



## WHY SPONSOR

Experiential marketing not only works but it's an excellent opportunity for unprecedented exposure to local government telecom leaders directly responsible for their operations. Reach your target audience effectively. Grow and strengthen customer relationships.

## THE POWER OF VIRTUAL

LARGER AUDIENCE



CONTENT LONGEVITY



ENGAGEMENT TRACKING

### POWERED BY LUNCHEON

\$15,000

(3 AVAILABLE)

- ⇒ Five event registrations plus 10% discount client coupon offer
- ⇒ \$10 food delivery e-gift card emailed to attendees with logo branding
- ⇒ Opportunity for remarks at luncheon
  - ⇒ Exclusive *Powered By* branding
  - ⇒ Sponsor to provide 1 minute "Spotlight Video" featured during luncheon
  - ⇒ Virtual exhibit booth with promotional materials
  - ⇒ One swag bag logo item (NATOA-approved item provided by sponsor by 8/27)
  - ⇒ One e-blast with sponsor branding

### PLATFORM SPONSOR

\$10,000

(EXCLUSIVE)

- ⇒ Five event registrations plus 10% discount client coupon offer
- ⇒ Exclusive branding on platform landing page
- ⇒ Sponsor to provide 1 minute "Spotlight Video" featured during opening
- ⇒ Virtual exhibit booth with promotional materials
- ⇒ One swag bag logo item (NATOA-approved item provided by sponsor by 8/27)
- ⇒ One push notification via conference platform
- ⇒ Special acknowledgement daily
- ⇒ One e-blast with sponsor branding

### "COFFEE ON US"

\$5,000

(3 AVAILABLE)

- ⇒ Three event registrations
- ⇒ \$5 coffee e-gift card emailed to attendees with logo branding
- ⇒ Sponsor to provide 1 minute "Spotlight Video" featured on designated day
- ⇒ Virtual exhibit booth with promotional materials
- ⇒ One swag bag logo item (NATOA-approved item provided by sponsor by 8/27)
- ⇒ One push notification via conference platform

All Sponsorships Include:  
 Registration list pre- and post-event  
 Access to archived event  
 Marketing material recognition  
 Social media recognition





**ASK AN EXPERT CHAT ROOM \$5,000 (4 AVAILABLE)**

- ⇒ Three event registrations
- ⇒ Sponsor-led video chat featuring a product or solution relevant to the NATOA audience (topic approval by NATOA on a first-come basis)
- ⇒ Offer a prize drawing to participants (prize provided by sponsor)
  - ⇒ Encourage attendees to share challenges, exchange best practices and learn from each other
  - ⇒ Virtual exhibit booth with promotional materials
    - ⇒ One swag bag logo item (NATOA-approved item provided by sponsor by 8/27)
    - ⇒ One push notification via conference platform

**VIRTUAL HALLWAY HANGOUT \$2,500 (6 AVAILABLE)**

- ⇒ Two event registrations
- ⇒ Network with attendees between sessions in a sponsored virtual hallway
  - ⇒ One swag bag logo item (NATOA-approved item provided by sponsor by 8/27)
  - ⇒ One push notification via conference platform

**INDUSTRY INSIGHTS ON-DEMAND \$2,500 (6 AVAILABLE)**

- ⇒ Two event registrations
- ⇒ Provide a pre-recorded video (up to 10-min) highlighting products/services
  - ⇒ Video available in the On-Demand library for the duration of the year
  - ⇒ One push notification via conference platform

**FIRST TIME ATTENDEE WELCOME \$2,000 (EXCLUSIVE)**

- ⇒ Opportunity for remarks
- ⇒ List of all first-time attendees
- ⇒ One push notification via conference platform

**VIRTUAL EXHIBIT BOOTHS \$1,000 Member / \$2,000 Non-Member**

- ⇒ 1:1 appointment capabilities
- ⇒ One event registration to full conference
  - ⇒ Pre-recorded video message in virtual exhibit booth
    - ⇒ Ability to provide electronic educational and marketing materials
    - ⇒ Recognition in NATOA marketing materials
    - ⇒ Registration list pre- and post-conference

Virtual exhibit space assigned by NATOA on a first-come basis. Additional registrations can be purchased.

**IMPORTANT DEADLINES:**

Deadline to Commit: September 3, 2021  
Deadline to Provide Materials: September 10, 2021. Changes after this date will incur fees.





**ATTENDEE SCHOLARSHIP FUND: \$400 Makes a Difference!**

With training budget freezes across the country, many of our local government members will need to pay out-of-pocket to attend this year's virtual event. NATOA has created a scholarship fund to help defray the personal expense for these attendee-hopefuls. If you would like to contribute to the scholarship fund, please complete page 3 of this brochure. Scholarship contributors will be recognized on the NATOA website and in marketing materials. Thank you for your support!

**SPONSORSHIP BY DESIGN**

Other opportunities are available! NATOA will work with you to find the right fit for your message and your budget. Call NATOA Headquarters at (703) 519-8035 to discuss ways we can assist you in creating an integrated marketing effort to help your company achieve its sales objectives.

**THE POWER OF VIRTUAL**

**LARGER AUDIENCE**



We've eliminated the barriers to physical attendance – travel, cost, location, budget restrictions – and created a virtual forum that's lower in cost and higher in content. Our members can afford to send more attendees creating a new audience for you.

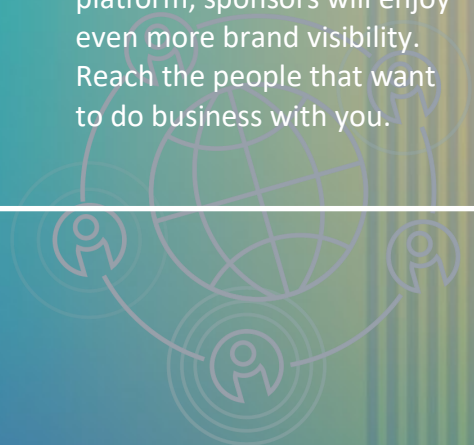
**CONTENT LONGEVITY**



The platform is available post conference so attendees can come back again and again to view content, download materials and visit booths. Virtual content lasts longer than in-person and digital assets are accessed more frequently. This equals more brand exposure and reach for your company.

**ENGAGEMENT TRACKING**

Our virtual platform empowers you to improve your exposure, connect 1:1, collect data and benchmark your success against other marketing activities to plan for the future. Each time attendees return to the platform, sponsors will enjoy even more brand visibility. Reach the people that want to do business with you.





SPONSOR / EXHIBITOR CONTRACT

SPONSORSHIPS

- Powered By Luncheon: \$15,000
- Platform Sponsor: \$10,000
- "Coffee On Us": \$5,000
- Ask an Expert Chat Room: \$5,000
- Virtual Hallway Hangout: \$2,500
- Industry Insights On-Demand: \$2,500
- First-Time Attendee Welcome: \$2,000

EXHIBIT BOOTHS

- NATOA Member: \$1,000
- Non-Member: \$2,000

SCHOLARSHIP FUND

- \_\_\_\_\_ (number of attendees) at \$400/attendee = \$ \_\_\_\_\_

Name/Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

Signature (constitutes binding contract) \_\_\_\_\_ Date: \_\_\_\_\_

Check one: [ ] Check Enclosed [ ] Visa / MC / AmEx (circle one) TOTAL \$ \_\_\_\_\_

CC# \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Print Name \_\_\_\_\_ Signature \_\_\_\_\_

**Cancellation Policy:** Full payment required at the time of purchase. NATOA must be notified in writing in the event of cancellation. If cancellation occurs prior to August 6, 2021, the Sponsor will be refunded 75% of the payment received. No refunds after August 6, 2021.

RETURN TO: [INFO@NATOA.ORG](mailto:INFO@NATOA.ORG) OR  
FAX: (703) 997-7080  
Thank you for your support of NATOA!

