AHRA 2021 SPONSORSHIP GUIDE

The AHRA 2021 Annual Meeting and Exposition offers numerous unique and fresh opportunities to help your business grow. By taking advantage of one of the sponsorship opportunities listed in this brochure, you will be able to demonstrate that your company offers cutting-edge products and services. Make your company stand out from your competitors!

Sponsorship provides the premier visibility imperative to remain competitive. Whether you are a seasoned company or establishing a new startup, this guide features a variety of sponsorship options designed to suit your needs and your budget.

Sponsorship dollars will also add priority points toward your company’s 2021 booth selection. **One (1) Point is awarded for every $1,000 spent in Annual Meeting Sponsorship dollars.** Fractions of points are also awarded. For example, $1,750 equals 1.75 points. Sponsorship dollars are an excellent way to boost your booth selection priority assignment and be one step above your competitor!

Listed on the following page are sponsorship opportunities available at the 2021 Annual Meeting and Exposition.

**AHRA 2021 Sponsorship Levels:**
- Platinum  $20,000+
- Gold $15,000 - $19,999
- Silver $10,000 - $14,999
- Bronze $5,000 - $9,999
- Contributing Less than $5,000

**All sponsorship items include:**
- Recognition in the *Convention Daily* Digital Newspaper.
- Event signage if applicable.
- Sponsor ribbons for all company representatives.

**Bronze and Above:**
All of the above plus…
- Company logo recognition in conference publications and signage
- Company logo and Web address link on Annual Meeting Website
- Company logo on exhibit hall entrance unit signage and in General Session opening PowerPoint presentations

Recognition type, whether text or logo recognition, depends on sponsorship level. Logos in conference publications and signage will be placed and sized according to sponsorship level.

**To discuss available sponsorship opportunities, please contact:**
Elizabeth Davis, Exhibit & Sponsorship Manager
(703) 964-1240 ext. 110
ahraexhibits@conferencemanagers.com
### AHRA 2021 Sponsorship Opportunities

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Theme Party *(Full sponsorship)*

**$35,000 Platinum Sponsorship Level**

This is the event at AHRA, so don't miss out! The AHRA Theme Party is sure to inspire attendees and it is where attendees let loose and show off their creative side by getting into character for the event. Attended by nearly 500 people, your company is sure to be remembered long after the party is over. Entertainment, heavy hors d’oeuvres and a hosted bar make this a popular event for all attendees.

**Sponsor benefits:**
- Name and logo on event signage
- Name and logo on projection screen or LCD
- Logo Gobo at the party
- Logo on event ticket
- Representative joining the AHRA President on stage to kick off the event
- Company logo and Web address link on Annual Meeting Web site
- Company logo on napkins
- Company logo and brief 50-word description on table tent cards

Theme Party *(Partial sponsorship) 3 available*

**$12,000 Silver Sponsorship Level**

Partial sponsorship is available for three different options. Sponsor either: the DJ and entertainment, the food and beverage, or the themed apparel handed out at the door. This is the final closing event all attendees look forward to. Send attendees home talking about the company that sponsored their memories!

Sponsorship benefits vary by item sponsored.

**Morning or Afternoon Beverage Break Monday, Tuesday, or Wednesday (6 available)**

**$3,500 per day Contributing Sponsorship Level**

Re-energize attendees between classes by sponsoring a morning or afternoon beverage break. Greet attendees with staff and/or company literature as they fill up on refreshments.

**Sponsor benefits:**
- Name and logo on event signage
- Company literature distributed in break area

**NEW! Exhibitor Hospitality Suite**

**$1,500 for 3 hours or $2,500 for 6 hours Contributing Sponsorship Level**

Note that all events or activities planned by exhibiting companies must be pre-approved by AHRA. AHRA has allocated blocks of time within the AHRA2021 program where exhibitors may book meeting space for internal or hosted events so as not to conflict with official conference events or programming as noted in the exhibitor contract. All meeting space is at the Music City Center.

- Events are defined as:
  - Internal Meeting (No AHRA Attendees Invited)
  - Hosted Meeting (AHRA Attendees Invited)
- Meeting space requests may not conflict with official conference functions.
- All meeting space at the Center and hotels is contractually controlled by AHRA during the annual meeting. All calls to the hotel will be directed to AHRA.
- To submit a request for meeting space, you will be asked for:
  - Date and start/end time for your event
  - Number of people expected
  - Internal or Hosted Meeting (see above)
  - Food and beverage required
  - AV required
- Approved space is available on a first-come, first-serve basis based only on availability.
  - Hosted events cannot be marketed broadly by the exhibitor if the approved hours conflict with official Conference functions.
All expenses associated with approved events are the responsibility of the exhibitor, including but not limited to furnishings, food and beverage, audio visual, etc.

SPEAKERS & EDUCATION

Keynote Speaker Monday **SOLD**, Tuesday **SOLD** or Wednesday **SOLD**

$16,500  Gold Sponsorship Level

Education is the foundation of the AHRA Annual Meeting. Show AHRA attendees that you value them and their education by sponsoring one of two highly qualified and entertaining keynote speakers.

**Sponsor benefits:**
- Name and logo on projection screen
- Company representative introduction of speaker
- Company logo and Web address link on Annual Meeting Web site

Breakout Session

$5,500  Bronze Sponsorship Level

Sponsors will get to select one of the breakout sessions. Sponsor's logo will appear in the pocket guide and the walk-in slide. Sponsor will be able to introduce speaker(s) and can provide a brief 1-2 minute company overview. Script must be provided in advance for review, to ensure overview is not a sales pitch and meets continuing education standards.

ATTENDEE-ESSENTIAL ITEMS

Meeting Bags **SOLD**

$13,000  Silver Sponsorship Level

Emblazon your color logo on the official AHRA meeting tote bag. Given free to all attendees, the tote bag holds all of the items needed to have a successful conference: onsite program, last minute schedule changes, and AHRA resources. Carried throughout the week by 900 attendees, your company will definitely be noticed!

**Sponsor benefits:**
- Name and logo on tote bag
- Complimentary tote bag insert
- Company logo and Web address link on Annual Meeting Web site

Water Bottles **SOLD**

$7,000  Bronze Sponsorship Level

Keep attendees hydrated and headache-free by sponsoring water bottles. The re-usable sport water bottles will have your logo on them and will be distributed from your booth. Attendees will be given a coupon with their registration materials and instructed to visit your booth to redeem the coupon for a bottle. This feature will help drive attendees to your booth.

**Sponsor benefits:**
- Name and logo on signage
- Logo on re-usable sport water bottles (environmentally friendly!)
- Water bottle coupon redemption from your booth (booth traffic builder!)

NEW Face Masks

$7,000  Bronze Sponsorship Level

Provide attendees with this non-medical 3-ply face mask made with outer layers of non-woven polypropylene and one inner layer of spun-bond polypropylene. The mask features white elastic ear loops and a plastic adjustable nose strip. Designed with a blue front and a white backing. Mask has not been FDA cleared or approved.

**Sponsor benefits:**
- Logo on disposable face masks
Image Magnification (IMAG)    SOLD

$5,500    Contributing Sponsorship Level
Put your company's logo on the "big screen" during the general sessions by sponsoring the IMAG. This technology enables a close-up image of the speaker to be put onto large screens. Your company's logo will flash each time the speaker's image goes on the screen using the IMAG. Your logo will be seen by the entire conference audience for all three days with this high visibility item.

*Sponsor benefits:*
- Company logo on the screen during general sessions
- Company logo and Web address link on Annual Meeting Web site

Lanyards    SOLD

$5,000    Contributing Sponsorship Level
Place your company logo on the official AHRA badge lanyard.

*Sponsor benefits:*
- Name and logo on lanyard

Cell Phone Charging Station

$3,000 (2 available)    Contributing Sponsorship Level
This is a great way to offer convenience to attendees. Your logo/graphics will be displayed on signage and decal on the cell phone charging table.

*Sponsor benefits:*
- Name and logo on charging station

Luggage Tags    SOLD

$2,000    Contributing Sponsorship Level
Help attendees identify their bags by placing your company's logo on the AHRA 2020 luggage tags to be placed in the meeting tote bags.

*Sponsor benefits:*
- Name and logo on luggage tags

Logoed Pens

$1,850    Contributing Sponsorship Level
Attendees will remember your company when they find a handy and purposeful customized pen in their meeting tote bag. Your future customers will know how to reach you and will think of your company each time they use it!

*Sponsor benefits:*
- Name and logo on pens

Tote Bag Insert

$1,600    Contributing Sponsorship Level
Sponsoring a tote bag insert is the perfect way to expose your latest product, newest service, or just your company in general to all AHRA attendees. It's a highly effective way of standing out from the crowd and letting attendees know where they can find your booth. For an additional $250 AHRA will also post a PDF of your insert on our Conference website as a link for attendees to view. This added exposure will draw more traffic to your booth and help attendees plan their exhibit hall experience.

*Sponsor benefits:*
- Company logo on the screen during general sessions
- Company logo and Web address link on Annual Meeting Web site
CONFERENCE ADVERTISING/DISPLAYS

NEW! Wireless Internet Network
$10,000 Silver Sponsorship Level
Sponsor the wireless internet and be sure to be seen by attendees when they log onto their devices. The SSID will be AHRA and a password can be added of your choice. A splash page with a URL redirect to the sponsors webpage is included.

**Sponsor benefits:**
- Sponsored webpage redirect

Show Daily Digital Newspaper
$10,000 Silver Sponsorship Level
Reach meeting attendees each morning with the AHRA *Convention Daily*, the only publication that provides up-to-the minute news, information, and schedules.

**Sponsor benefits:**
- Company logo in the Newspaper masthead
- Two free full-page color ads
- Company logo and Web address link on Annual Meeting Web site

**Annual Meeting Mobile App**  SOLD
$7,000 Bronze Sponsorship Level
Create your own personal schedule, view maps, exhibitor info, photos, and more on your smart phone or tablet with the Annual Meeting App. Sponsor the popular Meeting App and gain exposure before and during the meeting. Your company will receive exclusive recognition on the app home page, on site signage, and website.

**Sponsor benefits:**
- Logo on the app home page
- Logo on app signage at the meeting
- Recognition on website and *Convention Daily*

Aisle Sign Floor Stickers
$5,000 Bronze Sponsorship Level
Receive premium exposure with your company's logo on ALL aisle signs in the exhibit hall for maximum visibility during the entire show. Production costs are included in the listed price.

**Sponsor benefits:**
- Company logo on exhibit hall aisle signs

Onsite Registration Clings
$5,000 Bronze Sponsorship Level
Receive maximum exposure with your company's logo on the plexiglass partitions at all onsite registration counters. Your logo will be one of the first seen onsite and continuously throughout the conference as attendees frequent this central information hub.

**Sponsor benefits:**
- Company logo on registration clings

Exhibit Hall Floor Plan Locator Board
$4,000 Contributing Sponsorship Level
Place your company's advertisement on the Exhibit Hall Locator Board displayed in the Exhibit hall. This unique advertising method will be seen by all conference attendees as they review the exhibit hall floor plan and list of companies exhibiting at AHRA. Be creative! Use the advertisement to lure them to your booth and welcome them to the meeting.

**Sponsor benefits:**
- Company advertisement displayed on bottom half of locator board
Meeting Room Locator Board

$4,000 Contributing Sponsorship Level
Place your company’s advertisement on the Meeting Room Locator Board displayed in a prominent area of the meeting space. This unique advertising method will be seen by all conference attendees as they review the convention hall floor plan and list of meeting rooms at AHRA. Be creative! Use the advertisement to lure them to your booth and welcome them to the meeting.

Sponsor benefits:
- Company advertisement displayed on bottom half of locator board

General Session Chair Drop (2 available)

$3,500 (3 available) Contributing Sponsorship Level
Place your company information directly in the attendees’ hands by sponsoring a General Session Chair drop. This new sponsorship includes one flyer, supplied by the sponsor, to be placed on each of the 1000 chairs in the General Session. Give the attendees something to read while they wait for the session to kick off. Three (3) sponsorships are available.

Sponsor benefits:
- Company supplied flyer placed on all chairs at the sponsored General Session

Attendee E-Blast (PRE-SHOW)

$3,000 (1 available) Contributing Sponsorship Level
Reach attendees via email before they arrive at AHRA! This sponsorship includes one e-blast sent to registered attendees 1-2 weeks before event. The sponsoring company supplies an HTML file (subject to AHRA approved) and AHRA sends it out on the sponsor’s behalf. AHRA does not distribute attendee email addresses, so this is the only way to reach registrants via email prior to the meeting.

Sponsor benefits:
- Company supplied HTML email is sent to all registrants.

Attendee E-Blast (POST SHOW)

$2,500 (3 available) Contributing Sponsorship Level
Reach attendees via email upon their return home from AHRA. This sponsorship includes one e-blast sent to registered attendees 1-2 weeks post event. Thank attendees for visiting your booth and remind them of the products/services you offer. What a great way to stand out among competitors once attendees have come home to share their knowledge with their staff! The sponsoring company supplies an HTML file (subject to AHRA approved) and AHRA sends it out on the sponsor’s behalf. Two (2) sponsorships are available. AHRA does not distribute attendee email addresses, so this is the only way to reach registrants via email after the meeting.

Sponsor benefits:
- Company supplied HTML email is sent to all registrants

Registration Confirmation Banner Ad  SOLD

$3,000 Contributing Sponsorship Level
Each attendee will receive a confirmation email upon registering for the Annual Meeting. Can you imagine better exposure than having your company name and website along the bottom of that email? This is an exclusive sponsorship opportunity and is therefore available on a first-come, first-serve basis.

Sponsor benefits:
- Company supplied URL for electronic attendee registration confirmation email.

Pocket Program  SOLD

$3,500 Contributing Sponsorship Level
The Pocket Program will be handed to all attendees with their registration materials and will provide an easy to read schedule at-a-glance. The Program is designed to fit in the badge holders for easy access. Your ad will be placed on the back cover as exclusive sponsor of the pocket program. Once folded, the Program will be 3”x4”.

Sponsor benefits:
- Company logo on front Pocket Program cover
- Back cover four-color ad
Hotel Key Cards  SOLD

$3,500  Contributing Sponsorship Level
Have your company’s logo appear on one of the most important items attendees will be carrying — their hotel room key cards. The key cards are distributed during hotel check-in and will be carried by attendees for the duration of the conference. This is a great way to be at everyone’s fingertips! Additional hotel fees will apply. Production costs are not included in this sponsorship fee. Once approved, sponsor will be put in touch with keycard manufacturer and be responsible for production.

Sponsor benefits:
- Company logo and art displayed on keycard along with AHRA meeting logo

Floor Decals

$3,000  Contributing Sponsorship Level
This sponsorship provides a cost-effective way to keep your company's name top-of-mind with attendees through the meeting. The 3’x3’ floor decal, featuring your logo and booth number, will conveniently guide attendees to your booth. Decals will be placed in high traffic areas of the meeting space. Sponsorship includes 4 decals.

Sponsor benefits:
- Four 4-color 3’x3’ floor decals with company graphics and booth number

NEW! Lunch Table Display

$2,500  Contributing Sponsorship Level
Want to reach the attendees as they eat lunch planning their stops in the exhibit hall? Make sure they stop by your booth with a lunch table flyer drop. This exclusive flyer drop will help drive attendees to your space. Be sure to include any raffle, show specials or incentives for them to bring the flyer to your space.

Sponsor benefits:
Exclusive Opportunity (3) available
- Sponsor is responsible for production and manpower to place the flyers on the table on scheduled day.
- Flyer is to be approved by AHRA management.
- Any flyer left will be recycled unless your staff collects at end of that day.

Directional Signage

$1,100  Contributing Sponsorship Level
Sponsor directional meter boards and feature your company graphics, banner, or advertisement on one entire side of the board. Signage will lead attendees throughout the conference area and to the exhibits.

Sponsor benefits:
- Company logo on directional signage

App Push Notifications

$500 each  Contributing Sponsorship Level
Send out a text alert to each attendee through the app! This alert will pop up on each attendee’s phone if they have downloaded the app. The text is limited to 100 characters. Remind attendees to stop by your booth, announce a raffle or showcase a product demonstration time.

Enhanced Logo on Online Floor Plan

$200  Contributing Sponsorship Level
Attendees use the online floor plan to map out their hall experience pre-conference as well as onsite. Draw extra attention to your company by sponsoring a rotating logo on the online floor plan. Logos will be hyperlinked to company website.

Sponsor benefits:
- Logo with website hyperlink on online floor plan
AHRA 2021 SPONSORSHIP AGREEMENT

AHRA 2021 Annual Meeting and Exposition • August 1-4, 2021 • Music City Center • Nashville, TN

COMPANY INFORMATION: Please list your company name EXACTLY how you wish it to be listed in promotional materials.

Company: ____________________________________________________________ Contact (name): __________________________________________________

Title: ________________________________________________________________ Phone: __________________________________________________________

Email: __________________________________________________________________________________________

Street Address: __________________________________________________________________________________

City: __________________________ State: ___________________ Zip: _________________________

EVENTS/FUNCTIONS

☐ Theme Party…………………………………. $35,000/$12,500

☐ AM Beverage Break Monday ……………………………… $3,500

☐ AM Beverage Break Tuesday ……………………………… $3,500

☐ AM Beverage Break Wednesday …………………………… $3,500

☐ PM Beverage Break Monday ……………………………… $3,500

☐ PM Beverage Break Tuesday ……………………………… $3,500

☐ PM Beverage Break Wednesday …………………………… $3,500

☐ Exhibitor Hospitality Suite………………….. $1,500/$2,500

☐ Digital Tote Bag Insert Add-On…………………………………… $500

☐ Attendee E-Blast ……………………………… $3,000 each

☐ Attendee E-Blast (post show) ……………………………… $2,500 each

☐ Registration Confirmation Banner Ad…SOLD……. $3,000

☐ Pocket Program …SOLD…………………………… $3,250

☐ Hotel Key Cards …SOLD…………………………… $3,500

☐ General Session Chair Drop ……………………………… $3,500

☐ Floor Decals………………………………………………… $3,000

☐ Directional Signage…………………………………………… $1,100

☐ App Push Notification……………………………………… $500

☐ Enhanced Logo on Online Floor Plan ................. $200

CANCELLATION POLICY: No refunds due to sponsorship cancellation will be granted. Sponsor will be obligated to pay any outstanding balance due on sponsorship as outlined in the sponsor application.

COMPANY LOGO: I agree to submit my company logo to the sponsorship manager via email within 1 business week of signing the sponsorship agreement. If my company logo changes at any point, I will notify the sponsorship manager immediately and send the new logo. Due to production time of certain items, if a logo change occurs it is not guaranteed that the item can be printed with the new logo. Please check with the sponsorship manager for individual items’ production times.

AUTHORIZATION: By signing, I agree that I have read the above guidelines, and agree to abide by the terms and conditions set forth. This Agreement must be signed to confirm sponsorship.

X

AUTHORIZED SIGNATURE _______________________ DATE __________

STOP! PLEASE READ:

Credit card numbers are only accepted by FAX: 571-730-3072

Do NOT submit credit card payment by email or standard mail.

PAYMENT INFORMATION: (due with form)

☐ Check (made to AHRA) is enclosed in the amount of $ ___________________

☐ Bill $ _______________ to my Visa/MasterCard/American Express

Card #: ____________________________

Exp Date: ________________ CVV Code: ________________

Authorized Signature: ____________________________

Please complete this form and return to:

AHRA 2021 Sponsorship Manager

5500 Cherokee Ave, Ste 550; Alexandria, VA 22312

Fax: 571-730-3072

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Tote Bag Inserts

Sponsoring a tote bag insert is the perfect way to expose your latest product, newest service, or just your company in general to all AHRA attendees. It’s a highly effective way of standing out from the crowd and letting attendees know where they can find your booth.

The cost is $1,600 per insert, and the AHRA Exhibits Department must approve all inserts in advance. Inserts may NOT be larger than 8½” x 11”, contain no more than 3 folds, be 3-D, or be a catalog or magazine. 1,000 copies of your insert are needed for the tote bags. A PDF of your stuffer should be emailed to AHRAexhibits@conferencemanagers.com for approval PRIOR to printing your piece. AHRA is not responsible for any design, reprint or mailing costs if the stuffer does not meet AHRA approval. Allow 2 business days for approval review. Remember stuffers must arrive at the warehouse by July 1, 2021.

*Upgrade your bag insert* to a Digital Insert for an additional $250! In addition to the traditional bag insert, AHRA will also post a PDF of your insert on our Conference website as a link for all attendees to view. This added exposure will draw more traffic to your booth, and help attendees plan out their hall experience.

Inserts should not be individually shrink-wrapped. It is the exhibitor’s responsibility to instruct their printer to not shrink-wrap the inserts. Inserts should arrive neatly packed but loose. Inserts that are individually shrink-wrapped will not be inserted into the bags and no refunds will be given. If your inserts are shipped to the wrong address or arrive past the deadline, there will be no refunds. It is your responsibility to ensure that your inserts arrive on time and in the correct place. If your insert is unintentionally left out of the tote bag in spite of being received at the correct address, the refund will be limited to the fee paid to AHRA – there will be no refund for printing or shipping costs.

To sign up, complete this form and send in with payment!

Company: __________________________________________________

Booth #: ____________________ Main Contact______________________________

Phone: _____________________________ Contact e-mail: ___________________________

**PAYMENT INFORMATION:**

CREDIT CARD PAYMENTS: Fax this form to: (703) 964-1246

No forms will be excepted by email with credit card information on it.

_____ Bill $1,600 to my Visa/MasterCard/American Express for the standard bag insert.

_____ Bill $1,850 to my Visa/MasterCard/American Express for the bag insert and Digital Upgrade.

Account Number: ________________________________ Exp. Date: _______

CVV Code: ______________ Authorized Signature: _____________________________

_____ Check in the amount of $_______, made payable to AHRA, is enclosed.

CHECK PAYMENTS:

Mail to: AHRA Exhibits Department

5500 Cherokee Ave, Ste 550

Alexandria, VA 22312