



## 2020 Webinar Sponsor Contract

If you're looking for an easy way increase visibility across a variety of channels, look no further. PBSA Webinar sponsorship offers an ideal opportunity to reach your target audience at an accessible price – and acquire advertising points in the process. Sponsorship benefits go beyond the actual webinar itself to promotion to the full PBSA member contact list.

### Engage your target audience

Are your potential clients geared more towards one aspect of the screening industry? Select a webinar in one of our educational tracks: Legal/Compliance, Business, International, Global Learning Center (OnDemand), Drug Testing, Tenant, and Back to Basics (OnDemand). See page 3 for the tentative 2020 PBSA webinar schedule\*.

### What's the impact?

- 3,857 members registered for webinars January – October, 2019
- Attendees rated PBSA webinars 4.5 out of 5 for Relevance
- Webinar promo standalones are sent to the PBSA member contact list of approx. 5,800 background screening professionals
- Average open rate of 21.7% for webinar promo standalones in 2019

### What are the benefits to sponsors?

Sponsorship of PBSA live webinars and pre-recorded webinars includes:

- Logo of sponsoring company on the webinar PowerPoint welcome slide (one slide only)
- Name of sponsoring company mentioned in webinar introduction
- Name and logo of sponsoring company listed on:
  - Webinar handout in PBSA Resource Library (life of document)
- Logo of sponsoring company with hyperlink to sponsoring company's website:
  - PBSA webinar email announcements to entire membership (minimum of 2)
  - Webinar registration page
- Name of sponsoring company hyperlinked to sponsoring company's website:
  - "Webinars" section of the Thursday letter (minimum of 2 weeks)
- Name of sponsoring company:
  - PBSA Webinar Library (archives)

**Webinar sponsorships are limited to PBSA members.**

### Logo Specifications

**Logo of sponsoring company must be submitted in JPG format sized as follows: 450 pixels x 120 pixels. A logo may be resized at staff discretion to fit the available space.**

PBSA reserves the right to refuse a logo or return a logo for editing at its sole discretion.

**Each logo change-out is \$25, which will be invoiced at time of change-out and due immediately upon receipt.** For logo change-out, send logo no later than 5 p.m. (ET) one week prior to specified webinar\*. Example: Webinar scheduled for 1/23/20. Logo due before 5 p.m. on 1/16/20.

**Deadlines**

Submit the Webinar Sponsorship Contract, payment, logo and URL to [angela@thepbsa.org](mailto:angela@thepbsa.org) **no later than the first week of the month in which the webinar is scheduled to be presented.**

**Award System for Webinar Sponsorship**

Advertisers must not have any overdue PBSA invoices. For each webinar there will be only one sponsoring company. Webinar sponsorships are available on a first come, first served basis from the date of received completed contract submission form – including complete billing and payment information. **For each webinar sponsorship, the sponsor is awarded 2 advertising points.**

**Refund Policy**

All advertising sales are final. No refunds will be issued for advertiser cancellation. In the event of a webinar cancellation, advertiser may elect a full refund *or* selection of any other available webinar sponsorship at the advertiser's discretion.

**2020 PBSA Webinar Sponsorships  
Contract Submission Form**

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Webinar Choice #1: \_\_\_\_\_

Webinar Choice #2: \_\_\_\_\_

Webinar Choice #3: \_\_\_\_\_

See last page for 2019 webinar options. There will be one sponsoring company per webinar. **Please email your logo to [angela@thepbsa.org](mailto:angela@thepbsa.org).**

Hyperlink to your website: \_\_\_\_\_

Payment due at time of contract (**\$210/webinar**). Payment amount: \$ \_\_\_\_\_

Check attached

Please make checks payable to: PBSA

**Charge to Credit Card:**

Credit Card Information:  AMERICAN EXPRESS  VISA  MASTERCARD  DISCOVER

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_

Name on Card: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Billing Postal Code: \_\_\_\_\_

Signature: \_\_\_\_\_ TOTAL: \$ \_\_\_\_\_

**For PBSA Staff Only:****Webinar Sponsorships Advertising Points earned in 2020:** \_\_\_\_\_**2020 PBSA Webinar Schedule**

\*Below is the tentative list of the PBSA webinars in 2020. Webinar sponsorships are assigned based on month, not title/subject. Therefore, in the event the monthly webinar title, speakers or topic is changed there will be no effect on purchased advertisements and no refund available. In the event of a webinar cancellation, sponsor may elect to receive a full refund or select another available webinar sponsorship. Contact [angela@thepbsa.org](mailto:angela@thepbsa.org) for the most up to date list of 2020 webinars.

<b>Global Learning Center International</b>	Driver Checks in Canada; Lia Chan, First Advantage
<b>SOLD</b> January 22 Legal/Compliance	State Government Relations Update; Brent Smoyer, PBSA
<b>SOLD</b> February 12 Business	Got A Lot of Business? Don't Lose It!; Bruce Berg, Berg Consulting Group
<b>SOLD</b> February 26 Legal/Compliance	Psst... Your Adverse Action Process Is Springing A Leak; Scott Paler, DeWitt LLP
<b>SOLD</b> March 11 International	Challenges of Screening Across North America – What Employers Need to Consider; David Robillard, MultiLatin Background Screening; William 'Barry' Nixon, PreemploymentDirectory.com; Marty Britton, Britton Management Profiles, Inc.; Traci Ivester, ClearStar Inc.
<b>SOLD</b> March 25 Drug Testing	The Future of Workplace Drug Testing; Nina French, Current Consulting Group LLC
<b>SOLD</b> April 29 Legal/Compliance Drug Testing	Background Checks in the Age of Legal Marijuana; Erin Novak and John Papianou, Montgomery, McCracken, Walker & Rhoads, LLP
<b>SOLD</b> May 27 Legal/Compliance Business	Upgrading Personnel Practices to Enhance Compliance; William Simmons and Chad Kaldor, Littler Mendelson
<b>SOLD</b> June 24 Legal/Compliance	Five Key Lessons for Defending FCRA Class Action Lawsuits; David Anthony, Cindy Hanson, and Timothy St. George, Troutman Sanders LLP
<b>SOLD</b> June 10 International	Data Retention; Kerstin Bagus, NetForce Global LLC; Kevin Coy, Arnall Golden Gregory
<b>SOLD</b> July 22 International	It's Noon Somewhere: Making International Screening Fun and Increasing Your Revenue; Kerstin Bagus, NetForce Global LLC; Andrew Hellman, Accurate Background
August 12 Legal/Compliance International	Kevin Coy, Arnall Golden Gregory
<b>SOLD</b> September 23	TBD
<b>SOLD</b> October 28 Tenant/Compliance	Courtney Stieber, Seyfarth Shaw; Co-presenter TBD
<b>SOLD</b> November	TBD
<b>SOLD</b> December Legal/Compliance	Jennifer Sarvadi, Hudson Cook; Co-presenter TBD
<b>SOLD</b> Global Learning Center International	Pakistan Criminal Records; Shania Shoukat, ITGS Group

<b>SOLD Global Learning Center International</b>	South Africa Legal Screening Issues; <i>Jenny Reid, IFACTS</i>
<b>SOLD OnDemand Back to Basics</b>	Part 1: Introduction to Background Screening and terms; <i>Les Rosen, Employment Screening Resources</i>
<b>SOLD OnDemand Back to Basics</b>	Part 2: FCRA 101; <i>Kevin Coy, Arnall Golden Gregory LLP</i>
<b>SOLD OnDemand Back to Basics</b>	Part 3: FCRA 102; <i>Mary Poquette, Poquette Screening Solutions LLC</i>
<b>SOLD OnDemand Back to Basics</b>	Part 4: Criminal Searches; <i>Scott Maloney, Omni Data Retrieval</i>
<b>SOLD OnDemand Back to Basics</b>	Part 5: Other Searches (Verifications, social media, etc.); <i>Kevin Bachman, The CRA Doctor</i>