



## Plan Sponsor Council of America 2018 Conference Sponsorship Information 71st Annual National Conference

PSCA's National Conference continues to be the preeminent retirement industry conference for employers sponsoring participant-directed, retirement-related benefit plans. As the longest running national conference exclusively focused on retirement-related issues aimed at helping plan sponsors, PSCA's National Conference is ranked among the best in the industry. The National Conference is designed to promote interaction between plan sponsors and financial service providers in workshops, roundtables, receptions, and networking events. Providers and plan sponsors meet face-to-face and engage in dialogues to collaboratively seek solutions to the industry's issues.

This year, our sponsorships have changed to better serve the needs of our service provider partners.

### **Platinum Level Sponsorship Package:      \$30,000**

- Exhibition booth package with **prime location** for exhibit space
- Comprehensive marketing program: pre-conference, on site, and post-conference
- Co-branding on all print and online conference materials, including listing in printed conference book and mobile event app
- Complimentary conference registrations for **four people**
- Special discounts for clients and prospects
- **Choice of either a lunch or reception sponsorship**, including branding in conference materials, mobile event app and on site
- **Free full-page ad** in conference book **and** banner ad in mobile event app with link to sponsor's website
- **Free web ad** on PSCA website's conference pages
- Link on PSCA website to sponsor's website pre-conference and for 90 days post-conference
- On-site signage and recognition
- Confidential full listing of attendees, with **email addresses**, prior to conference
- **Speaking opportunity at the conference**
- Assistance with special plan sponsor-provider events if requested

### **Gold Level Sponsorship Package:      \$25,000**

- Exhibition booth package with **prime location** for exhibit space
- Comprehensive marketing program: pre-conference, on site, and post-conference
- Co-branding on all print and online conference materials, including listing in printed conference book and mobile event app
- Complimentary conference registrations for **four people**
- Special discounts for clients and prospects
- **Choice of either a lunch or reception sponsorship**, including branding in conference materials, mobile event app and on site
- **Free full-page ad** in conference book **and** banner ad in mobile event app with link to sponsor's website
- Link on PSCA website to sponsor's website pre-conference and for 90 days post-conference
- On-site signage and recognition
- Confidential full listing of attendees, with **email addresses**, prior to conference
- Assistance with special plan sponsor-provider events if requested

### **Silver Level Sponsorship Package:      \$20,000**

- Exhibition booth package with **prime location** for exhibit space
- Comprehensive marketing program: pre-conference, on site, and post-conference

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- Co-branding on all print and online conference materials, including listing in printed conference book and mobile event app
- Complimentary conference registrations for **four people**
- Special discounts for clients and prospects
- **Choice of either a breakfast or networking break** sponsorship, including branding in conference materials, mobile event app and on site
- **Free full-page ad** in conference book **and** banner ad in mobile event app with link to sponsor's website
- Link on PSCA website to sponsor's website pre-conference and for 90 days post-conference
- On-site signage and recognition
- Confidential full listing of attendees, with **email addresses**, prior to conference
- Assistance with special plan sponsor-provider events if requested

### **Bronze Level Sponsorship Package: \$15,000**

- Exhibition booth package
- Comprehensive marketing program: pre-conference, on site, and post-conference
- Co-branding on all print and online conference materials, including listing in printed conference book and mobile event app
- Complimentary conference registrations for **three people**
- Special discounts for clients and prospects
- **Free half-page ad** in conference book
- Link on PSCA website to sponsor's website pre-conference and for 90 days post-conference
- On-site signage and recognition
- Confidential full listing of attendees, with **email addresses**, prior to conference
- Assistance with special plan sponsor-provider events if requested

### **Exhibitor Booth Sponsorship: \$8,000**

- Exhibition booth package (8 foot x 10 foot draped booth area, 6 foot table and 2 chairs, sign)
- Capability of using own branded signage in booth area
- Co-branding on all print and online conference materials, including listing in printed conference book and mobile event app
- Complimentary conference registrations for **two people**
- Link on PSCA website to sponsor's website pre-conference and for 60 days post-conference
- On-site signage and recognition
- Confidential full listing of attendees, with **mailing addresses** (no email addresses), prior to the conference

### **Exhibitor Tabletop Sponsorship: \$6,000**

- Exhibition tabletop package (6 foot table and 2 chairs), no drape, no extra space for signage other than on top of table
- Co-branding on all print and online conference materials, including listing in mobile event app
- Complimentary conference registrations for **two people**
- Link on PSCA website to sponsor's website pre-conference and for 60 days post-conference
- On-site signage and recognition
- Confidential full listing of attendees, with **mailing addresses** (no email addresses), prior to the conference

*All of the above sponsorships can be customized to meet your specific needs.*

## Advertising

- Conference Book Ad (Print):
  - Full Page **\$600**
  - Half Page **\$300**
- Website Ad **\$250**
- Mobile app ads:
  - **Banner Ad:** Appears on the top of the main page of the app. Rotates with other banners. Limited number available **\$1,000**
  - **Sponsored Push Notification:** In-app notifications to attendees. May be used by sponsors, exhibitors, or by PSCA to notify attendees of upcoming meals, receptions, sessions, etc. Available in a limited number. **\$500**

PSCA will be using a mobile event app. Attendees will be able to download the app for free prior to the conference. The app supports both Apple and Android devices, and can be used on computers. The app will include the full conference agenda, the presentations, handouts, speaker bios, and sponsor and exhibitor information, including logos.

### \* Additional Sponsorship Opportunities

In addition to the sponsorship options listed above, PSCA can price out a custom sponsorship of your choice. For more information, please contact Tobi Davis at (312) 419-1721 or [tobi.davis@psca.org](mailto:tobi.davis@psca.org).

#### *Please Note*

Printing specifications and deadlines apply for some National Conference sponsorship opportunities.

**For specific information about the benefits included with each sponsorship opportunity, please contact Tobi Davis at (312) 419-1721 or [tobi.davis@psca.org](mailto:tobi.davis@psca.org).**

## IMPORTANT INFORMATION AND CANCELLATION POLICY

Sponsorship opportunities and exhibition space are limited, and are assigned on a first-come, first-served basis. Sponsorship benefits are subject to change and substitution with benefits of equal or greater value when necessary due to circumstances beyond our reasonable control (e.g. weather and facility limitations).

Cancellation Policy: Sponsorship and exhibitor commitments cannot be cancelled, and the associated fees are non-refundable. Sponsorship and exhibitor fees are non-transferrable to future conferences or events.

All exhibitors will receive an Exhibitor Services Manual with details regarding shipping, set up, etc. The manual will include information about ordering furniture, special power hook-ups, audio-visual equipment, phone lines, etc. These additional costs are not included in the exhibitor fee.

Hotel sleeping rooms are not included with any sponsorship package.