

PR NEWS PRESENTS

PROVING PR Performance

SUMMIT OCTOBER 4
2023 | NYC

SPONSORSHIP OPPORTUNITIES

MEET TOP CLIENTS AND AGENCIES FROM ACROSS THE INDUSTRY



BIG BRANDS, LEADING AGENCIES...AND YOU



*SAMPLE OF PAST ATTENDEES

OPPORTUNITIES ARE LIMITED! CONTACT ANNA LAWLER | ALAWLER@ACCESSINTEL.COM

CONNECT WITH BUYERS AT THE ONLY EVENT FOCUSED ON PROVING PR'S VALUE

What for years was PRNEWS' well-known Measurement & Data Summit has been refreshed and renamed: Welcome...to our Proving PR Performance Summit.

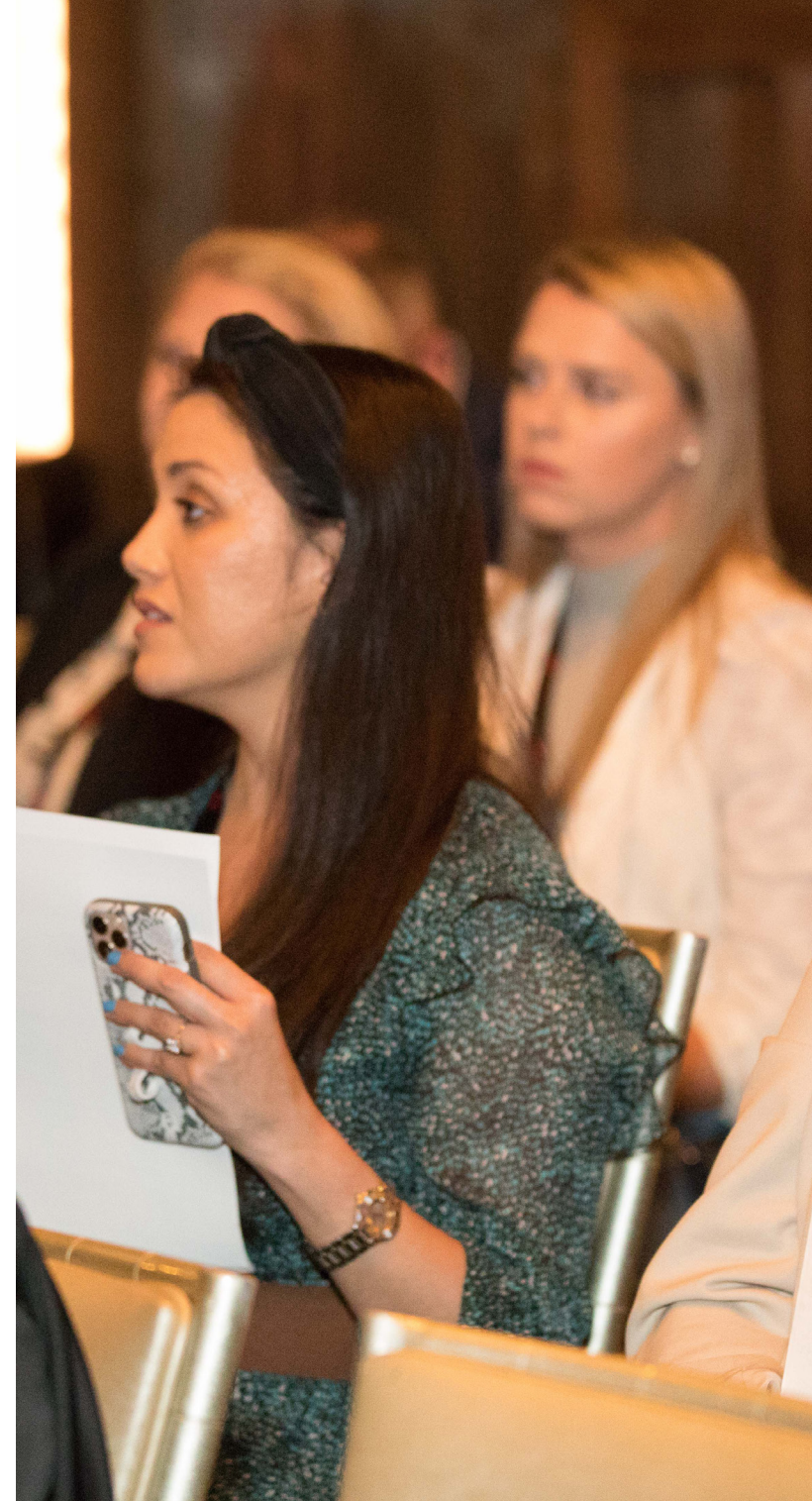
Produced by the industry's most respected editorial team at PRNEWS, this one-day conference in New York City will attract top corporate clients, leading agencies and a who's-who from the non-profit and government sectors.

At the Proving PR Performance Summit, you'll meet attendees that want to meet—with you. Our attendees are active, vocal and interested in learning about products and services.

Come partner with us. Some of the benefits include:

- » Facetime, with top clients and projects.
- » Stage time, during keynotes and session intros.
- » Hangtime, during receptions.

Let's talk today so we can make sure you're a part of the Proving PR Performance Summit. Opportunities are limited—we're not kidding.



ATTENDEES

PRNEWS' Proving PR Performance Summit draws 150-200 PR and Communications professionals from top corporations, agencies and non-profits each year. Attendees are highly-engaged and hungry for partners who can help them strengthen strengthen their data and measurement strategies. And 89% of attendees classify themselves as decision-makers.

KEY JOB TITLES:

- » Chief Communications Officers
- » VPs, Corporate Communications
- » Chief Insight Officers
- » Heads of Data Analytics
- » Communications Directors
- » Communications Managers
- » Agency VPs
- » Directors of Public Relations
- » VPs of Marketing
- » Directors of Analytics
- » Account Supervisors



AVAILABLE SPONSORSHIPS

KEYNOTE SPONSORSHIP

(1 AVAILABLE)

Not only will your executive take the stage to welcome attendees to the most high profile gather at the show, you'll get additional exposure (and leads) with a pre-show LinkedIn Live.

- » Ability for one executive to give 5-minute welcome remarks and keynote speaker introduction
- » 20-minute LinkedIn Live interview with the PRNEWS editorial team, includes attendee leads (An \$8,000 value!)
- » Collateral material or gift distributed on all seats in room
- » Ability to display any free-standing signage at registration during entire event and in the keynote area (banners provided by sponsor)
- » Six-foot draped table in high-traffic area (sponsor sign, internet and electric provided)
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to event)
- » Partner-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 70,000 and onsite sponsor signage and event collateral
- » Distribution of company marketing collateral at registration desk
- » 4 full conference passes, plus 50% discount on up to 2 additional passes
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event.

Additional Marketing Exposure:

- » Pre- and Post-show email blast to the PRNEWS full database (70,000 contacts)
- » 1-month banner ad on PRNEWS website — reach: 40,000 impressions per month.

COST: \$16,995

THOUGHT-LEADERSHIP SPEAKING SPONSORSHIP

(2 AVAILABLE)

As a thought-leadership sponsor, we'll work with you to design a session that brings to life your point of view, your top executive or a topic ~~only~~ you can rock! Highlight your industry know-how while speaking in tandem with a satisfied client provided by you. Your 30-minute session will be programmed along with all the event content and promoted before, during and after the event.

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- » We'll work with you to create a session that will be a form of ~~for~~ attendees. (Session to be approved by our editorial team in advance to save matches allowed.)
 - » Post-show attendee list of ~~of~~ ~~show~~ who attended your specific session (list to include email and phone number) — opt-in — post-event lead-generation follow-up
 - » Six-foot draped table in high-traffic area (sponsor sign, internet and electric provided)
 - » 4 full conference passes, plus a 50% discount on up to 2 additional passes
 - » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior event)
 - » Partner-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 70,000 and onsite sponsor signage and event collateral
 - » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event.

COST: \$14,995

Speaking Opportunities Still Available

Ask about adding a LinkedIn Live to your sponsorship package—your chance to show off your expertise, extend reach and generate leads! Contact Anna Lawler for more information.

NETWORKING LUNCHEON SPONSORSHIP

(1 AVAILABLE)

Showcase your company and engage with attendees while they take a break and enjoy the event together.

- » Sponsor designation during the Luncheon taking place at this year's event.
- » Ability to work with show management to design a signature "mocktail" to be distributed to attendees in a company branded glass.
- » Luncheon sponsorship includes exclusive branding on signage and napkins during the lunch and ability to display/distribute company collateral and or gift during the lunch.
- » 3 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Silver-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 70,000 and onsite change to sponsorship signage and event collateral
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.

COST: \$7,995

NETWORKING BREAK SPONSORSHIP

(1 AVAILABLE)

Make our networking break... your networking break—engage attendees while they take a break at the event. This is your chance to get creative, catch their attention, think outside the box with a game or a giveaway.

- » Sponsor both of the refreshment breaks taking place during this year's event.
- » Includes branding on signage at the break and on-screen in refreshment area.
- » Logo placement on napkins and cups during the designated break and ability to display/distribute company collateral and or gift during the designated break.
- » 3 full conference passes, plus 50% discount on up to additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Silver-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 70,000 and onsite sponsor signage and event collateral
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.
- » Distribution of company marketing collateral at registration desk

COST: \$8,995

BRONZE TURNKEY TABLETOP EXHIBIT

(5 AVAILABLE)

This entry level program is designed to provide you the chance to network and connect with this powerful audience all while building your sales pipeline for 2023 and beyond.

- » Six-foot draped table in a high-traffic area (sponsor sign, internet and electric provided)
- » 2 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Bronze-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 70,000 and onsite sponsor signage and event collateral
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.

COST: \$6,495

SILVER TURNKEY TABLETOP EXHIBIT

(3 AVAILABLE)

Expand upon your onsite presence with additional marketing exposure, before, during and after the event—all designed to help you maximize your interactions with attendees and the PRNEWS Audience.

- » Six-foot draped table in a high-traffic area (sponsor sign, internet and electric provided)
- » 3 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Silver-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 70,000 and onsite sponsor signage and event collateral
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.
- » Distribution of company marketing collateral at registration desk
- » 1-month banner ad on PRNEWS website — reach: 40,000 impressions per month.

COST: \$8,995

WIFI SPONSORSHIP

(1 AVAILABLE)

Drive premium traffic back to your website by sponsoring the event WIFI. Your company name will have high recall as the official WIFI password.

- » 2 full conference passes, plus a 50% discount on up to 1 additional pass
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Silver-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 60,000 and onsite sponsor signage, event collateral and event app
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.
- » Recognition as WIFI sponsor on event badges and placards encouraging attendees to log on at the event.

COST: \$5,995



LANYARD SPONSORSHIP

(1 AVAILABLE)

Have your company hung around the necks of all our attendees—literally wrap them in your branding!

- » One color logo placement on the lanyards distributed to attendees as they check in at registration (lanyard provided by show management)
- » Bronze Level logo placement on all applicable onsite signage, event collateral, website, pre-event promotion and social media
- » Distribution of company marketing collateral at registration desk
- » 2 full conference passes, plus a 50% discount on up to 1 additional passes
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.

COST: \$4,495



**CUSTOM
SPONSORSHIPS
AVAILABLE FEATURING
BIG IDEAS AND
CREATIVE ACTIVATIONS**

CONTACT:

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