

ANNUAL
CONFERENCE
& SHOWCASE
OCTOBER 27 - 29 | **VIRTUAL**
2020

**Partnership
Packages**



Why Become a Partner?

- 1. Secure broad exposure for your services and products before, during, and after the conference.**
 - Our event platform offers attractive options for high visibility.
 - NCSHA expects strong attendance from members taking advantage of affordable registration rates, a team discount, and savings on travel.
 - In addition, on-demand sessions will draw attendees to the event platform through January 2021.

Why Become a Partner?

2. Network with attendees safely.

- Members are eager to connect — and increasingly savvy at virtual networking!
- The event platform's features can be leveraged to renew and build relationships with current and potential clients.
- Hold a prize drawing, schedule meetings, drive traffic to your own website, and more.

Why Become a Partner?

3. Demonstrate your thought leadership and solutions.

- Showcase profile pages include the option to post videos, research, white papers, and other resources to educate and support attendees.
- Present a session with an HFA partner. *Ask Kimberly Carr for details!*

Showcase Profile Page

Company profile page on the event platform; live **October 24 – January 29**
(dates subject to change)

The screenshot shows a virtual booth profile for Avon Protection Systems. At the top, a navigation bar includes the event logo 'MUSIC EVENT', dates 'NOVEMBER 18 - 22, 2021 | TAMPA, FL', and a user greeting 'Welcome Erin Casey, Company ABC'. The main content area is divided into three sections:

- Profile:** Features a user profile for Erin Casey with options for 'Profile | Messages' and 'My Favorites'.
- EXPLORE:** A vertical menu with icons for 'Happening Now', 'Past Sessions', 'Agenda', 'Networking Events', 'Speakers', 'Exhibit Hall', 'Attendees', 'Sponsors', '# Social', and 'Surveys'.
- Avon Protection Systems Virtual Booth:** Includes the company logo, a 'See Stats' link, a 'Company Description' (a global leader in respiratory protection), the website 'www.avon-protection.com', and a 'Company Videos and Documentation' section with two video thumbnails and links for 'Product Portfolio', 'Capabilities', and 'Data Sheet'.

On the right side, there are three interactive panels:

- Contact This Exhibitor:** Includes 'Add to Favorites' and a 'LET'S MEET' button.
- Virtual Demos:** Lists two demo sessions: 'Tuesday 11:00 - 11:30 a.m.' and 'Wednesday 1:30 - 2:00 p.m.', each with an 'ADD TO MY AGENDA' button.
- Chat Now:** A chat window titled 'Now chatting' with a dropdown arrow and a text input field at the bottom labeled 'Type here and hit enter to chat'.

Showcase Profile Statistics Page

Company profile page on the event platform; live **October 24 – January 29**
(dates subject to change)

MUSIC EVENT
NOVEMBER 18 - 22, 2021 | TAMPA, FL
Welcome Erin Casey, Company ABC

Erin Casey
Profile | Messages
★ My Favorites

EXPLORE

- Happening Now
- Past Sessions
- Agenda
- Networking Events
- Speakers
- Exhibit Hall
- Attendees
- Sponsors
- Social
- Surveys

Avon Protection Systems Virtual Booth Statistics

Overall Stats

Total Event Attendees:	1500
Number of Booth Visits:	502 (30%)

Attendees by Registration Type:

- Attendee
- Attendee - Member
- Compliment...
- Exhibitor
- Media
- Speaker
- Sponsor

Collateral Stats

Product Video 1:	138 views
Product Video 2:	176 views
Capabilities Document:	102 downloads
Data Sheet:	32 downloads

Comparison to Other Exhibitors

Number of Attendees Who Visited Other Exhibit Booths:	648
Average Attendee Visited:	25 booths

Attendee Participation Times

Gold Showcase Partner: \$20,000

Limited availability

- The opportunity to present a 15-minute educational case study with an HFA partner (HFA partner required; content pre-approved by NCSHA; a limited number of Express Sessions are available. See page 9 for details.)

OR

- The opportunity to provide a short video for the event platform home page

PLUS

- High-visibility placement of your logo on the event platform home page
- One pre-show attendee list with email addresses for one-time use to promote your conference participation
- Company logo included in NCSHA's promotional emails sent before and after the event
- Five Annual Conference registrations (NCSHA members only)

Gold Showcase Partner: \$20,000

(continued)

- One Showcase profile page on the event platform (logo, company description, contact information, company website, and ability for attendees to filter by product/service); live October 24 – January 29 (subject to change)
- Ability to upload videos and resources to your Showcase profile
- Real-time chat ability with attendees on conference days
- Ability to meet attendees via video chat on conference days (using your personal web conference room; you provide and send the video link to the attendee)
- Ability to contact attendees to request meetings
- Company logo and recognition on the conference website
- Opportunity to hold a prize drawing for attendees who visit your profile page (*Sponsor is responsible for managing their drawing and shipping prizes to winners.*)
- NCSHA will encourage traffic to your profile page by awarding attendees points for completing specific activities on the event platform, including interacting with Partners.

Gold Showcase Partner

Option 1: Present a 15-minute educational case study with your HFA partner

HFA partner required; content must be pre-approved by NCSHA

Once approved, Express Sessions will be prerecorded and broadcast concurrently in featured time slots during the conference. A limited number of Express Sessions are available and will be assigned on a first-come, first-served basis. NCSHA will promote Express Sessions as an component of conference programming.

Interested? Ask Kimberly Carr for additional details!

Express Session Dates & Times

- Tuesday, October 27: 1:30 p.m. – 1:45 p.m.
- Wednesday, October 28: 1:30 p.m. – 1:45 p.m.
- Thursday, October 29: 1:00 p.m. – 1:15 p.m.

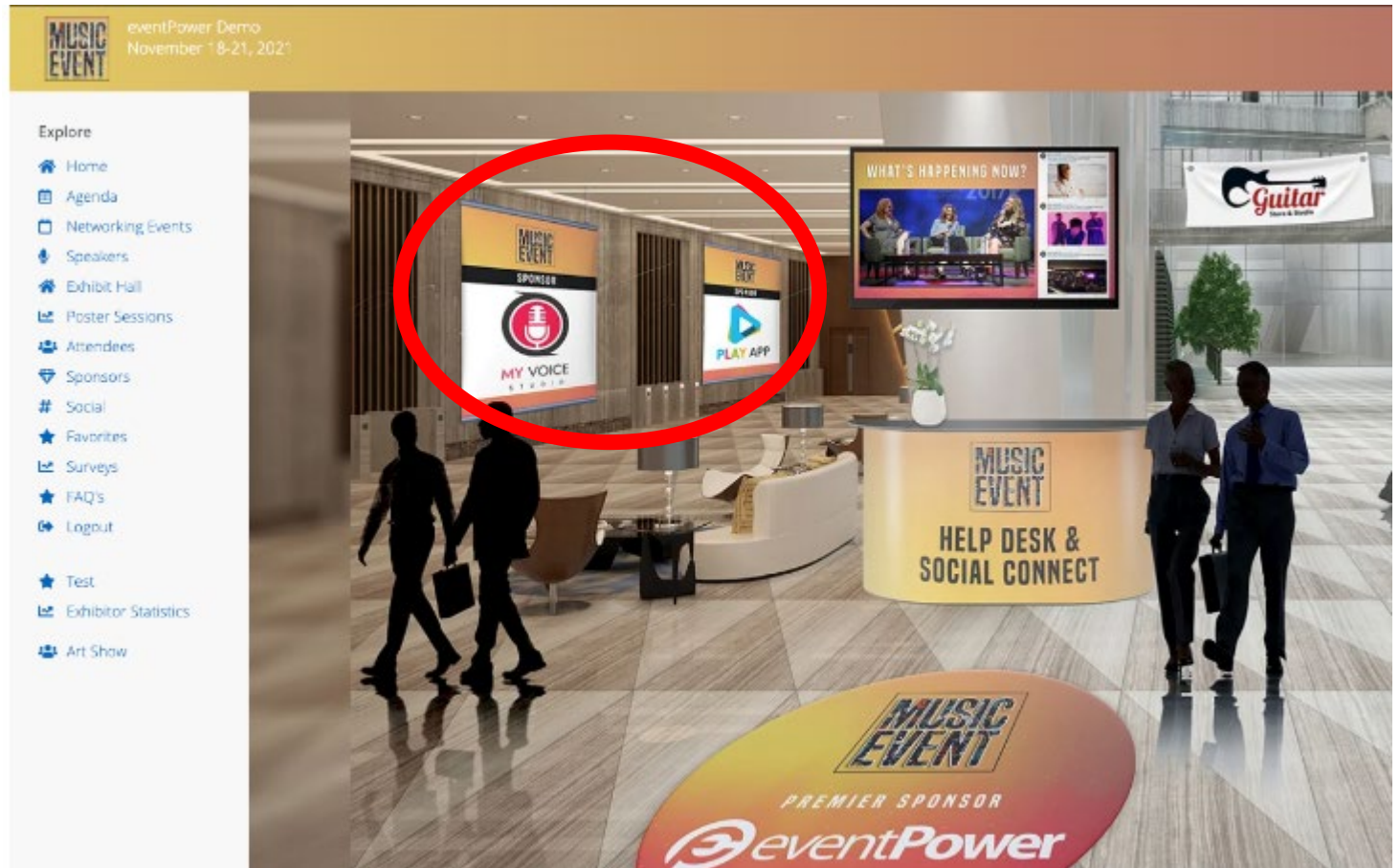
Gold Showcase Partner: \$20,000

Option 2: A short video featured on the event platform home page

The prerecorded video will be available for conference attendees to view from the event platform home page.

A limited number of video spots are available, and will be assigned on a first-come, first-served basis.

Content must be pre-approved by NCSHA.



Silver Showcase Partner: \$10,000

Unlimited

- One pre-show attendee list with email addresses for one-time use to promote your conference participation
- Company logo included in NCSHA's promotional emails sent before and after the event
- Four Annual Conference registrations (NCSHA members only)
- One Showcase profile page on the event platform (logo, company description, contact information, company website, and ability for attendees to filter by product/service); live October 24 – January 29 (subject to change)
- Ability to upload videos and resources to your Showcase profile
- Real-time chat ability with attendees on conference days
- Ability to meet attendees via video chat on conference days (using your personal web conference room; you provide and send the video link to the attendee)

Silver Showcase Partner: \$10,000

(continued)

- Ability to contact attendees to request meetings
- Company logo and recognition on the conference website (ncsha.org/annual)
- Opportunity to hold a prize drawing for attendees who visit your profile page
(*Sponsor is responsible for managing their drawing and shipping prizes to winners.*)
- NCSHA will encourage traffic to your profile page by awarding attendees points for completing specified activities on the event platform, including interacting with Partners.

Bronze Showcase Partner: \$5,000

Unlimited

- One pre-show attendee list with email addresses for one-time use to promote your conference participation
- One Showcase profile page on the event platform (logo, company description, contact information, company website, and ability for attendees to filter by product/service); live October 24 – January 29 (subject to change)
- Ability to upload videos and resources to your Showcase profile
- Real-time chat ability with attendees on conference days
- Ability to meet attendees via video chat on conference days (using your personal web conference room; you provide and send the video link to the attendee)
- Two Annual Conference registrations (NCSHA members only)
- Ability to contact attendees to request meetings

Bronze Showcase Partner: \$5,000

(continued)

- Company logo and recognition on the conference website (ncsha.org/annual)
- Opportunity to hold a prize drawing for attendees who visit your profile page
(*Sponsor is responsible for managing their drawing and shipping prizes to winners.*)
- NCSHA will encourage traffic to your profile page by awarding attendees points for completing specified activities on the event platform, including interacting with Partners.

Affordable Housing Friend: \$3,000

Unlimited

- One Showcase profile page on the event platform (logo, company description, contact information, company website, and ability for attendees to filter by product/service); live October 24 – January 29 (subject to change)
- Ability to upload videos and resources to your Showcase profile
- Real-time chat ability with attendees on conference days
- Ability to meet attendees via video chat on conference days (using your personal web conference room; you provide and send the video link to the attendee)
- One Annual Conference registration (NCSHA members only)
- Ability to contact attendees to request meetings

Affordable Housing Friend: \$3,000

(continued)

- Company logo and recognition on the conference website (ncsha.org/annual)
- Opportunity to hold a prize drawing for attendees who visit your profile page
(*Sponsor is responsible for managing their drawing and shipping prizes to winners.*)
- NCSHA will encourage traffic to your profile page by awarding attendees points for completing specified activities on the event platform, including interacting with Partners.

Banner Advertiser: \$2,500/image

10 available | One rotating ad on the event platform October 24 – January 29

