



## **APRA: 2018 PLUG IN TO RELATIONSHIP MANAGEMENT VIRTUAL CONFERENCE**

### About Plug In to Relationship Management

Since the 2017 Plug In to Prospect Research virtual event was such a success, Apra will offer the same event with a new educational focus: **Plug In to Relationship Management**. This means you will have the opportunity to engage online with active attendees, participate in unique sponsorships, and save money on travel, shipping, time out of the office and other expenses simply by PLUGGING IN.

With a Relationship Management theme, live sessions led by industry experts across two interactive tracks, and plenty of time before, during and after the event for online networking, Plug In to Relationship Management has something for everyone.

### ***Partnership Opportunities***

#### **Exclusive Attendee Prep Box Sponsorship**

- Prep Box will be delivered to registered attendees prior to the event (provided they register within 8 weeks of event). Sponsor can include:
    - (2) promotional items of choice. Examples include a screen cleaner, lip balm, hand sanitizer, notepad, stress ball, pen, or bottle of water (items selection based on approval by Apra).
      - Company logo included on giveaways for a lasting impression on Plug In to Relationship Management attendees.
    - (1) piece of company sponsored content.
    - Additional items provided by Apra including but not limited to:
      - Educational material to be referenced throughout Plug In to Relationship Management event. Sponsor can include a sticker with company logo or other company branded resources on the material.
      - Pack Your Bags informational guide: logistics, systems compatibility checks, final agenda and sponsor logos.
    - Includes Post-Conference attendee lists, in excel format, inclusive of contact, company, title, and mailing address
    - (2) Complimentary Registrations
- COST = \$5,000**

### **Exclusive Podcast Sponsorship – SOLD OUT**

- Participate with Apra members on a promotional 8 to 10-minute podcast leading up to Plug In to Relationship Management. Ability to have information about your products and services related to Relationship Management shared in conjunction with educational content that will be included in the event's sessions. Company listed as sponsor of the podcast in Apra communications.
  - Includes Post-Conference attendee lists, in excel format, inclusive of contact, company, title, and mailing address
  - (1) Complimentary Registration

**COST = \$2,500**

### **Exclusive Dedicated Email - NEW**

- Dedicated email sent from Apra's Marketing Team to Apra's full membership (approximately 2,000) one-week prior to Plug In to Relationship Management. Content should be educational and must be approved by Apra.

**COST = \$2,000**

### **Virtual Room Sponsorship/Session Introduction – 1 Remaining**

- 2-minute live speaking opportunity to introduce an educational session, which includes providing a snapshot of a product or service your company has to offer. Company logo will be included as the exclusive top banner in the virtual room. (2) Virtual Room Sponsorship/Session Introductions available.
  - Includes Post-Conference attendee lists, in excel format, inclusive of contact, company, title, and mailing address
  - (1) Complimentary Registration

**COST = \$1,500**

### **Virtual Goody Bag**

- Before, during, and after the conference, the Virtual Goody Bag will be online promoting your company and any deals you'd like to offer. Your company will receive an invite with simple instructions on how to create a placement within the virtual goody bag. Sponsors can extend the promotion time after the event for 60 days to drive traffic and view the number of clicks on their link, while continuing to engage with attendees. Virtual bags reduce the cost of printing and shipping materials. Limit to (4) sponsors.
  - Includes Post-Conference attendee lists, in excel format, inclusive of contact, company, title, and mailing address

**COST = \$1,250**

### **Posting in Resource Center - NEW**

- (1) Piece of sponsored content posted in Plug In to Relationship Management's Resource Center page, which will be located on the event's site.
  - Content can include a White Paper, Case Study, Analysis Report, etc. Content must be approved by Apra.
  - Includes Post-Conference attendee lists, in excel format, inclusive of contact, company, title, and mailing address

**COST: \$750**

### **Commercial Break – 2 Remaining**

- Host a 30-second commercial break with up to 3 rolling slides showing your company's services. (6) Commercial Breaks available.
  - Includes Post-Conference attendee lists, in excel format, inclusive of contact, company, title, and mailing address

**COST = \$500 each**

**Social Media Postings - NEW**

- Reach Apra's 3,500 social media followers through three (3) Sponsored Posts on Apra's Twitter OR Facebook Page: (1) pre-event, (1) one day of event, and (1) post-event.

**COST = \$350**