

Sponsorship is a great opportunity to demonstrate your support for AATOD, as well as increase your company's visibility and exposure throughout the conference. This year, we are offering sponsorship levels to satisfy the needs of every marketing budget.

Q: How will you enhance your exhibit presence and attract the qualified leads you are looking for?

A: Simple. *Draw them in with additional sponsorship and marketing opportunities.*

Our sponsorship levels contain affordable options that will give your company the increased visibility you need at the 2021 AATOD Conference.

Here's your chance to:

- Show your support
- Share your products and services
- Secure a sponsorship at the AATOD 2021 Conference

SPONSORSHIP LEVELS

Combine your booth cost, sponsorship items, advertising, and/or events to increase your conference visibility.

Platinum Level Sponsor—\$50,000 and higher

Gold Level Sponsor—\$25,000–\$49,999

Silver Level Sponsor—\$5,000–\$24,999

Bronze Level Sponsor—\$2,500–\$4,999

Platinum Level — 3 complimentary full conference registrations (in addition to the 1 full registration associated with exhibiting)

Gold Level — 2 complimentary full conference registrations (in addition to the 1 full registration associated with exhibiting)

Silver Level — 1 complimentary full conference registration (in addition to the 1 full registration associated with exhibiting)

Indicate your sponsorship and booth selections on the Exhibitor Contract, then total the amounts of the items to determine your sponsorship level.

INCREASING YOUR PRESENCE

Independent research provided by the Center for Exhibition Industry Research (CEIR) shows that exhibitors who integrate additional marketing strategies into their exhibition plan are far more successful in attracting attendees to their booth.

Extend your brand identity and marketing capabilities with a strong visible presence at the AATOD National Conference. Sponsors stand out from other exhibitors and deliver a positive message of commitment and support to show attendees.

FOOD & BEVERAGE SPONSORSHIP OPPORTUNITIES

Welcome Reception Sunday Evening (5 available) **\$10,000**
Promote your company by hosting the premier event of the AATOD 2021 Conference. Each sponsor will have signage in their booth, on all materials where the reception is promoted, and mentioned in the welcoming remarks during the reception by the Conference Chair.

Coffee in the Exhibit Hall Monday Morning (4 available) **\$5,000**
Branded coffee sleeves and napkins will showcase your company during the Monday morning Coffee Break.

Coffee Break Tuesday Afternoon (4 available) **\$5,000**
Branded coffee sleeves and napkins will showcase your company during the Tuesday afternoon Coffee Break.

Coffee Break Pre-Conference Sessions (4 available) **\$2,500**
Branded coffee sleeves and napkins will showcase your company during scheduled coffee breaks on Saturday and Sunday.

Continental Breakfast Monday Morning (4 available) **\$2,500**
Branded coffee sleeves, napkins and signage will showcase your company during the Monday morning continental breakfast.

Continental Breakfast Tuesday Morning (4 available) **\$2,500**
Branded coffee sleeves, napkins and signage will showcase your company during the Tuesday morning continental breakfast.

Continental Breakfast Wednesday Morning (4 available) **\$2,500**
Branded coffee sleeves, napkins and signage will showcase your company during the Wednesday morning continental breakfast.

Trail Mixer Upgrade NEW for 2021! Networking Break on Monday **\$2,500**
Be featured in our new Trail Mixer! Have one of the treats from the trail mixer in your booth and you will be advertised on the containers given out to attendees during the Monday afternoon Networking Trail Mixer Break!

SPONSORSHIP ITEMS & AMENITIES

Conference Tote Bag **\$13,000**
This year's tote bag will be a more versatile nylon foldable shopping bag! Promote your company's brand on the bag for attendees to use at the conference and at home!

Conference App **\$10,000**
Each attendee will be able to download the conference app that contains the conference proceedings. Your company name will be prominently displayed on the app.

Fleece Blankets **\$10,000**
Keep the attendees cozy in those meeting rooms with branded fleece blankets handed out at the hospitality desk!



Conference Lanyards **\$10,000**

Show your support by adding your logo to each lanyard.

Mirror Clings in Guest Rooms **\$10,000**

A unique branding message for all AATOD attendee guest rooms during the conference. Your cling will be delivered by hotel staff and placed on the guest bathroom mirrors.

Session Recording Library Card **NEW for 2021!** **\$10,000**

As the premier sponsor of the conference session recordings, you will have a branding opportunity on the Library Card, which provides access with access to the recordings, and distribute it from your booth.

WIFI Sponsorship **\$10,000**

Complimentary WIFI for attendees of the AATOD Conference with a unique password of the sponsor's choice.

Hotel Key Cards **\$8,500**

Get your brand into every registered hotel guests' hand with a customized key card!

Conference Notebooks **\$6,500**

The notebook is distributed to each attendee in their conference bag upon checking in for the conference. Your name and logo will be prominently displayed on the front of each notebook.

Reusable Mask (face covering) **\$6,500**

Show our attendees you care by providing them a company branded face mask!

Volunteer Shirts **\$6,500**

Conference shirts are worn by each volunteer throughout the conference.

Go Charge Kiosk (per unit) **\$6,000**

Smart phone charging stations on show floor next to your exhibit booth!

Hotel Room Drop **\$5,000**

Sponsor creates a promotional flyer or giveaway to be placed on the doors of attendees during the Conference.

Volunteer Lounge **\$5,000**

Our volunteers are the front-line workers in the OTP clinics! Say thank you by sponsoring their lounge at the AATOD conference.

Pens **\$3,500**

Everyone needs a pen (or two) ... why not brand them with your logo?

Hand Sanitizer Wipes **\$3,500**

Showcase your brand with mini canisters full of hand sanitizing wipes.

Hand Sanitizer Stations **\$2,000**

Showcase your brand with signage at sanitizer stations.

MARKETING & ADVERTISING OPPORTUNITIES

Affiliate Meeting **\$5,000**

Host your choice of a focus group meeting, symposium, or networking event during non-peak hours of the conference. As the host, you will be responsible for Food & Beverage, Audio Visual and any event costs associated with your meeting. With this opportunity, you are provided one

(1) email blast to conference attendees pre-conference and one post-conference. Your event will be listed as in conjunction with AATOD, yet, separate from the official conference proceedings.

Product Showcase **\$1,750**

NEW for 2021! Feature your product in our virtual Product Showcase catalog! An image of your product, description, brochure and website will be included in this upgraded website offering.

Virtual Bag Insert/Brochure **\$1,200**

Send out your brochure to all attendees virtually through the Conference App!

Ad Banner on Website **\$1,000**

Have your company logo or ad viewed by the AATOD audience on the Right Side Banner of the Conference Website.

Post-Conference Attendee List **\$850**

All exhibitors will receive the opportunity to send a one-time mailing to the Pre- or Post-Conference attendee list. Your promotional material must be returned with your contract for AATOD's approval before the list will be furnished to you. All mailings must be approved by Show Management.

Pre-Conference Attendee List **\$500**

All exhibitors will receive the opportunity to send a one-time mailing to the Pre- or Post-Conference attendee list. Your promotional material must be returned with your contract for AATOD's approval before the list will be furnished to you. All mailings must be approved by Show Management.

Website Link on Conference Website **\$500**

A link will be created from the exhibit page on the conference website to your company website from the time of sponsorship through the end of the conference.

Login in Exhibit Listing on Website and Conference App **\$350**

Stand out from other exhibitors and showcase your logo with your company description in the 2021 AATOD Conference Program.

VIRTUAL SPONSORSHIP OPPORTUNITIES

Networking Corner **\$1,500**

Sponsor a networking room where attendees come to discuss pre-determined topics relative to current events in the industry.

Spotlight Ad **\$5,000**

Spotlight ads on the Conference website homepage are available for 15-second spots viewed by all conference prospects and attendees.

Pre-Roll Ads **\$8,500**

Pre-roll ads are 30-second ads featured prior to the start of sessions and during the transitioning of sessions on the live stream. Ads will be seen by both in-person and virtual attendees.

Live Stream Sponsorship **\$10,000**

Have top billing on our live stream webpage as a headline sponsor. Along with your logo, sponsorship will include a 60-second commercial during change of speakers and mentioning in the opening credits.

All Sponsors for the above items will receive recognition onsite as well as in the AATOD conference final program, on the AATOD website, and in the various promotional mailings that may be available based on the time of sponsorship selection and full payment.

For more information on all sponsorship or marketing opportunities, please contact Maria Ramos, CMP, at exhibits@aatod.org.