

SPONSORSHIP

OPPORTUNITIES



POTATO EXPO 2021 • JANUARY 6-7 • LIVE @ GAYLORD TEXAN, GRAPEVINE, TX
& VIRTUAL



Sponsorship Summary

	Diamond	Platinum	Gold	Silver	Bronze	Exhibitor
Exhibit Booth	●	●	●	●	●	●
Rotating Ad in Lobby	●	●	●			
Rotating Ad in Lounge	●	●				
Rotating Ad in Exhibit Hall	●	●	●	●		
Rotating Banner Before Content Blocks	●	●	●	●	●	
Marquee Message	●	●	●			
Recognition on Attendee Emails	●	●	●	●		
Pop-up Announcement	●	●				
Custom Badge	●	●				
Custom Trivia Question	●	●	●	●		
30-45 Minute Speaking Opportunity	●					
15-20 Minute Speaking Opportunity		●	●			
Post Event Data	●	●	●	●	●	●



Diamond Sponsorship, \$85,000

Exhibit Booth

- Custom built exhibit booth with the following features:
 - Include Welcome / Product / Services video
 - Add product and sales materials to share with attendee's visiting your booth
 - One on one chat capabilities to create engagement for your booth visitors
- Your booth will be graphically dominant in the exhibit hall
- Eight (8) complimentary registrations
- 40 bonus loyalty points

Branding & Visibility

- Exclusive sponsorship of Entertainment Event
- Two (2) e-blasts to Attendees
- One ad rotating in the Lobby, Lounge & Exhibit Hall
- Branding in Theatre
- Ability to have a single, rotating banner ad each day that will be visible for up to 15 minutes before the beginning of each content block, two content blocks per day
- One marquee message directing attendees to your booth in the Exhibit Hall per day
- Sponsorship recognition on all attendee emails
- One pop up announcement message directing attendees to your booth per day

Gamification

- Create a company specific badge; attendees must visit your booth and accomplish certain actions in order to earn it (can also host drawing for those that earned badge)
- Ability to draft one thought leadership trivia question that includes promotional messaging "to find out more visit us in the exhibit hall"

Content

- 30-45 minute speaking opportunity
 - Two polling questions
 - Ability to have 1-3 links or handouts available during your session
 - Create 3-5 question survey that will come up at the end of your presentation

Post-Event Data

- Full list of all participants that visited your booth and downloaded assets and record of all booth chats
- Full list of all participants that attend your speaking session, all survey and polling responses and record of all chats and Q&A.



Platinum Sponsorship, \$50,000

Exhibit Booth

- Custom built exhibit booth with the following features:
 - Include Welcome / Product / Services video
 - Add product and sales materials to share with attendee's visiting your booth
 - One on one chat capabilities to create engagement for your booth visitors
- Your booth will be graphically dominant in the exhibit hall
- Six (6) complimentary registrations
- 20 bonus loyalty points

Branding & Visibility

- Exclusive sponsorship of General Session
- One (1) e-blast to Attendees
- One ad rotating in the Lobby, Lounge & Exhibit Hall
- Branding in Theatre
- Ability to have a single, rotating banner ad each day that will be visible for up to 15 minutes before the beginning of each content block, two content blocks per day
- One marquee message directing attendees to your booth in the Exhibit Hall per day
- Sponsorship recognition on all attendee emails
- One pop up announcement message directing attendees to your booth per day

Gamification

- Create a company specific badge; attendees must visit your booth and accomplish certain actions in order to earn it (can also host drawing for those that earned badge)
- Ability to draft one thought leadership trivia question that includes promotional messaging "to find out more visit us in the exhibit hall"

Content

- 15-20 minute speaking opportunity
 - Two polling questions
 - Ability to have 1-3 links or handouts available during your session
 - Create 3-5 question survey that will come up at the end of your presentation

Post-Event Data

- Full list of all participants that visited your booth and downloaded assets and record of all booth chats
- Full list of all participants that attend your speaking session, all survey and polling responses and record of all chats and Q&A.



Gold Sponsorship, \$25,000

Exhibit Booth

- Custom built exhibit booth with the following features:
 - Include Welcome / Product / Services video
 - Add product and sales materials to share with attendee's visiting your booth
 - One on one chat capabilities to create engagement for your booth visitors
 - Your booth will be graphically dominant in the exhibit hall
 - Five (5) complimentary registrations
 - 10 bonus loyalty points

Branding & Visibility

- One ad rotating in the Lounge & Exhibit Hall
- Ability to have a single, rotating banner ad each day that will be visible for up to 15 minutes before the beginning of each content block, two content blocks per day
- One marquee message directing attendees to your booth in the Exhibit Hall per day
- Sponsorship recognition on all attendee emails

Gamification

- Ability to draft one thought leadership trivia question that includes promotional messaging "to find out more visit us in the exhibit hall"

Content

- 15-20 minute speaking opportunity
 - Two polling questions
 - Ability to have 1-3 links or handouts available during your session
 - Create 3-5 question survey that will come up at the end of your presentation

Post-Event Data

- Full list of all participants that visited your booth and downloaded assets and record of all booth chats
- Full list of all participants that attend your speaking session, all survey and polling responses and record of all chats and Q&A.



Silver Sponsorship, \$15,000

Exhibit Booth

- Custom built exhibit booth with the following features:
- Include Welcome / Product / Services video
- Add product and sales materials to share with attendee's visiting your booth
- One on one chat capabilities to create engagement for your booth visitors
- Four (4) complimentary registrations
- 10 bonus loyalty points

Branding & Visibility

- One ad rotating on the main page of the Exhibit hall
- Ability to have a single, rotating banner ad each day that will be visible for up to 15 minutes before the beginning of each content block, two content blocks per day; runs on either day 1 or day 2
- Sponsorship recognition on all attendee emails

Gamification

- Ability to draft one thought leadership trivia question that includes promotional messaging "to find out more visit us in the exhibit hall"

Post-Event Data

- Full list of all participants that visited your booth and downloaded assets and record of all booth chats



Bronze Sponsorship, \$7,500

Exhibit Booth

Custom built exhibit booth with the following features:

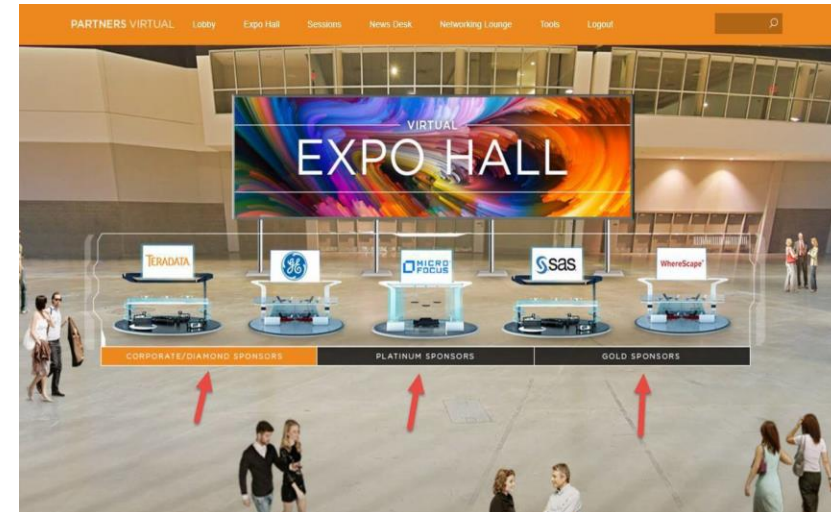
- Include Welcome /Product/ Services video
- Add product and sales materials to share with attendee's visiting your booth
- One on one chat capabilities to create engagement for your booth visitors
- Three (3) complimentary registrations
- 4 bonus loyalty points

Branding & Visibility

- Exclusive sponsorship of Daily e-newsletter
- Ability to have a single, rotating banner ad each day that will be visible for up to 15 minutes before the beginning of each content block, two content blocks per day; runs on either day 1 or day 2

Post-Event Data

Full list of all participants that visited your booth downloaded assets and record of all booth chats



This is an example of an Expo Hall.



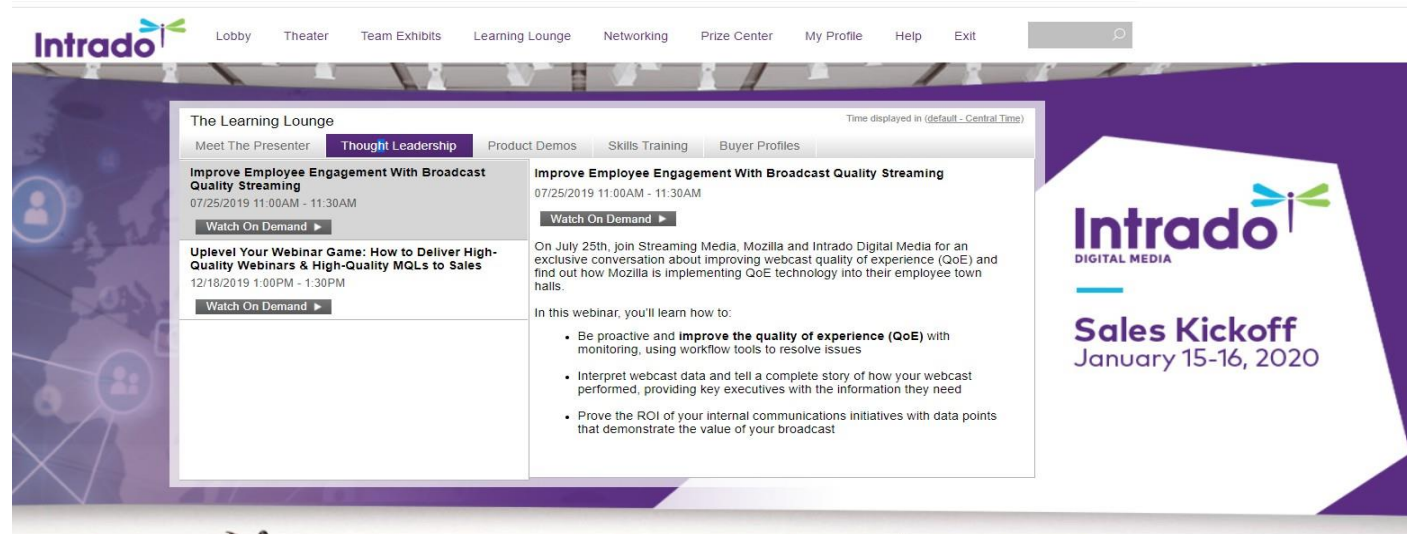
Exhibitor, \$2,500

Exhibit Booth

- Custom built exhibit booth with the following features:
- Include Welcome / Product / Services video
- Add product and sales materials to share with attendee's visiting your booth
- One on one chat capabilities to create engagement for your booth visitors
- Two (2) complimentary registrations

Post-Event Data

- Full list of all participants that visited your booth and downloaded assets and record of all booth chats



The screenshot displays the Intrado website interface. At the top, there is a navigation menu with links for Lobby, Theater, Team Exhibits, Learning Lounge, Networking, Prize Center, My Profile, Help, and Exit. The main content area is titled 'The Learning Lounge' and features a sidebar with tabs for 'Meet The Presenter', 'Thought Leadership', 'Product Demos', 'Skills Training', and 'Buyer Profiles'. The 'Thought Leadership' tab is active, showing a list of webinars:

- Improve Employee Engagement With Broadcast Quality Streaming**
07/25/2019 11:00AM - 11:30AM
[Watch On Demand](#)
- Uplevel Your Webinar Game: How to Deliver High-Quality Webinars & High-Quality MQLs to Sales**
12/18/2019 1:00PM - 1:30PM
[Watch On Demand](#)

The right side of the page features a large banner for 'Intrado Digital Media Sales Kickoff January 15-16, 2020'. Below the banner, there is a section titled 'On July 25th, join Streaming Media, Mozilla and Intrado Digital Media for an exclusive conversation about improving webcast quality of experience (QoE) and find out how Mozilla is implementing QoE technology into their employee town halls.' This section includes a list of bullet points:

- Be proactive and **improve the quality of experience (QoE)** with monitoring, using workflow tools to resolve issues
- Interpret webcast data and tell a complete story of how your webcast performed, providing key executives with the information they need
- Prove the ROI of your internal communications initiatives with data points that demonstrate the value of your broadcast

