

PRESENTED BY PRNEWS

MEDIA RELATIONS VIRTUAL BEST PRACTICES CONFERENCE

DECEMBER 7, 2022

sponsorships

Leading Insights, Information and Best
Practices for P.R. and Communications Professionals

THE YEAR-END CONFERENCE DESIGNED TO HELP YOU SURVIVE AND THRIVE IN THE YEAR AHEAD

Give your people, company and brand a lift in 2023—by partnering with PRNEWS' flagship event: Media Relations Conference.

This virtual event, designed to give corporate, agency, government and non-profit professionals access to the changing "media relations playbook," is one of our most valued community gatherings of the year. Come be a part of this annual educational event as a sponsor, partner speaker or workshop facilitator. Expected attendance: 100-125 PR and communications professionals.

- » **SPONSOR THE EVENT.** Attach your brand to this industry gathering and generate positive rub-off, leads and a thought-leadership halo.
- » **JOIN THE SPEAKING FACULTY.** Turn one of our available sponsored sessions into a 30-minute opportunity to show off your people and thinking.

“Sessions were solid, in-depth, and real-life applications for more senior PR professionals Overall, an excellent event.”

2021 ATTENDEE

“Great conference. Especially loved the workshop format with brief presentations followed by Q&A and interactive activity.”

2021 ATTENDEE

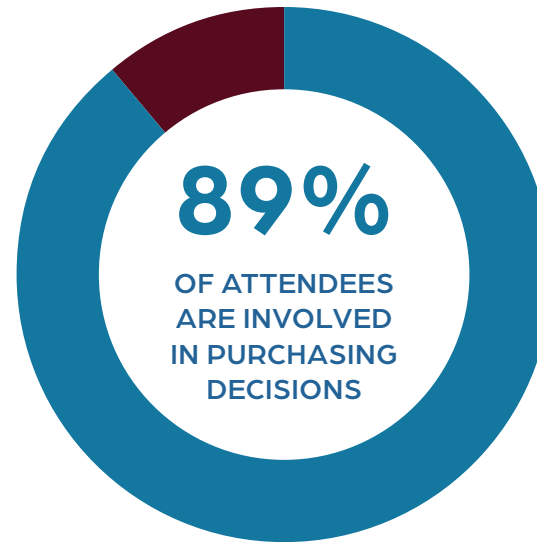
“This was a very good conference for our communications strategy for 2022.”

2021 ATTENDEE

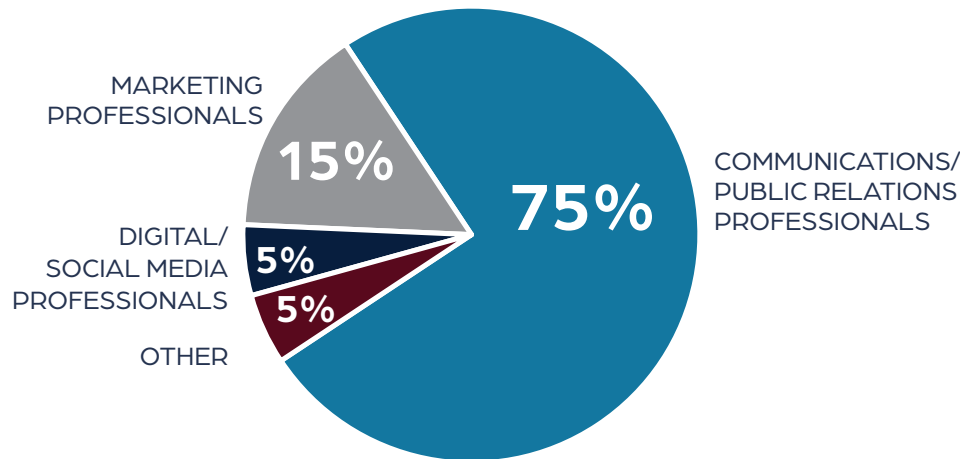
TOP PR AND COMMS PROFESSIONALS

Media Relations draws the top clients, agencies and companies each year

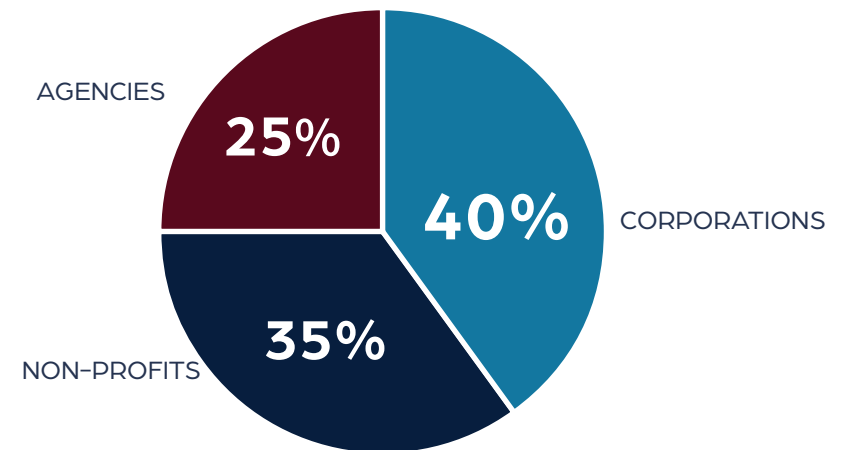
**ENGAGED
COMMUNITY OF
DECISION-MAKERS**



JOB FUNCTION



ORGANIZATIONS OF ALL TYPES



*SOURCE: ANALYSIS OF PAST ATTENDEES



TOP COMMUNICATORS. AND YOU!



*SAMPLE OF PAST ATTENDEES

AVAILABLE SPONSORSHIPS

PRESENTING SPONSOR (1 AVAILABLE). COST: \$12,495

Top billing for the one partner looking to maximize their exposure to this powerful audience.

Sponsorship Includes:

- 30-minute virtual session on December 7. Your company will be the instructors for this workshop and handle all content—totally ownable and incredible. (Session is pre-recorded. Topic and content to be approved by our editors.)
- 20-minute LinkedIn Live interview with the PRNEWS editorial team.
- One pre-show and post-show email blast to attendees and the PRNEWS email list (50k+ list send).
- On-demand video of your session provided to you for web site and social media posting.
- Sponsor recognition from our event moderator for supporting the event.
- 10 tickets to your session and 5 tickets to the overall conference for clients and prospects.
- Logo promotion on all applicable marketing before, during and after the event.
- Post-show attendee list

SUPPORTING SPONSOR (1 AVAILABLE). COST: \$7,495

For companies looking to integrate themselves into the program, highlight their expertise and make connections. Sponsorship Includes:

- Inclusion of your executive on one of our educational sessions as a panelist. Our editors will help you select the perfect panel to ensure you reach your target audience.
- One post-conference email blast to attendees and the PRNEWS email list (50k+ list send).
- 5 tickets to the conference for clients and prospects.
- Logo promotion on all applicable marketing before, during and after the event.
- Post-show attendee list

SOCIAL SPONSOR (1 AVAILABLE). COST: \$7,495

For clients looking to support this important industry gathering. Network, connect and focus on lead generation. Sponsorship Includes:

- One post-conference email blast to attendees and the PRNEWS email list (50k+ list send).
- 6 tickets to the conference for clients and prospects.
- Logo promotion on all applicable marketing before, during and after the event.
- Post-show attendee list

