



2023 Co-located Communications Conference

Corporate Communications & Employee Communications

SPONSORSHIP OPPORTUNITIES

May 1–3 | Orlando, Fla
Orlando World Center Marriott



PRSA EMPLOYEE COMMUNICATIONS CONNECT23 CONFERENCE

Blurred Lines: Embracing the New Demands of “Mixternal” Communications

PRSA CORPORATE COMMUNICATIONS IMPACT23 CONFERENCE

Communicating to Connect the Dots

Corporate communications professionals must continually focus on maximizing their impact as communicators. In the ever-evolving corporate landscape, it is imperative to concentrate communication efforts to promote sustainability while maximizing the value of communications. PRSA Corporate Communications Impact23 Conference will focus on the best ways of communicating to connect the dots.

About the Corporate Communications Section

Over the past decade, the field of corporate communications has changed dramatically. PRSA's Corporate Communications Section helps practitioners develop and hone skills directly relevant to and valuable in corporate environments while providing opportunities for professional network growth via in-person and virtual networking. Educational programs are presented by many of today's leading authorities in corporate communications. As PRSA's largest Professional Interest Section, the Corporate Communications Section touts a membership composed of those working within corporate settings of all sizes as well as agency-based practitioners who provide counsel to corporate clients.

Today's employee comms pros know all too well how fluid the lines have become between Internal Communications and everything else. In a world where mashups are expected and lines are constantly blurred, how can communications professionals embrace agility to keep our hard-earned seat at the table? PRSA Employee Communications Connect23 Conference will explore the age of “Mixternal” communications and so much more.

About the Employee Communications Section

Pick up any copy of Inc., Fortune or HBR and nearly every issue has an article about the importance of workplace culture, which directly ties to internal communications and employee engagement. As organizations see the correlation between how their employees act and feel and the company's safety numbers, employee turnover and ultimately profitability, they will continue to place emphasis and resources on internal audiences.

The Employee Communications Section offers opportunities to connect with practitioners who understand the issues and are willing to share solutions. Through in-person and virtual networking opportunities, newsletters and other resources, this Section helps practitioners develop public relations and management skills directly related to their professional environment.

Presented by the PRSA Corporate Communications and Employee Communications Sections, this conference is co-locating to bring together over 325 communications experts to address topics affecting the profession today. Attendees will have opportunities for education and discussion of the best practices and latest issues facing communicators today. Attendees will seek new understanding, ideas and skills for planning and executing communications from leading experts. Attendees will also have several opportunities to network with fellow attendees and sponsors.

Reasons to sponsor this conference:

- Sponsors will be in front of to both internal AND external communications pros.
- Insight into professional challenges and objectives: Sponsors are encouraged to attend Conference sessions to find out firsthand what target customers want.
- Ninety percent of Conference attendees are present at general session presentations, with speakers and panels that highlight corporate communications issues of interest to the industry.
- Offered programming allows communications and PR pros to share best practices and strategies.
- The Conference presents extensive networking opportunities to enhance a professional's business contacts.



CONFERENCE SPONSORSHIP OPPORTUNITIES

Platinum - \$15,000

(3 Available)

- Acknowledgement as primary sponsor of one keynote session
- Acknowledgement as sponsor at all keynote and networking sessions
- Opportunity for company representative to give a 2-minute address from the podium during the conference
- Opportunity to present a 15–30-minute demo of your product, service or case study (timing dependent on final agenda)
- Conference App Push Notifications: opportunity for up to (4) push notifications via the conference app - either before the conference begins or during the conference
- Access to the conference attendees via up to (3) PRSA dedicated emails on your behalf
- (4) Complimentary conference registrations. Additional registrations are available at the discounted member rate (\$895)
- Brand logo displayed as a sponsor in conference app, conference website and social media campaigns. (Conference app gives opportunity for attendees to access your company website, chat directly with designated contact person and view your company profile. Sponsor can customize their profile page with content, photos and videos.)
- (1) 4x6 Exhibit Table in the designated sponsor area
- Opportunity to offer premium items or giveaways to conference attendees

PREMIER - \$12,500

(2 Available)

- Acknowledgement as primary sponsor of a breakout session
- Acknowledgement as sponsor at all keynote and networking sessions
- Opportunity for company representative to give a 2-minute address from the podium during the conference
- Conference App Push Notifications: opportunity for up to (2) push notifications via the conference app - either before the conference begins or during the conference
- Access to the conference attendees via up to (2) PRSA dedicated emails on your behalf
- (2) Complimentary conference registrations. Additional registrations are available at the discounted member rate (\$895)
- Brand logo displayed as a sponsor in conference app, conference website and social media campaigns. (Conference app gives opportunity for attendees to access your company website, chat directly with designated contact person and view your company profile. Sponsor can customize their profile page with content, photos and videos.)
- (1) 4x6 Exhibit Table in the designated sponsor area
- Opportunity to offer premium items or giveaways to conference attendees



CONFERENCE SPONSORSHIP OPPORTUNITIES

GOLD - \$10,000

(2 Available)

- Acknowledgement as sponsor at all keynote and networking sessions
- Conference App Push Notifications: opportunity for up to (2) push notifications via the conference app - either before the conference begins or during the conference
- Access to the conference attendees via (1) PRSA dedicated email on your behalf
- (2) Complimentary conference registrations. Additional registrations are available at the discounted member rate (\$895)
- Brand logo displayed as a sponsor in conference app, conference website and social media campaigns. (Conference app gives opportunity for attendees to access your company website, chat directly with designated contact person and view your company profile. Sponsor can customize their profile page with content, photos and videos.)
- (1) 4x6 Exhibit Table in the designated sponsor area
- Opportunity to offer premium items or giveaways to conference attendees

SILVER - \$7,500

(4 Available)

- Acknowledgement as sponsor at all keynote sessions
- Access to the conference attendees via (1) PRSA dedicated email on your behalf
- (1) Complimentary conference registration. Additional registrations are available at the discounted member rate (\$895)
- Brand logo displayed as a sponsor in conference app, conference website and social media campaigns. (Conference app gives opportunity for attendees to access your company website, chat directly with designated contact person and view your company profile. Sponsor can customize their profile page with content, photos and videos.)
- (1) 4x6 Exhibit Table in the designated sponsor area
- Opportunity to offer premium items or giveaways to conference attendees



CONFERENCE SPONSORSHIP OPPORTUNITIES

HOSPITALITY HERO - \$5,000

(1 Available)

- Acknowledgement as sponsor at all keynote sessions
- Opportunity to host meals, refreshment breaks, conference related tools (at sponsor's expense). Have other ideas? Let us know!
- (1) Complimentary conference registration. Additional registrations are available at the discounted member rate (\$895)
- Brand logo displayed as a sponsor in conference app, conference website and social media campaigns. (Conference app gives opportunity for attendees to access your company website, chat directly with designated contact person and view your company profile. Sponsor can customize their profile page with content, photos and videos.)
- (1) 4x6 Exhibit Table in the designated sponsor area
- Opportunity to offer premium items or giveaways to conference attendees

PARTICIPATING SPONSOR - \$2,500

(4 Available)

- Acknowledgement as sponsor on conference mobile app
- (1) Complimentary conference registration. Additional registrations are available at the discounted member rate (\$895)
- Brand logo displayed as a sponsor in conference app, conference website and social media campaigns. (Conference app gives opportunity for attendees to access your company website, chat directly with designated contact person and view your company profile. Sponsor can customize their profile page with content, photos and videos.)
- Opportunity to offer premium items or giveaways to conference attendees

For further details, contact:

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or Amy Moore, PRSA Events Manager at (212) 460-0302 / amy.moore@prsa.org.