

ALL TOGETHER NOW

2021 PBSA ANNUAL CONFERENCE



Conference
Anaheim Marriott, Anaheim, CA
September 12-14



Virtual
September 13-14



#PBSA21

SPONSOR/EXHIBITOR TOOLKIT

The Professional Background Screening Association offers you the opportunity to present your products and services to an audience of screening professionals from across the world. This toolkit contains everything you need to get the most from your conference exhibit space and sponsorship both in-person and virtually.

SPONSORSHIP LEVEL BENEFITS	Diamond \$12,000	Platinum \$9,000	Gold \$7,000	Silver \$4,000	Bronze \$2,000
Points earned	24	18	14	8	4
Available Sponsorships	2	4	4	20-11	Unlimited
Adhesive decals on exhibit floor leading to booth	✓				
Special Feature in Exhibit Hall game for additional prizes	✓				
Hotel Room Upgrade for one company rep.	✓				
Logo on conference signage	✓ Stage Banner @ Opening Ceremony and Town Hall	✓ Entry Tower to Exhibit hall	✓ Marquis Ballroom Foyer		
Speaking opportunity during conference	✓ Company overview at Opening Ceremony	✓ Company overview at Opening Party	✓ Introduction of General Session Speaker	✓ Introduction of Break-out Session Speaker	
Logo included on sponsored session presentation & event signage	✓ Opening Ceremony	✓ Opening Party	✓ Selected General Session	✓ Selected Break-out Session	
Complimentary registration(s) for booth staff	✓ 4 comp	✓ 3 comp	✓ 2 comp	✓ 1 comp	✓ 1 comp
Complimentary ad in the conference program	✓ Full page	✓ Full page	✓ 1/2 page	✓ 1/2 page	✓ 1/3 page
Virtual Platform & App Sponsor Profile	First Tier	Second Tier	Second Tier	Third Tier	Third Tier
Logo on thepbsa.org site & select conference promos	Home and Event	Event	Event	Event	Event
Recognition in the Conference Program	✓	✓	✓	✓	✓
Logo in post-conference Thursday Letter & Journal and Social Media Recognition	✓	✓	✓	✓	✓
Electronic pre- and post-attendee lists w/ contact information	✓	✓	✓	✓	✓
Sponsor Level Ribbon	✓	✓	✓	✓	✓

SPONSOR/EXHIBITOR TOOLKIT

IN-PERSON SPONSORSHIP OPTIONS

EXHIBIT BOOTH PACKAGE 33 Available

Exhibitor Booth Package (4 points earned) \$2,000

Includes 10' x 10' booth, one complimentary registration for company personnel, listing on conference website, listing and description in printed program, and electronic attendee lists.

HOTEL BRANDING

Signage displayed on area listed below. See Hotel Branding Guide for more information. Sponsor responsible for providing artwork.

Entry to Meeting Space (8 points earned) \$4,000

~~(2 available)~~ (1 available)

Foyer Column (13 points earned) \$6,500

~~(2 available)~~ (1 available)

Foyer Picture Wall (8 points earned) \$4,000

~~2 available~~ (1 available)

Posters (6 points earned) \$3,000

(3 available)

Billboard (11 points earned) \$5,500

Entry Table (5 points earned) \$2,500

Foyer Banner (9 points earned) \$4,500

(2 available)

CONFERENCE PROGRAM ADVERTISEMENTS

Sponsor will supply advertisement with the dimensions based on selection. Programs will be printed for attendees and available digitally for virtual attendees.

Full Page \$550 (1 point earned)

Half Page \$425

Third Page \$300

ADDITIONAL SPONSORSHIPS

Gourmet Coffee Bar (13 points earned) \$6,500

Sign at gourmet coffee bar on Monday or Tuesday. Sponsor may provide cups, napkins, and coffee sleeves to be used.

Tote Bags (12 points earned) \$6,000

Tote bags imprinted with sponsor logo.

Name Badges (12 points earned) \$6,000

Sponsor logo to be included on lanyard for name badges.

ADDITIONAL SPONSORSHIPS

Hotel Keycards (10 points earned) \$5,000

Sponsor graphic appears on front of the card and PBSA message printed on back. Artwork must be approved in advance. PBSA makes every effort to ensure attendees at the host hotel receive a sponsored keycard but cannot guarantee 100% accuracy.

Inside Hotel Room Drop (10 points earned)

\$5,000

Sponsor provides gift bag/item that hotel staff will place inside hotel room of conference attendees staying at the host hotel.

Outside Hotel Room Drop (7 points earned)

\$3,500

Sponsor provides gift bag/item that hotel staff will place in doorway outside room of conference attendees staying at the host hotel.

Wireless Internet (6 points earned) \$3,000

Sponsor on table tents throughout the meeting space housing log-in info/instructions. Customized password referencing the sponsor.

Headshots (6 points earned) \$3,000

Sign at station where photographer will take headshots. Sponsor messaging/logo on distribution method for images, if available.

Ribbon Wall (3 points earned) \$1,500

Sponsor logo to be displayed on signage at ribbon wall. Sponsor has opportunity to select four "fun" ribbons, subject to approval by staff.

Exhibit Reception Bar (7 points earned) \$3,500

Signs at each bar at the event. Sponsor may supply and place table tent cards and printed materials on all dining tables and display pop-up banners (77" x 35" max) during the sponsored event only. Sponsor may provide specialty glassware (or plastic), napkins and plates to be used during the sponsored event. Sunday and Monday reception available.

Indoor/Outdoor Co-Work Space (4 points earned)

\$2,000

Dedicated space indoor for attendees to plug in, take meetings & catch up on emails. Outdoor space will be set with tables for attendees to utilize. Sponsor branding on walls indoor and directional signage. Sponsor may supply place table tent cards and printed materials on all tables and display pop-up banners (77" x 35" max).



SPONSOR/EXHIBITOR TOOLKIT

IN-PERSON SPONSORSHIP OPPORTUNITIES

Networking Reception (5 points earned) \$2,500
Signage at the Sunday night Networking Session prior to the Opening Ceremony. Sponsor may supply and place table tent cards and printed materials on all dining tables and display pop-up banners (77" x 35" max) during the sponsored event only. Sponsor may provide specialty glassware (or plastic), napkins and plates to be used during the sponsored event.

Lunch in Exhibit Hall (4 points earned) \$2,000
Sign at the event. Sponsor may supply and place table tent cards and printed materials on all dining tables in the Exhibit Hall and display pop-up banners (77" x 35" max) during the sponsored event only. Monday and Tuesday Lunch available - Co-sponsorship (2 per lunch).

Breakfast in Exhibit Hall (3 points earned) \$1,500

Sign at the event. Sponsor may supply and place table tent cards and printed materials on all dining tables in the Exhibit Hall and display pop-up banners (77" x 35" max) during the sponsored event only. Monday and Tuesday Breakfast available - Co-sponsorship (2 per breakfast).

Snack Breaks (8 points earned) \$4,000

Snack breaks will take place in the Platinum foyer at the built in area. Sponsors will submit a digital advertisement to be displayed in the area (see Hotel Branding Guide). Sponsors will have the option of handing out the snacks to attendees. Sponsor will supply PBSA with logo which will be used on packaging for snacks (i.e. afternoon snack of popcorn will come in bags with sponsor's logo). Monday AM and PM and Tuesday AM and PM breaks are available.

Logo in Conference Program (2 points earned) \$1,000

Logo printed on the notes pages in the program.

Marketing Email Top Banner (4 points earned) \$2,000

Sponsor graphic will be included in 5 promotional emails for the conference. Promotions are distributed to the full membership. Staff will select the promotion emails. (2 available)

Pre-and Post-Registration Lists (0 points earned) \$500

Four electronic registration lists sent prior to the conference on a pre-determined schedule, plus a final attendee list after the conference. Includes contact information. This does not include information for attendees who opted out of receipt of sponsor emails.

MOBILE APP/PLATFORM SPONSORSHIP OPPORTUNITIES

Welcome Video, Splash Screen and Log in Code (12 points earned) \$6,000

Sponsor will provide a 60 second welcome video that will be played the first time anyone logs into the virtual component of the conference (in-person conference attendees will be able to log in to virtual conference for certain on-demand content). A universal log in code for the mobile app and virtual content will reference sponsor company. Sponsor logo will be used on the app splash screen.

Social Event Feed (3 points earned) \$1,500

Logo posted on social event feed hosted in the mobile app, virtual platform and displayed prior to the general sessions.

On Demand Educational Sessions (0 points earned) \$350

Company will provide a pre-recorded 60 second video that will be played before the selected virtual on-demand session. Logo will be displayed during the session. (4 available)

APAC Session Sponsor (0 points earned) \$350

Company will provide a pre-recorded 60 second video that will be played before the selected APAC AGM Virtual session. Logo will be displayed during the session. (3 available)

System Announcement/Notification (1 point earned) \$500

Company will submit an announcement to be displayed to virtual and in-person attendees via the platform and app. Staff will determine the best time to distribute the announcement. (10 available)



SPONSOR/EXHIBITOR TOOLKIT

VIRTUAL PLATFORM SPONSORSHIP OPPORTUNITIES

Platform Log in Page (3 points earned) \$1,500

Sponsor logo will be displayed on the website where registrants log in to the virtual platform. Dimensions will be shared with the sponsor.

Top Rotating Platform Banner (1 point earned) \$500

Sponsor graphic appears at the top of the virtual platform. (1036x320)

Third Tier Placement in Virtual Sponsor Showcase (0 points earned) \$150

Sponsor company will be located in the third tier showcase. Sponsors will build their own showcase profile. It can contain logos, videos and collateral. It offers the attendees the ability to hold 1-on-1 video meetings with sponsors. Sponsors have the ability to add a call to action button to their profile to generate leads. ALL profiles have access to a sponsor central dashboard to see real-time analytics and profile traffic. Company description in the conference program.

BYOI - Bring Your Own Idea (points and cost TBD)

Bring us your idea for consideration!

***Please review the Hotel Branding Guide for more information on branding locations.**

Non-members add \$1,500 to all booths and sponsorships.

** Any video advertising included in a package or purchased ad hoc will need to be prepared by sponsor. Videos can be existing/previously used videos, newly recorded, or a still graphic. Artwork will be provided by the sponsor.

LOGO SPECIFICATIONS

Logos must be 225 x 60 pixels. Each logo change-out is \$25, which will be invoiced at time of change-out and due immediately upon receipt.

PROGRAM AD SPECIFICATIONS/PRICING

Full page = 6 x 9

Half page horizontal = 6 x 4.5

Half page vertical = 3 x 9

Third page horizontal = 9 x 3

Third page vertical = 2 x 9

All ads to be included in program must be in .eps format and received no later than Monday, August 2, 2021.

DEADLINES

- Logo for digital use (maximum 225 x 60 pixels, .jpg or .gif)
- Final day to submit sponsorship

Immediately
Monday, August 2, 2021

PBSA will be using a program to collect sponsor and exhibitor collateral. You will receive an email with log in information to the exhibitor/sponsor portal. All logos, descriptions, advertisements, videos, etc. will be collected through the portal. More information will be distributed when your completed contract and payment are received.



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SPONSOR/EXHIBITOR TOOLKIT

Company: _____ Contact: _____

Address: _____ City/State/Zip: _____

Country: _____ Phone: _____ Email: _____

EXHIBIT OPTIONS

10x10 Booth Package \$2,000 # of booths: _____

Booth Selection

Select your top booth choices from the floor plan:

1. _____ 2. _____ 3. _____

(Preferences considered, but not guaranteed).

SPONSORSHIP LEVELS

Diamond Level \$12,000 (2 available) **SOLD OUT**

Platinum Level \$9,000 (4 available) **SOLD OUT**

Gold Level \$7,000 (4 available) **SOLD OUT**

Silver Level \$4,000 (20 11 available)

Bronze Level \$2,000 (unlimited)

HOTEL BRANDING

Entry to Meeting Space \$4,000 **Option 1 & 2 SOLD OUT**

Foyer Column \$6,500 **Option 1 & 2 SOLD OUT**

Foyer Picture Wall \$4,000 **Option 1 & 2 SOLD OUT**

Poster \$3,000 **Option 1 - Option 2 - Option 3**

Billboard \$5,500 **SOLD OUT**

Entry Table \$2,500 **SOLD OUT**

Foyer Banner \$4,500 **Option 1 - Option 2**

CONFERENCE PROGRAM ADVERTISEMENTS

Full Page \$550

Half Page \$425

Third Page \$300

IN-PERSON SPONSORSHIPS

Monday Gourmet Coffee Bar \$6,500 **SOLD OUT**

Tuesday Gourmet Coffee Bar \$6,500

Tote Bags \$6,000 **SOLD OUT**

Name Badges \$6,000

Hotel Keycards \$5,000 **SOLD OUT**

INSIDE Room Hotel Drop \$5,000

OUTSIDE Room Hotel Drop \$3,500

Wireless Internet \$3,000 **SOLD OUT**

Headshots \$3,000 **SOLD OUT**

Ribbon Wall \$1,500

Sunday Night Exhibit Reception Bar \$3,500 **SOLD OUT**

Monday Night Exhibit Reception Bar \$3,500 **SOLD OUT**

Networking Reception \$2,500 **SOLD OUT**

Indoor/Outdoor Co-Work Space \$2,000

Monday Lunch in Exhibit Hall \$2,000 (2 available) **SOLD OUT**

Tuesday Lunch in Exhibit Hall \$2,000 (2 available)

Monday Breakfast in Exhibit Hall \$1,500 (2 available)

Tuesday Breakfast in Exhibit Hall \$1,500 (2 available)

Monday AM Snack Break \$4,000

Monday PM Snack Break \$4,000

Tuesday AM Snack Break \$4,000 **SOLD OUT**

Tuesday PM Snack Break \$4,000

Logo on Program Notes Pages \$1,000 **SOLD OUT**

Marketing Email Top Banner \$2,000 (2 available) **SOLD OUT**

Electronic Files of Pre- & Post-Attendee Lists \$500

MOBILE APP/PLATFORM SPONSORSHIPS

Welcome Video/Splash Screen/Log in Code \$6,000

Social Event Feed \$1,500 **SOLD OUT**

On Demand Education Sessions \$350 (4 available)

APAC Session Sponsor \$350 (3 available)

System Announcement/Notification \$500 (10 available)

PLATFORM SPONSORSHIP OPTIONS

Platform Log in Page \$1,500

Top Rotating Platform Banner \$500 (4-1 available)

Third Tier Sponsor Profile Placement \$150

(unlimited)

Non-members add \$1,500 to sponsorship and booth prices.

TOTAL AMOUNT: _____

Payment Information

Final Total Charged: _____

Invoice: PBSA will email you instructions on how to finalize your payment.

Check # _____ Make checks payable: PBSA

Full payment is due at the time of form submission. The sponsorship will not be held without full payment.

By signing this contract, you are agreeing to the Exhibit & Sponsorship Policy.



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