

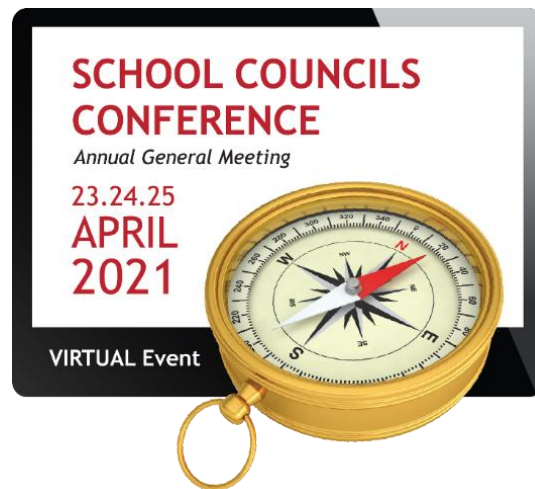
Event Sponsorship Opportunities

Alberta School Councils Conference and Annual General Meeting (AGM) Virtual Event April 23 – 25, 2021

The EventMobi web platform provides an interactive online experience, offering sponsors and exhibitors networking and engagement opportunities for brand exposure and customer leads.

Share information about your products and services, disseminate promotional resources (reports, publications, brochures, videos), connect with attendees through Direct Messaging, 1:1 Video Meetings, Chat, Group Discussions, calls to action and appointment bookings.

In addition to virtual booths, increased levels of online exposure include banner ads, sponsored sessions, alerts, giveaways, and game challenges. Pre and post event opportunities, video ads, and material delivery expand your brand messaging and reach.



Included in Sponsor Packages:

- Company profile in the Sponsor Directory, Company profile page with description of goods and services.
- Post key company information providing phone, website, social media links and other external resource links.
- Attach documents, articles, reports and presentations as downloadable resources in any major file format (file size <25MB).
- Engagement and networking with attendees for two (2) company representative profiles (each person is clickable so attendees can engage in 1:1 messaging or video meetings).
- Option to embed a promotional video, include a clickable, custom Call-to-Action button which can point to any external website.
- Company logo on the ASCA website for up to 12 months.

Draw Prizes are required for all sponsor packages (\$50 retail value). Digital gift card/coupons are recommended.

ONLINE EXPOSURE ADDITIONS

Logo Ad: Home Screen \$525

Sponsored Session: Logo in Session Description \$225

Game Sponsor: Logo on Bingo Card or Scavenger Hunt \$250

Banner Ads: Logo rotating on Left Menu, People, Agenda & Company Sections \$195

Sponsored Alerts: Logo in Notification \$150

Sponsored Posts: Logo in Social Media post \$125

Delegate Mail Bag Insert \$35



Provide an item to be included in the delegate bag! Bags will be delivered by Canada Post or courier to all registered attendees!



Brand Awareness in the Event App



Staff Profiles to Chat with Attendees One-on-One



Link to Downloadable Resources or Offers



Targeted Notifications with Logo



Gamification Points to Drive Booth Traffic



Direct Contact with Targeted Attendees

Feature Sponsorships:

Registration Site Sponsor \$550



Company logo on the event registration website.

AGM Video Ad (3.5 mins.) \$350



Company promotional video to be played during the meeting.

Programme Sponsor \$495



Company logo on each page of the digital Programme of Events for attendees.

Post Event Survey Sponsor \$425



Company logo on the post evaluation survey sent to attendees.

(AGM) Meeting Sponsor \$750



Company logo on the AGM meeting package pages and the home screen display.

Lunch Break Sponsor \$175



Company logo on the main screen display during 45 minute lunch breaks.

Please note - Sponsorships are confirmed on a first paid basis, as some limits may apply. Custom sponsorships are available.

Sponsor Packages:

Package I	Package II	Package III	Package IV
Virtual Booth Two (2) Company Reps	Virtual Booth Two (2) Company Reps One (1) Banner Ad	Virtual Booth Two (2) Company Reps One (1) Banner Ad Session Sponsor One (1) Alert Sponsor	Virtual Booth Three (3) Company Reps One (1) Banner Ad Session Sponsor One (1) Alert Sponsor Home Screen Ad
\$350	\$450	\$650	\$850

Draw Prizes are required for all sponsor packages (\$50 retail value). Digital gift card/coupons are recommended.

Additional company representatives (over 2) \$45 each.

Delegate Mail Bag \$35 charge is per (1) item – flyer, brochure, other (maximum weight .5 lb.). 330 pieces.

Sponsors will be assigned a check in code to give attendees visiting their booth – toward points eligible for draw prizes.

Access instructions will be emailed to sponsors prior to the event. Please view DEMO [EVENT](#) and [VIDEO](#) information.

Company logos are required in a **jpeg** file format.

Draw prizes can be supplied by sponsors, or ASCA can provide one for a fee (*digital gift cards are recommended*).

Delegate Mail Bag item must be delivered to the ASCA office by April 2, 2021 (*late shipments cannot be accepted*).

Cancellations are subject to a 5% service fee charge. No refunds issued after April 2, 2021. Refunds are on Packages only, and not applicable to individual sponsorships.



Alberta School Councils' Association 207, 11010-142 Street Edmonton AB T5N 2R1 www.albertaschoolcouncils.ca

Event Contact: Jolaine Kochisarli Phone 780-454-9867 x102 or 1-800-661-3470 jolainek@albertaschoolcouncils.ca