

SPONSORSHIP	BENEFITS	FEE
Mobile App Listing - Basic	company logo and web address	\$500
Mobile App Listing - Standard	Basic PLUS: email and telephone number	\$750
Mobile App Listing - Premium	Standard PLUS: company description and pre and post attendee mailing list	\$1,000
Company Listing Attachment	1 sponsor document attached to mobile app listing	\$500
Banner Ad on Mobile App	950px wide x 380px tall image (image supplied by purchaser (1 per company))	\$750
Exhibit Booth (17 available)	Includes 1 registration, Premium Mobile App listing with company attachment <i>prices increase 9/31/21</i>	\$4,900 \$3,300 member price
Thought Leadership Tables (4-6 available)	Host a table discussion for up to 6 people at Thursday's lunch; registrations for 1 facilitator and 1 scribe to record takeaways ( <i>subject to selection by COAA</i> )	\$1,000 + cost of 2 registrations
Thursday Keynote		<b>SOLD</b>
Badge Holder	features company logo	<b>SOLD</b>
Conference Bags	features company logo	<b>SOLD</b>
Friday Breakfast		\$3,500
Thursday Break		\$2,500
Conference Learning Journals	features company logo	\$2,500
Mobile App		<b>SOLD</b>
Project Leadership Awards	Thursday breakfast presentation	\$3,000
Emerging Professionals Award	Thursday breakfast presentation	\$2,500
Friday Lunch		\$3,500
Water Bottles	features company logo	\$3,000
Schedule-At-A-Glance	logo featured on schedule distributed throughout conference marketing	\$2,000
Opening Night Reception (Wed)		<b>SOLD</b>
Evening Reception (Thurs)		\$5,000
Catchbox Sponsor (1 remaining)	logo on Catchbox	\$1,000
Tour Sponsor		\$1,500
Wi-Fi (Meeting Space)	logo on signage, company provides password	\$5,000
Audio Recording Sponsor		\$3,000

# Call For Sponsored “Thought Leadership” Proposals

COAA’s fall conference in Henderson, NV (November 17-19) will be the organization’s first in-person national conference since November of 2019. The overriding theme of the event – **“It’s All About The People”** – speaks to that milestone and correlates well with [The COAA Way](#) and its emphasis on the importance of people, team culture, and leadership by a “good Owner.”

During lunch on Thursday, November 18, COAA plans to offer conference attendees the chance to participate in small group discussions led by a product or service-providing sponsor. Please review the details of this Call and respond only if all requirements & stipulations are thoroughly understood.

## *What This Is:*

- *A chance for service or product providers to engage with Owners and other conference attendees by leading an interactive discussion of a topic of interest to Owners*
- *An investment by participating firms in COAA’s mission to educate and support facility/project Owners ... to essentially help them become better, more informed clients*

## *What This Is Not:*

- *A platform for selling, promoting, or marketing products or services*
- *An invitation for a lecture or presentation*

The current vision is to offer 4-6 topic-specific discussion lunch tables, with attendees having the option of choosing one of these tables OR selecting an open (no topic-specific discussion) table. This freedom underscores the importance of two critical components, each of which shall be addressed in the proposal:

1. Applicants should propose a compelling topic of interest to both experienced and inexperienced Owners that relates to the conference theme, “It’s All About The People.” Examples of such topics include:

- Trust
- Collaboration
- Relationships
- Project team health
- Culture
- The “good” Owner (one that service-providers want to work with)

2. A well-developed plan for how the discussion will be conducted, including identification of two (and only two) sponsor attendees at the table – the discussion facilitator and a “scribe” who will record notes and provide these in Word format immediately after the conference.

*NOTE: COAA will insist on speaking directly with the proposed facilitator and scribe as part of the selection process to vet the topic and discuss expectations. Proposals noting sponsor participants as “TBD” will be rejected.*

# Call For Sponsored “Thought Leadership” Proposals

This is a competition. COAA expects to receive numerous proposals from a variety of firms and only the best and most thoughtfully conceived ideas will be chosen for a limited number of slots. Selections will be made by COAA staff and volunteers, and COAA reserves the right to reject any or all proposals.

For selected proposals, the cost of the sponsorship is **\$1,000** plus the cost of two conference registrations for the sponsor’s discussion facilitator and scribe, payable to COAA no later than **September 30**.

- Each discussion will be conducted over lunch, which lasts approximately one hour. Consideration must be given to the fact that attendees will be engaging “between bites.”
- Proposals are due to COAA by close of business on **August 31**.
- Applicants may submit more than one proposal but no more than one will be selected per applicant.
- Once selected, discussion facilitators and scribes must each sign COAA's standard [Speaker Agreement](#) and provide a short biography and head shot photo.
- Facilitators shall participate in one or more pre-event reviews/rehearsals to be scheduled by COAA at a TBD time and date.
- If content is to be provided (article, white paper, handouts, etc.), such materials must be submitted to COAA no later than close of business on **October 15**, to allow time for review by staff, volunteers, and legal counsel.
- Attendees will be allowed to opt in or opt out of receiving post-event marketing correspondence from the sponsor of their table discussion.

Please submit proposals via email – and direct any questions – to [Jill McKenzie](#), COAA's Manager of Sponsorship.