

## CONFERENCE SPONSORSHIP PACKAGES

	Platinum dinner \$5,500	Platinum \$4,800	Gold \$3,350	Silver \$1,750	Bronze \$900
Available spots	1	2	2	4	8
Conference registration (up to 2)	✓	✓	✓	✓	✓
Promotional insert & swag	✓	✓	✓	✓	✓
Logo on website	✓	✓	✓	✓	✓
Promotional slide	✓	✓	✓	✓	✓
Booth	Premium 8ft booth location	Premium 8ft booth location	Premium 8ft booth location	8ft booth location	8ft booth location
Video promo at main session start	-	-	(1) 60 seconds	(1) 60 seconds	-
Main session handout	✓	✓	✓	-	-
Video promo during main session programming	(1) 90 seconds	(1) 90 seconds	-	-	-
Social media promotion	✓	✓	-	-	-
Logo on swag bag & (1) promotional email	✓	✓	-	-	-
Emcee interview during main session	✓	✓	-	-	-
First to register bonus: Point Magazine ad	✓	✓	✓	✓	-
Dinner banquet highlight	✓	-	-	-	-
Logo on program & registration page	✓	-	-	-	-

# UNLEASH

## Package content details

### Social media promotion

Converge will make a social media post on behalf of the sponsoring organization, highlighting their resources and services prior to the event.

### Logo on program

Sponsor will provide a logo to be used on the program.

### Dinner banquet highlight

DJ or Emcee to announce and thank sponsoring organization, briefly highlighting their services. Optional addition: have a card displayed at each place setting or upon each table.

### Promotional insert

Each attendee will receive a conference giveaway bag that will include your one (1) promotional material provided by you (the sponsor). *Examples: pens, pamphlets, special discount offers.*

### Swag

Each speaker and member of the band will receive a swag giveaway bag that will include your one (1) potentially larger promotional material provided by you (the sponsor). *Examples: T-shirts, books, mugs, tumblers*

### Logo on website

Sponsor logo will be displayed on the Unleash website: [converge.org/unleash](https://converge.org/unleash).

### Promotional slide

Sponsoring organization's slide will be shown before and after main session. Slides should be created by the sponsoring organization, submitted to the conference team (see deadlines and submission details below) and may feature but is not limited to: the sponsoring organizations logo, website information, a call to action, photos, specials or basic organization information.

### Video promo at main session start

Videos will be played one time at the start of a main session. Video must meet Converge's production specifications (refer to spec chart).

### Video promo during main session programming

One video played within programming of main session. Exact session and time within programming are to be determined by production team. Video must meet Converge's production specifications (refer to spec chart).

### Booth

Sponsor booths will be located in the main walkways of the lobby and include a 6-foot table with a black tablecloth, chair(s), electricity and Wi-Fi (refer to package details).

### First to register bonus

If you're the first organization to sponsor at that level, you'll also receive an ad in the digital point magazine. Ad sizes and specs will be given to those who qualify. Ads run from January 2022 - April 2022.

## Sponsor details

### How many participants are expected at the conference?

We are expecting a minimum of 600+ participants to attend Unleash.

### Is conference registration included with sponsorship?

Yes, each sponsor package includes two conference registrations. This includes access to sessions.

### How are booth locations decided?

Booth locations will be assigned based on application date, order and chosen package.

### When do sponsor booths need to be occupied?

Booths should be occupied by a sponsor representative anytime conference attendees are on break. Please view the conference schedule at [converge.org/unleash](https://converge.org/unleash).

### What are booth setup and tear-down times?

Booth setup can begin as early as 10 a.m. on January 25. All booth setups must be completed by 12 p.m. on January 26. Booths must be packed up by 3 p.m. on Thursday, January 28.

### Can I upgrade my sponsorship level after I have already registered?

Yes, please contact the sponsor coordinators at [alicia.files@converge.org](mailto:alicia.files@converge.org) to make the adjustment.

SPEC CHART	Description/	Requirements	Deadline/deliver to
Logo on website	Sponsoring organization's logo will be displayed on <a href="http://converge.org/unleash">converge.org/unleash</a> <i>The logo will click through to sponsor's website.</i>	Vector file (.ai or .eps) OR logo of at least 600x154 in a .png file	January 8 <a href="mailto:alicia.files@converge.org">alicia.files@converge.org</a>
Promotional inserts	Promotional inserts are any printed material (pamphlets, 5"x7" card, etc.) or free marketing item (pen, notepad, etc.) you wish to have included in all participant bags.	Qty: 700	January 18 Converge (See shipping address below)
Swag	Swag items are promotional pieces given to speakers at the conference.	Qty: 40	January 18 Converge (See shipping address below)
Video promo	30 to 90 seconds in length. Video: 1920px x 1080px, 16:9 ratio, HD quality	.mp4 or .mov	January 8 <a href="mailto:alicia.files@converge.org">alicia.files@converge.org</a>
Promotional slide	1920px x 1080px, 16:9 ratio, HD quality	.jpg, .png or .psd	January 8 <a href="mailto:alicia.files@converge.org">alicia.files@converge.org</a>

### Sponsor registration:

[Register as a Converge Unleash 2022 conference sponsor.](#)

### Ship promotional materials to:

Converge // Unleash Sponsor

Attn: Alicia Files

11002 Lake Hart Dr

Mail Code 200

Orlando, FL 32832

*Materials must arrive no later than Thursday, January 18.*

### Additional questions?

Alicia Files

Sponsor Coordinator

[alicia.files@converge.org](mailto:alicia.files@converge.org) // 630.890.3981