

SUMMIT TO SUCCESS

2022

PBSA ANNUAL CONFERENCE



In-Person
Gaylord Rockies Resort
Denver, CO
September 11-13



Virtual
September 11-13

#PBSA22

SPONSOR/EXHIBITOR TOOLKIT

The Professional Background Screening Association offers you the opportunity to present your products and services to an audience of screening professionals from across the world. This toolkit contains everything you need to get the most from your conference exhibit space and sponsorship both in-person and virtually.

SPONSORSHIP LEVEL BENEFITS	Diamond \$14,000 SOLD OUT	Platinum Plus \$11,000 SOLD OUT	Platinum \$10,000 SOLD OUT	Gold \$8,000 SOLD OUT	Silver \$4,500	Bronze \$2,500
Points earned	28	22	20	16	9	5
Available Sponsorships	2	2	2	4	20	Unlimited
Adhesive decals on exhibit floor leading to booth	✓					
Special Feature in Exhibit Hall game	✓					
Hotel Room Upgrade for one company rep.	✓					
Special Opening Party Area -Axe Throwing or Bull Riding		✓				
Logo on conference signage	✓ Stage Banner On Main Stage	✓ Entry Tower to Exhibit hall	✓ Entry Tower to Exhibit hall	✓ Registration Desk		
Speaking opportunity during conference	✓ Company overview at Opening Ceremony	✓ Company overview at Opening Party	✓ Company overview at Opening Party	✓ Introduction of General Session Speaker	✓ Introduction of Break-out Session Speaker	
Logo included on sponsored session presentation & event signage	✓ Opening Ceremony	✓ Opening Party	✓ Opening Party	✓ Selected General Session	✓ Selected Break-out Session	
Complimentary registration(s) for booth staff	✓ 4 comp	✓ 3 comp	✓ 3 comp	✓ 2 comp	✓ 1 comp	✓ 1 comp
Complimentary ad in the conference program	✓ Full page	✓ Full page	✓ Full page	✓ 1/2 page	✓ 1/2 page	✓ 1/3 page
Virtual Platform/App Sponsor Profile	First Tier	Second Tier	Second Tier	Second Tier	Third Tier	Third Tier
Logo on thepbsa.org site & select conference promos	Home and Event	Event	Event	Event	Event	Event
Recognition in the Conference Program	✓	✓	✓	✓	✓	✓
Logo in post-conference Thursday Letter & Journal and Social Media Recognition	✓	✓	✓	✓	✓	✓
Electronic pre- and post-attendee lists w/ contact information	✓	✓	✓	✓	✓	✓
Sponsor Level Ribbon	✓	✓	✓	✓	✓	✓

SPONSOR/EXHIBITOR TOOLKIT

IN-PERSON SPONSORSHIP OPTIONS

EXHIBIT BOOTH PACKAGE

Exhibitor Booth Package (4 points earned) \$2,000

Includes 10' x 10' booth, one complimentary registration for company personnel, listing on conference website, listing and description in printed program, third tier virtual platform booth, and electronic attendee lists.

HOTEL BRANDING

Signage displayed on area listed below. See Hotel Branding Guide for more information. Sponsor responsible for providing artwork.

(1) South Escalator - \$10,000 (20 points) Limited

(7) Red Rock Glass Panel - \$2,500 (5 points)

(3) Colorado Columns- \$7,500 (15 points) SOLD OUT

(5) Colorado Windows - \$1,000 (2 points)

(1) Aurora Window Wall Cling- \$6,500 (13 points)

(1) Aurora Pillar Wall- \$8,000 (16 points) SOLD OUT

(3) Aurora Window Lower Corner- \$1,000 (2 points)

(1) Aurora Window Lower Middle- \$1,500 (3 points)

(3) Aurora Window Middle Middle- \$2,000 (4 points) SOLD OUT

(1) Aurora Window Middle Corner- \$1,000 (2 points)

(1) Aurora Window Top Corner - \$1,000 (2 points)

(3) Aurora Window Top Middle \$1,500 (3 points)

(1) Exhibit Hall Entrance Banner- \$8,000 (16 points)

CONFERENCE PROGRAM ADVERTISEMENTS

Sponsor will supply advertisement with the dimensions based on selection. Programs will be printed for attendees and available digitally for virtual attendees.

Full Page \$550 (1 point earned)

Half Page \$425

Third Page \$300

ADDITIONAL SPONSORSHIPS

Gourmet Coffee Bar (13 points earned) \$6,500

Sign at gourmet coffee bar on Monday or Tuesday. Sponsor may provide cups, napkins, and coffee sleeves to be used.

Tote Bags (14 points earned) \$7,000

Tote bags imprinted with sponsor logo.

Name Badges (14 points earned) \$7,000

Sponsor logo to be included on lanyard for name badges.

Happy Hour Reception- 1 point earned) \$500

Sponsor will coordinate and host a Happy Hour in the hotel restaurant. The event will be published in the schedule of events.

ADDITIONAL SPONSORSHIPS

Hotel Keycards (12 points earned) \$6,000

Sponsor graphic appears on front of the card and PBSA message printed on back. Artwork must be approved in advance. PBSA makes every effort to ensure attendees at the host hotel receive a sponsored keycard but cannot guarantee 100% accuracy.

Outside Hotel Room Drop (10 points earned) \$3,500

Sponsor provides gift bag/item that hotel staff will place in doorway outside room of conference attendees staying at the host hotel. *Sunday PM, Monday AM and Monday PM available.*

Headshots (6 points earned) \$3,000

Sign at station where photographer will take headshots. Sponsor messaging/logo on distribution method for images, if available.

Ribbon Wall (10 points earned) \$5,000

Sponsor logo to be displayed on signage at ribbon wall. Sponsor has opportunity to select four "fun" ribbons, subject to approval by staff. A video loop will also be available on display at the ribbon wall area TV.

Exhibit Reception Bar (7 points earned) \$3,500

Signs at each bar at the event. Sponsor may supply and place table tent cards and printed materials on all dining tables and display pop-up banners (77" x 35" max) during the sponsored event only. Sponsor may provide specialty glassware (or plastic), napkins and plates to be used during the sponsored event. **Monday ONLY**

Hydration Station (4 points earned) \$2,000

Sponsor may provide drinkware to be placed at all hydration stations in the meeting space or sponsor can choose to have staff order 500 or 1000 cups for the stations. Sponsor would be responsible for the cost of the cups they select for staff to purchase the item.

Vendor Demonstration (3 points earned) \$1,500

Sponsor will have a 45 session during schedule breakouts to host a private demonstration. The demo will be listed in the program. AV must be purchased directly from the hotel at the expense of the sponsor. (4 available)



SPONSOR/EXHIBITOR TOOLKIT

IN-PERSON SPONSORSHIP OPPORTUNITIES

Networking Reception (5 points earned) \$2,500

Signage at the Sunday night Networking Session Reception. Sponsor may supply and place table tent cards/printed materials on tables and display pop-up banners (77" x 35" max) during the sponsored event only. Sponsor may provide specialty glassware (or plastic), napkins and plates to be used during the sponsored event.

First Time Attendee Meeting (4 points earned)

\$2,500

Signage at the First Time Attendee Meeting. Sponsor can give a 1-2 minute company overview.

Lunch in Exhibit Hall (4 points earned) \$2,000

Sign at the event. Sponsor may supply and place table tent cards and printed materials tables in the Exhibit Hall and display pop-up banners (77" x 35" max) during the sponsored event only. Monday and Tuesday Lunch available - Co-sponsorship (2 per lunch).

Breakfast in Exhibit Hall (3 points earned) \$1,500

Sign at the event. Sponsor may supply and place table tent cards and printed materials on tables in the Exhibit Hall and display pop-up banners (77" x 35" max) during the sponsored event only. Monday and Tuesday Breakfast available -Co-sponsorship (2 per breakfast).

Snack Breaks (4 points earned) \$2,000

Sign displayed during breaks. Sponsor may provide specialty cups and napkins to be used during the sponsored event, and can work with staff on additional branding opportunities options.

Logo in Conference Program (2 points earned)

\$1,000

Logo printed on the notes pages in the program.

Marketing Email Top Banner (4 points earned)

\$2,000

Sponsor graphic will be included in 5 promotional emails for the conference. Promotions are distributed to the full membership. Staff will select the promotion emails. (2 available)

Confirmation Email Banner (6 points earned)

\$3,000

Sponsor graphic will be included in the confirmation email that all registered attendees receive upon completion of registration. Dimensions will be provided.

Social Media Marketing Campaign Sponsor (10 points earned) \$5,000

Sponsor logo will be placed on the social media marketing campaign that will be distributed to all attendees and possibly distributed to their SM contacts.

Pre-and Post-Registration Lists (0 points earned) \$500

Four electronic registration lists sent prior to the conference on a pre-determined schedule, plus a final attendee list after the conference. Includes contact information. This does not include information for attendees who opted out of receipt of sponsor emails.

MOBILE APP/PLATFORM SPONSORSHIP OPPORTUNITIES

Welcome Video, Splash Screen, Platform Log in Page and Log in Code (15 points earned)

\$7,500

Sponsor will provide a 60 second welcome video that will be played the first time anyone logs into the virtual component of the conference (in-person conference attendees will be able to login to virtual conference for certain on-demand content). A universal log in code for the mobile app and virtual content will reference sponsor company. Sponsor logo will be used on the app splash screen. Sponsor logo will be displayed on the website where registrants log in to the virtual platform. Dimensions will be shared with the sponsor.

Social Event Feed (3 points earned) \$1,500

Logo posted on social event feed hosted in the mobile app, virtual platform and displayed prior to the general sessions.

System Announcement/Notification (2 point earned) \$1,000 LIMITED AVAILBLE

Company will submit an announcement to be displayed to virtual and in-person attendees via the platform and app. Staff will determine the best time to distribute the announcement. (5 available)

Top Rotating Platform Banner (2 point earned)

\$1,000 LIMITED AVAILBLE

Sponsor graphic appears at the top of the virtual platform and link to your App company profile. (1036x320)



SPONSOR/EXHIBITOR TOOLKIT

BYOI - Bring Your Own Idea (points and cost TBD)
Bring us your idea for consideration!

***Please review the Hotel Branding Guide for more information on branding locations.**

Non-members add \$1,500 to all booths and sponsorships.

** Any video advertising included in a package or purchased ad hoc will need to be prepared by sponsor. Videos can be existing/previously used videos, newly recorded, or a still graphic. Artwork will be provided by the sponsor.

To secure space/sponsorships, exhibitors and sponsors must file a written Exhibitor & Sponsor Form with PBSA staff.

Companies submitting a contract within the 90 days following the selection meeting must place a deposit of 15 percent within 30 days of receipt of invoice. The 15 percent deposit is nonrefundable.

Full payment for the exhibit space/sponsorships must be received 90 days after the invoice is received.

PBSA staff will send four payment reminders (3 emails and 1 follow up phone call) during the 90 days. Any booths or sponsorships that are not paid in full after 90 days will be released for sale. If a company releases a booth/sponsorship or the booth/sponsors is released based on failure to submit payment, the items will be posted as available and awarded on a first come, first serve basis. After 90 days from the close of the selection meeting, companies securing exhibit/sponsorships must submit 100 percent of payment upon receipt of invoice.

LOGO SPECIFICATIONS

Logos must be 225 x 60 pixels. Each logo change-out is \$25, which will be invoiced at time of change-out and due immediately upon receipt.

PROGRAM AD SPECIFICATIONS/PRICING

Full-Page Ad - 5" (W) x 7.5" (H)

Half-Page Ad - 5" (W) x 3.75" (H)

Third-Page Ad - 5" (W) x 2.5" (H)

All ads to be included in program must be in .eps format and received no later than **Monday, August 1, 2022.**

DEADLINES

- Logo for digital use (maximum 225 x 60 pixels, .jpg or .gif)
- Final day to submit sponsorship to be included in print items.

Immediately
Monday, August 2, 2022

PBSA will be using a program to collect sponsor and exhibitor collateral. You will receive an email with log in information to the exhibitor/sponsor portal. All logos, descriptions, advertisements, videos, etc. will be collected through the portal. More information will be distributed when your completed contract and payment are received.

Additional sponsorships may be announced following the selection meeting. They will be assigned on a first come, first serve basis.



110 Horizon Drive, Ste. 210 • Raleigh, NC 27615
919.459.2082 • 919.459.2075 (f) • info@thepbsa.org

SPONSOR/EXHIBITOR TOOLKIT

Company: _____ Contact: _____ Email: _____

EXHIBIT OPTIONS

10x10 Booth Package \$2,000 # of booths: _____

Booth Selection

Select your top booth choices from the floor plan:

1. _____ 2. _____ 3. _____

(Preferences considered, but not guaranteed).

SPONSORSHIP LEVELS

- Diamond Level- \$14,000 (2 available)
- Platinum Plus Level- \$11,000 (2 available)
- Platinum Level- \$10,000 (2 available)
- Gold Level- \$8,000 (4 available)
- Silver Level- \$4,500 (20 available)
- Bronze Level- \$2,500 (unlimited)

HOTEL BRANDING

- South Escalator - \$10,000 (4 available)
- Red Rock Glass Panel - \$2,500 (7 available)
- Colorado Columns- \$7,500 (3 available)
- Colorado Windows - \$1,000
 - 1 2 3 4 5
- Aurora Window Wall Cling- \$6,500 (1 available)
- Aurora Pillar Wall- \$8,000 (1 available)
- Aurora Window Lower Corner—\$1,000 (3 available)
 - 1 2 3
- Aurora Window Lower Middle -\$1,500(1 available)
- Aurora Window Middle Middle- \$2,000 (3 available)
 - 1 2 3
- Aurora Window Middle Corner- \$1,000 (1 available)
- Aurora Window Top Corner \$1,000 (1 available)
- Aurora Window Top Middle \$1,500 (3 available)
 - 1 2 3
- Exhibit Hall Entrance Banner- \$8,000

IN-PERSON SPONSORSHIPS

- Monday Gourmet Coffee Bar -\$6,500
- Tuesday Gourmet Coffee Bar -\$6,500
- Tote Bags -\$7,000
- Name Badges -\$7,000
- Hotel Keycards -\$6,000
- OUTSIDE** Room Hotel Drop—\$3,500
- Sunday PM Monday AM Monday PM
- Headshots -\$3,000
- Ribbon Wall -\$1,500

Final Total Charged: _____

- Invoice: PBSA will email you instructions on how to finalize your payment.
- Check # _____ Make checks payable: PBSA

Full payment is due at the time of form submission. The sponsorship will not be held without full payment.

By signing this contract, you are agreeing to the Exhibit & Sponsorship Policy.

- Sunday Night Exhibit Reception Bar- \$3,500
- Monday Night Exhibit Reception Bar \$3,500
- First Time Attendee Meeting- \$2,500
- Networking Reception -\$2,500
- Monday Lunch in Exhibit Hall -\$2,000 (2 available)
- Tuesday Lunch in Exhibit Hall -\$2,000 (2 available)
- Monday Breakfast in Exhibit Hall -\$1,500 (2 available)
- Tuesday Breakfast in Exhibit Hall -\$1,500 (2 available)
- Monday AM Snack Break-\$2,000
- Monday PM Snack Break- \$2,000
- Tuesday AM Snack Break- \$2,000
- Monday PM Snack Break- \$2,000
- Logo on Program Notes Pages- \$1,000
- Marketing Email Top Banner \$2,000 (2 available)
- Confirmation Email Banner \$3,000 (2 available)
- SnoBall Marketing Campaign- \$5,000
- Hydration Station- \$2,000
- Vendor Demonstrations- \$1,500 (4 available)
- Electronic Files of Pre- & Post-Attendee Lists- \$500
- Happy Hour -\$500

MOBILE APP/PLATFORM SPONSORSHIPS

- Welcome Video/Splash Screen/Log in Code/Platform Log in Page- \$7,500
- Social Event Feed -\$1,500
- System Announcement/Notification -\$1,000 (5 available)
- Top Rotating Platform Banner -\$1,000 (4 available)

CONFERENCE PROGRAM ADVERTISEMENTS

- Full Page \$550
- 1/2 Page \$425
- 1/3 Page \$300

Non-members add \$1,500 to sponsorship and booth prices.

TOTAL AMOUNT: _____

Payment Information



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