

2023 SID-United States Hybrid Annual Conference Sponsorship Opportunities

Wednesday, May 24, 8:30 AM – 6:30 PM (Eastern Time)

In-person at the Ronald Reagan Building, Washington, DC & Virtual

Deadline: May 13, 2023

	Diamond	Platinum	Gold	Silver	Bronze	Supporter	Virtual Only
	\$16,000 early bird \$17,500 after 3/31 \$20,000 non-member	\$11,000 early bird \$12,500 after 3/31 \$15,000 non-member	\$8,500 early bird \$10,000 after 3/31 \$12,000 non-member	\$6,500 early bird \$7,500 after 3/31 \$10,000 non-member	\$4,500 early bird \$5,500 after 3/31 \$8,000 non-member	\$2,000 early bird \$2,500 after 3/31 \$3,500 non-member	\$500 early bird \$1,000 after 3/31 \$1,500 non-member
<i>Click or hover on a benefit for more information</i>							
Conference Tickets	30 in-person 40 virtual	20 in-person 30 virtual	15 in-person 25 virtual	10 in-person 20 virtual	5 in-person 15 virtual	3 in-person 10 virtual	10 virtual
Exhibition Space	Prime in-person booth and virtual booth location	Prime in-person booth and virtual booth location	Prime in-person booth and virtual booth location	In-person booth and virtual booth	In-person table and virtual booth	Shared in-person table and virtual booth	Virtual booth
Breakout Session & Speaking Opportunity	Design a virtual breakout session, includes speaking opportunity	Design a virtual breakout session, includes speaking opportunity					
In-person and Virtual Visibility during Plenaries and Keynotes	Speaking opportunity during plenary or breakout session; 1-minute promotional video during plenary and acknowledgement in opening remarks	Acknowledgment in opening remarks	Acknowledgment in opening remarks				
In-person Visibility at the Ronald Reagan Building	Opportunity to provide branded giveaways; Logo displayed at registration and common area screens	Logo displayed at registration and common area screens	Logo displayed at registration and common area screens	Organization listed at registration and common area screens	Organization listed at registration and common area screens	Organization listed at registration and common area screens	
Visibility on Virtual Platform	Pop up studio interview; Pre-recorded session; Pop up studio shoutout; Sponsor Spotlight; Logo listed on virtual platform banner	Pop up studio interview; Pre-recorded session; Pop up studio shoutout; Sponsor Spotlight; Logo listed on virtual platform banner	Pop up studio interview; Pre-recorded session; Pop up studio shoutout; Sponsor Spotlight; Logo listed on virtual platform banner	Pop up studio shoutout; Sponsor Spotlight; Logo listed	Organization listed	Organization listed	Organization listed
Social Media and Other Promotions	Logo on Registration Page, pre-Conference and post-Conference outreach, and promotional materials; 3 spotlights on LinkedIn, Facebook & Twitter; 3 24h Instagram Story takeovers; Day-of promotional push through virtual platform; Feature in newsletter in weeks before Conference	Logo on Registration Page, pre-Conference and post-Conference outreach, and promotional materials; 2 spotlights on LinkedIn, Facebook & Twitter; 2 24h Instagram Story takeovers; Day-of promotional push through virtual platform; Feature in newsletter in weeks before Conference	Listing on Registration Page, pre-Conference outreach, and promotional materials; 1 spotlight on LinkedIn, Facebook & Twitter; 1 24h Instagram Story takeover; Day-of promotional push through virtual platform; Feature in newsletter in weeks before Conference	Listing on Registration Page, pre-Conference outreach, and promotional materials; 1 spotlight on LinkedIn & Twitter	Listing on Registration Page, pre-Conference outreach, and promotional materials; 1 spotlight on Twitter	Listing on Registration Page, pre-Conference outreach, and promotional materials; 1 mention on Twitter	
Attendee List	Yes						

Add-On Opportunities

In addition to your chosen sponsor package from the list above, you may opt to add the Watch Party Sponsorship or Student Sponsorship Package.

Watch Party Sponsor Add-On

\$5,000 Member

\$6,500 Non-Member

Watch Parties are a great way to make a global event feel more inclusive by introducing intentionally locally led experiences. Host a party at your office or a venue of your choice for attendees outside the DC area (in the US or in another country) who want to attend the Conference virtually but engage in person in a group setting. SID-US and TechChange will work with you to connect your party to the Conference, stream the plenary sessions to your party, and show your party periodically on the main stage during the Conference.

Student Sponsor Add-On

\$1,000

Invest in future development practitioners and colleagues. The Student Sponsorship Package is available to add to your chosen sponsor package. Receive 5 in-person and 5 virtual student tickets for students chosen by your organization or SID-United States, an acknowledgement of student sponsors on virtual platform and Conference site, and your company name on student attendee name badges.

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Special Sponsorship Packages

Pop-up Hallway Studio Sponsor (In-person & virtual) \$11,000 early bird \$13,000 after 3/31 \$15,000 non-member	<ul style="list-style-type: none">• Sponsor virtual production booth, high quality real-time production and stream of news-style broadcast• Branding on live stream• Maximum of two sponsors*• Every Bronze level feature**
Reception Sponsor (In-person) \$6,000 early bird \$8,000 after 3/31 \$9,000 non-member	<ul style="list-style-type: none">• Visibility on all in-person reception signage and promotions• Opportunity to provide branded collateral• Maximum of three sponsors*• Every Bronze level feature**
Accessibility Sponsor (In-person & virtual) \$6,000 early bird \$8,000 after 3/31 \$9,000 non-member	<p>We will offer American Sign Language interpreters and closed captioning services throughout our hybrid event. Sponsor these critical resources while achieving robust visibility across the Conference.</p> <p>Sponsorship includes:</p> <ul style="list-style-type: none">• Sponsor recognition on plenary screen, website, email footer, and promotional materials and communications related to accessibility services• Includes “interpretation sponsored by” credit• Every Bronze level feature**
Lounge Sponsor (In-person) \$6,000 early bird \$8,000 after 3/31 \$9,000 non-member	<ul style="list-style-type: none">• Name on signage and promotions for all-day in-person coffee break lounge for all attendees• Monitor to feature sponsor videos, website, etc.• Maximum of three sponsors*• Every Bronze level feature**
Networking Sponsor (Virtual) \$6,000 early bird \$8,000 after 3/31 \$9,000 non-member	<ul style="list-style-type: none">• Sponsor virtual networking hour• Logo on networking hour promotions• Maximum of two sponsors*• Every Bronze level feature**
Wi-Fi Sponsor (In-person) \$6,000 early bird \$8,000 after 3/31 \$9,000 non-member	<ul style="list-style-type: none">• Sponsor Wi-Fi access to all in-person participants at the Ronald Reagan Building• Customize the Wi-Fi username and password• Maximum of one sponsor• Every Bronze level feature**

* Email AnnualConference@sid-us.org if interested in exclusive sponsorship pricing

** Option to upgrade to Silver or higher, contact AnnualConference@sid-us.org for details

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Sponsor Package Information

Virtual Tickets	All Sponsors Unused organization tickets will be donated to students and attendees from developing countries. Organizations that donate more than 5 tickets will receive student sponsorship recognition.
Exhibition Space	All Sponsors All sponsors will have access to a virtual booth. You can opt for an organizational representative to interact real-time with attendees via live Q+A, one-on-one virtual meetings, and text and video chat through the virtual booth. Meetings can be scheduled at your convenience. An organizational representative is not required for virtual booths. Please note, if you will require electricity and/or Wi-Fi in your in-person exhibit space (booth, full table, or shared table), you will need to purchase these at an additional cost. Diamond, Platinum, Gold Prime location at entrance of exhibit hall for maximum visibility to all in-person attendees. Full booth setup including pipe draping and booth ID sign. Virtual booth featured prominently on virtual platform. Silver Full booth setup including pipe draping and booth ID sign. Interactive virtual booth to engage with attendees during the Conference. Bronze Full tabletop booth package. Interactive virtual booth to engage with attendees during the Conference. Supporter Shared tabletop booth package. Interactive virtual booth to engage with attendees during the Conference. Virtual Only Interactive virtual booth to engage with attendees during the Conference.
Breakout Sessions & Speaking Opportunity	Diamond, Platinum Optional opportunity to design a virtual breakout session, which can be a panel, a workshop or another format. Or you can offer a speaker for a session that SID-US designs. Sessions will take place throughout the day and will be accessible both live and after the Conference on our Conference platform. Topics must be approved by SID-United States and all sessions must meet DEI and other guidelines. The breakout session may not be pre-recorded, and all speakers must be live during the program on May 24.
In-person and Virtual Visibility during Plenaries and Keynotes	Diamond 1-minute promotional video played during plenary, displayed to all virtual and in-person attendees. Verbal acknowledgment in opening remarks of Conference, in person and streamed to virtual platform. Exclusive speaking opportunity during plenary or breakout session (exact session determined by SID-US), e.g. introduction of a speaker or session, streamed and recorded on the Conference website. Platinum, Gold Verbal acknowledgment in opening remarks of Conference, in-person and streamed to virtual platform.
In-person Visibility at the Ronald Reagan Building	Diamond Can provide giveaways such as branded bags, water bottles, masks, etc. at own cost to be placed at registration. Organization logo will be published on Conference screens in common areas and the registration area of the Ronald Reagan Building. Platinum, Gold Organization logo published on Conference screens in common areas and the registration area of the Ronald Reagan Building. Silver, Bronze, Supporter, Virtual Only Organization will be listed on Conference screens in common areas and the registration area of the Ronald Reagan Building.
Visibility on Virtual Platform	Diamond, Platinum, Gold Sponsor Spotlight, a 3-minute video played during the virtual Conference and available in virtual library. Logo prominently displayed on virtual Conference panel on every page. Opportunity to be interviewed on-site at the Ronald Reagan Building. Interview to be aired real time during the Conference on the virtual platform. Organization receives shoutout from the pop-up studio emcee during the conference. Host a pre-recorded session on our virtual platform for up to one year. This could be a webinar, training, panel discussion, or any other format or topic of your choice. Sponsor is responsible for making the recording and uploading to the virtual platform. All sessions must align with SID-US DEIA guidelines . Silver Sponsor Spotlight, a 3-minute video played during the virtual Conference and available in virtual library. Logo prominently displayed on virtual Conference panel on every page. Bronze, Supporter, Virtual Only

	Organization listed on virtual platform.
Social Media & Communications Promotions	<p>Diamond Logo prominently displayed on registration page for in-person and virtual attendees. Organization featured before and after the Conference on social media, the Conference website, and SID-US Conference mailings. Visibility to SID-US's 35k followers through three spotlights on LinkedIn, Facebook, and Twitter and three 24h Instagram Story takeovers for visibility to SID-US's 35k+ followers. Live broadcast messages on virtual platform encouraging participants to visit your booth, interact with your brand, and to explore your innovations. Optional feature in SID-US Newsletter in weeks leading up to the event (content to be submitted via the sponsor registration form).</p> <p>Platinum Logo prominently displayed on registration page for in-person and virtual attendees. Organization featured before and after the Conference on social media, the Conference website, and SID-US Conference mailings. Visibility to SID-US's 35k followers through two spotlights on LinkedIn, Facebook, and Twitter and two 24h Instagram Story takeovers for visibility to SID-US's 35k+ total followers. Live broadcast messages on virtual platform encouraging participants to visit your booth, interact with your brand, and to explore your innovations.</p> <p>Gold Organization listed on registration page for in-person and virtual attendees. Organization listed before and after the Conference on social media, the Conference website, and SID-US Conference mailings. Visibility to SID-US's 35k followers through one spotlight on LinkedIn, Facebook, and Twitter and one 24h Instagram Story takeover. Live broadcast messages on virtual platform encouraging participants to visit your booth, interact with your brand, and to explore your innovations.</p> <p>Silver Organization listed on registration page for in-person and virtual attendees. Organization listed before and after the Conference on social media, the Conference website, and SID-US Conference mailings. Visibility to 20k followers through one spotlight on LinkedIn and Twitter.</p> <p>Bronze Organization listed on registration page for in-person and virtual attendees. Organization listed before and after the Conference on social media, the Conference website, and SID-US Conference mailings. Visibility to 6k followers through one spotlight on Twitter.</p> <p>Supporter Organization listed on registration page for in-person and virtual attendees. Organization listed before and after the Conference on social media, the Conference website, and SID-US Conference mailings. Visibility to 6k followers through one mention on Twitter.</p>
Attendee List	<p>Platinum Attendee list will include name, organization, and email address of attendees, for premium data analytics and post-Conference outreach.</p>