPONSORSHIP OPPORTUNITIES

### PREMIER SPONSOR \$30,000 (LIMITED to Three Sponsors)

#### Benefits include:

- Company logo acknowledgment in printed brochure, program, website, mobile app and on-site signage
- Full-page ad in Conference program
- Push notification through Conference mobile app
- Eight complimentary full Conference registrations
- Breakout session speaking opportunity (PD Set 1-5)
- Distribution of promotional materials at registration desk
- One double 8x16 exhibitor booth in premier location, which also includes:
  - Exhibitor-only passes
  - Use of Conference attendee roster once before and once after event
- Reserved seating for all company attendees at all General Sessions
- Introduce and speak up to 3 minutes at the beginning of one keynote session
- PRSA will send an email on behalf of the sponsor to all PRSA members and prospects (approximately 30,000 people)
- Use of Conference attendee roster once before and once after event
- Registration Desk Branding



## INNOVATION SPONSOR \$25,000

### Benefits include:

- A "Video Wall" outside the general session providing the best of innovation media including:
  - Digital signage employing full-motion video and flash technology, turning static signs into dramatic messaging systems.
  - A 9' x 16' LCD video wall comprised of 16, 55" seamless LCD display
  - Each located on the second floor in Marriott Grand Ballroom pre-function area
  - Each monitor displays 1920x1080 67.5 kHz 60 Hz resolution
- Company logo acknowledgment in printed brochure, program, website, mobile app and on-site signage
- Full-page ad in Conference program
- Push notification through Conference mobile app
- Five complimentary full Conference registrations
- Breakout session speaking opportunity (PD Set 1-5)
- Distribution of promotional materials at registration desk
- One double 8x16 exhibitor booth in premier location, which also includes:
  - Exhibitor-only passes
  - Use of Conference attendee roster once before and once after event



## SAPPHIRE SPONSOR

### SAPPHIRE \$20,000

#### Benefits include:

- Company logo acknowledgment in printed brochure, program, website, mobile app and on-site signage
- Full-page ad in Conference program
- Push notification through Conference mobile app
- Five complimentary full Conference registrations
- One double 8x16 exhibitor booth in premier location, which also includes:
  - Exhibitor-only passes
  - Use of Conference attendee roster once before and once after event

## GOLD SPONSOR

### GOLD \$15,000

#### Benefits include:

- Company logo acknowledgment in printed brochure, program, website, mobile app and on-site signage
- Full-Page ad in Conference program
- Four complimentary full Conference registrations
- One single 8x8 exhibitor booth in premier location, which also includes:
  - Exhibitor-only passes
  - Use of Conference attendee roster once before and once after event

#### Customized Packages Available

## SILVER SPONSOR

### SILVER \$10,000

#### Benefits include:

- Company logo acknowledgment in printed brochure, program, website, mobile app and on-site signage
- Full-Page ad in Conference program
- Three complimentary full Conference registrations
- One single 8x8 exhibitor booth in premier location, which also includes:
  - Exhibitor-only passes
  - Use of Conference attendee roster once before and once after event

## BRONZE SPONSOR

### BRONZE \$5,000

#### Benefits include:

- Company logo acknowledgment in printed brochure, program, website, mobile app and on-site signage
- Full-Page ad in conference program
- One complimentary full conference registration

## PARTICIPANT SPONSOR

### PARTICIPANT \$2,500

#### Benefits include:

- Company logo acknowledgment in printed brochure, program, website, mobile app and on-site signage
- Full-Page ad in Conference program

# 2019 CONFERENCE SPONSORSHIP OPPORTUNITIES

CUSTOMIZED PACKAGES AVAILABLE PER SPONSORSHIP LEVEL.

**Additional Opportunities Based on Availability (Choose one of the following):**

- Breakout session speaking opportunity (PD Set 1-5) LIMITED!
- Breakout session speaking opportunity (PD Set 6-8) LIMITED!
- One single 8x8 exhibitor booth, which also includes:
  - Exhibitor Only passes
  - Use of Conference attendee roster once before and once after event
  - Registration Desk Branding
  - Yoga Session (brand your yoga mats with your sponsorship logo)
  - Selfie Contest sponsor
  - Sanitizer Station
  - Scavenger Hunt Sponsor
  - Virtual Reality Booth
  - Session Sponsor
  - Badge Scanner Sponsor
  - 2020 ICON Free Registration Contest Sponsor
  - Trivia Quiz Sponsor

“

As a longtime PRSA University Partner, the WVU Reed College of Media has sponsored the International Conference for many years. This event unites the PR industry like no other and provides direct access to a dynamic and engaging audience. The professional connections we establish provide year-round value for our programs, and exhibiting provides a strong return on our marketing investment. It's not only a valuable event, but one that attracts some of the most talented people in our industry and facilitates connections with just the right mix of content and camaraderie. I wouldn't miss it!

”

– Chad Mezera

Assistant Dean of Online Programs WVU Reed College of Media

# CREATIVE SPONSORSHIP OPPORTUNITIES

● For more information about sponsorship and customized packages, please contact Richard Spector at [richard.spector@prsa.org](mailto:richard.spector@prsa.org) or call at (212) 460-0301.

## SALUTE TO MILITARY SPONSOR (\$20,000)

Support the military at our special pavilion where top military officials will be on hand to provide resume, interview, and transitioning advice. Food and refreshments included.

## MONDAY EXHIBITOR NETWORKING RECEPTION (\$20,000)

Who doesn't like a good party with some hors d'oeuvres and drinks! Our exhibitor reception is a great way to host a party.

## NETWORKING ROOM WITH REFRESHMENTS (\$20,000)

Be the exclusive sponsor of our very own networking room. Provide some refreshments and the opportunity for attendees to connect.

## SUNDAY BRUNCH OR TUESDAY BREAKFAST (\$20,000) LIMITED

Hungry? Why have our attendees wait? Let them associate coffee and a continental breakfast with your company.

## "RECHARGE LOUNGE" - CHARGING STATION & SNACKS (\$15,000)

Attendees need a place to recharge their phones, devices and themselves! Let them know you gave them that opportunity.

## LANYARDS SPONSOR (\$15,000)

Have your logo and branding shown at all times on the attendee badge lanyards.

## CONFERENCE BAGS (\$15,000)

Brand your logo on all of the Conference bags so when attendees don't drop their items, they can thank you!

## BADGE SCANNER SPONSOR (\$12,000)

Create your own branded t-shirts or clothing item for our badge scanner to wear directly outside our breakout sessions.

## PHOTO BOOTH (\$12,000)

Our attendees want to capture their fun moments at conference! You can be that reason.

## MOBILE APP SPONSOR (\$10,000)

In a digital world, be the exclusive sponsor to our Conference mobile app.

## COFFEE (\$7,500) LIMITED

Feed and fuel up our attendees by treating them to one of our coffee opportunities.

## WATER COVER SPONSOR (\$5,000)

Every time someone gets thirsty and goes to the water cooler, your logo is there.

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We're longtime supporters of the PRSA International Conference because it's an excellent opportunity to network with PR and communications practitioners and learn firsthand how they're meeting challenges like technology, globalization and data privacy. As sponsors and exhibitors, we're able to showcase our brand to a diverse professional base and engage one-to-one with delegates for meaningful conversations about our solutions and trends in PR.

”

– Lisa Davis

Director of Marketing, West Digital Media Solutions

# PRSA

120 Wall St.  
21st Floor  
New York, NY 10005  
212-460-1400  
[www.prsa.org](http://www.prsa.org)