



2018 Sponsorship Perks Definitions: What is...?

Sponsor Benefit:	What it Means:
Company branded material(s)* in registration packet	Company items to be included in event bag. <i>*Number of company branded allowed in conference bag varies by sponsorship level</i>
Podium participation* - "A Word from our Sponsors"	The opportunity to speak with event attendees on what your company has to offer during one of the general sessions. <i>*Placement of podium participation is determined by sponsorship level.</i>
Complimentary Registration(s)*	Comped (Free) registration for an individual(s) within your company. <i>*Number of comped registrations varies by event and sponsorship level.</i>
Logo included in event email communications	Sponsors' logo will be included in all emails referencing the event.
Conference Participant List*	A list of event attendees' contact information. <i>*Format of list (pdf or excel) and when sponsor receives the list (pre-conference or pre- AND post-conference) varies by sponsorship level.</i>
Opportunity to sponsor (with exclusive signage and announcement) snack breaks	The opportunity to sponsor a morning or afternoon break of your choice during the event. Signage for break(s) will read " Break sponsored by (company) " and will be announced accordingly.
Opportunity to sponsor (with exclusive signage and announcement) Breakfast, Conference Luncheon, or Cocktail Reception	The opportunity to sponsor a breakfast, lunch or reception of your choice during the event. Signage for selection will read " ... sponsored by (company) " and will be announced accordingly.
Promotions via social media campaign	NASWA will actively promote your company when sharing information on social media regarding the event.
Sponsorship of one Keynote Speaker <i>(Specific to the Veterans' Conference)</i>	The opportunity to sponsor of the slated keynote speaker of your choosing.
Signage recognition during the session where your speaker is participating. <i>(Specific to the Veterans' Conference)</i>	Company logo will be shown in the background during the selected keynote's speaker's session during the event.



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Recognition during general sessions and/or pre- and post- conference committee meetings*	Your company's logo on display during various times during the event. <i>*Prominence and prevalence of logo display varies by sponsorship level.</i>
Meeting space at conference*	A separate enclosed space for sponsor to carry out business at the event. <i>*Type of meeting space varies by sponsorship level.</i>
Premium booth space in exhibitor area (as available)	"Premium" booth space: Prime table location with the most traffic and/or activity in exhibitor area.