

# MAKE WAY FOR EXCELLENCE

2020 PBSA Annual Conference



## Sponsor/Exhibitor Tool Kit

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 tool kit contains everything you need to get the most from your conference virtual exhibit booth and sponsorship.

| <b>SPONSORSHIP LEVEL BENEFITS</b>                              | <b><u>Diamond</u><br/>\$6,500</b> | <b><u>Platinum</u><br/>\$4,500</b> | <b><u>Gold</u><br/>2,500</b> | <b><u>Silver</u><br/>\$1,500</b> | <b><u>Bronze</u><br/>\$1,000</b> |
|--|-----------------------------------|------------------------------------|------------------------------|----------------------------------|----------------------------------|
| <b>Points earned</b>   | <b>13</b>                         | <b>9</b>                           | <b>5</b>                     | <b>3</b>                         | <b>2</b>                         |
| Virtual booth  | ✓                                 | ✓                                  | ✓                            | ✓                                | ✓                                |
| Logo on virtual conference website & virtual program           | ✓                                 | ✓                                  | ✓                            | ✓                                | ✓                                |
| Banner ad on virtual conference & PBSA website                 | ✓                                 | ✓                                  |                              |                                  |                                  |
| Side banner ad on virtual conference website                   |                                   |                                    | ✓                            |                                  |                                  |
| Social media recognition                                       | ✓                                 | ✓                                  | ✓                            | ✓                                | ✓                                |
| Logo in pre- & post-conference Thursday Letter and Journal     | ✓                                 | ✓                                  | ✓                            | ✓                                | ✓                                |
| Electronic pre- and post-attendee lists w/ contact information | ✓                                 | ✓                                  | ✓                            | ✓                                | ✓                                |
| Complimentary registration(s) for booth staff                  | ✓<br>4 comp                       | ✓<br>3 comp                        | ✓<br>2 comp                  | ✓<br>1 comp                      | ✓<br>1 comp                      |
| Complimentary ad in the virtual program                        | ✓<br>Full page                    | ✓<br>Full page                     | ✓<br>1/2 page                | ✓<br>1/2 page                    | ✓<br>1/3 page                    |
| Opening Session Video (60 seconds) 1 qty                       | ✓                                 |                                    |                              |                                  |                                  |
| Breakout Session Video (60 seconds) 1 qty                      | ✓                                 | ✓                                  |                              |                                  |                                  |
| Pre-recorded advertisement (up to 2 qty)                       | ✓                                 |                                    |                              |                                  |                                  |
| Pre-recorded advertisement (1 qty)                             |                                   | ✓                                  |                              |                                  |                                  |
| Live demo presentation   | ✓                                 | ✓                                  | ✓                            | ✓                                | ✓                                |
| Live chat feature during exhibit hours                         | ✓                                 | ✓                                  | ✓                            | ✓                                | ✓                                |
| Link to company website  | ✓                                 | ✓                                  | ✓                            | ✓                                | ✓                                |
| About Us & Contact Us Section                                  | ✓                                 | ✓                                  | ✓                            | ✓                                | ✓                                |
| Exhibitor Collateral Section                                   | ✓                                 | ✓                                  | ✓                            | ✓                                | ✓                                |

# SPONSOR/EXHIBITOR TOOLKIT

## VIRTUAL BOOTH PACKAGE

### **Virtual Exhibitor Booth (1 point earned) \$500**

Virtual booth, logo, 1 complimentary staff registration, live chat feature during exhibit hours, link to company website, about us section, contact us section and exhibitor collateral section.

## ADDITIONAL SPONSORSHIPS

### **General Session (2 points earned) \$1,000**

Sponsor general session with a 60 second video spot to be played before general session begins. All videos will be pre-recorded.

**SOLD OUT**

### **Breakout Session (1 point earned) \$500**

Sponsor breakout session with a 60 second video spot to be played before the breakout session begins. All videos will be pre-recorded.

### **Happy Hour Meeting Room (2 points earned) \$1,000**

Sponsor a happy hour meeting room. Provide drink ingredients ahead of the conference date for PBSA members to join your meeting room and mix up their drinks with you as we all enjoy happy hour!

### **Virtual Lunch (0 points earned) \$300**

Sponsor lunch and have a PPT slide and banner ad on the conference website to promote your company.

## LOGO SPECIFICATIONS

1080 x 1080px

## PROGRAM AD SPECIFICATIONS

Full-Page Ad - 1250 x 800px

Half-Page Ad - (horizontal) 625 x 800px (vertical) 1250 x 400px

Third-Page Ad - 412 x 800px

All ads to be included in the program must be in high quality .PNG or .JPEG format and received no later than September 4, 2020.

## DEADLINES

- Logo for digital use September 4, 2020
- Final Payment due August 26, 2020
- Final day to submit sponsorship August 26, 2020
- Program ads due September 4, 2020
- Logo due for virtual conference program September 4, 2020



# SPONSOR/EXHIBITOR FORM

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

## VIRTUAL EXHIBIT OPTION

Virtual Exhibit Package \$500 (50 available)

## ADDITIONAL SPONSOR OPPORTUNITIES

- General Session \$1,000 (4 available) **Sold Out**
- Breakout Session \$500 (22 available)
- Happy Hour Meeting Room \$1,000 (16 available)
- Virtual Lunch \$300 (2 available)

## SPONSORSHIP LEVELS

- Diamond Level \$6,500 (two available) **Sold Out**
- Platinum Level \$4,500 (four available) **Sold Out**
- Gold Level \$2,500 (unlimited)
- Silver Level \$1,500 (unlimited)
- Bronze Level \$1,000 (unlimited)

## OTHER OPPORTUNITIES

- Pre-attendee list with contact information \$150
- Post-attendee list with contact information \$200
- Full-page full color advertisement in virtual program \$500
- 1/2-page full color advertisement in virtual program \$400
- 1/3-page full color advertisement in virtual program \$300

**TOTAL AMOUNT:** \_\_\_\_\_

## Payment Information

Check # \_\_\_\_\_  
Make checks payable: PBSA 110 Horizon Drive, Ste. 210, Raleigh, NC 27615

AMEX     Visa     MasterCard     Discover

Card #: \_\_\_\_\_

Name of Card: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Charge me the full amount     Charge 50% of the total  
**All virtual booths and sponsorships will be released if full payment is not received within 30 days of receipt of form.**

**By signing this contract, you are agreeing to the Exhibit & Sponsorship Policy.** Total Charged: \_\_\_\_\_



110 Horizon Drive, Ste. 210 • Raleigh, NC 27615  
919.459.2070 • 919.459.2075 (f) • info@thepbsa.org