PRSA

SAMPLE

ICON 2026

Sponsorships

Oct. 18–20, 2026 | Orlando, Fla.

Orlando World Center Marriott

A La Carte Add-Ons

**Don't Forget/All Packages are Customizable!*

- **Keynote and Leadership Assembly Presentations** – Unique and most Visibility
- **Opening Night** – High-visibility kickoff
- **Lanyards and Bags** – Your logo on every attendee
- **Photo Booth** – Branded social activation
- **Receptions** – Prime evening networking
- **DEI Reception**
- **Snack & Coffee Breaks**
- **Meeting/Networking Room**
- **Presentations and Speaking Opportunity**
- ...and many more Individual items available in the catalog. See full catalog at prsa.org/about/prsa-partnerships#overview

Quick Comparison Table

Feature	Diamond $40K	Gold $30K	Silver $20K	Bronze $10K	Virtual $5K
Session	60 min	30 min	15 min	–	–
Booth	10x20 Premier	10x10 Premium (upgradable to 10x20)	10x10 General	10x10 Main	–
Push Notifications	2	2	1	0	2
Emails	2	1	1	1	0
Full registrations	3	2	2	1	1
Exhibitor Passes	3	2	2	1	0
Full-page ad	✓	✓	X	X	X

SPONSORSHIP LEVELS

All Packages are Customizable

Diamond – $40,000

Benefit	Detail
Presentation	**60 minute** breakout session
Booth	**10 x 20'** – Premier location
Lead retrieval	Scan, save, export via mobile app
Passport Contest	Full entry
Promo materials	Distribute to attendees
Push notifications	**2** via Whova app
Dedicated emails	**2** via PRSA emails to opted-in attendees
Logo placement	Partner Directory,PRSA website, Whova app, on-site signage
Ad	**Full-page** in Partner Directory
Full registrations	**3** ($6,735 value)
Exhibitor passes	**3** ($3,000 value)

Gold – $30,000

Benefit	Detail
Presentation	**30 minute** breakout session
Booth	**10 x 10'** – Guaranteed premium location
Lead retrieval	Scan, save, export via mobile app
Passport Contest	Full entry
Promo materials	Distribute to attendees
Push notifications	**2** via Whova app
Dedicated emails	**1** via PRSA email (before or after)
Logo placement	Partner Directory,PRSA website, Whova app, on-site signage
Ad	**Full-page** in Partner Directory
Full registrations	**2** ($4,490 value)
Exhibitor passes	**2** ($2,000 value)

Silver – $20,000

Benefit	Detail
Presentation	**15 minute** breakout session
Booth	**10 x 10'** – General location
Lead retrieval	Scan, save, export via mobile app
Passport Contest	Full entry
Promo materials	Distribute to attendees
Push notifications	**1** via Whova app
Dedicated emails	**1** via PRSA email
Logo placement	Partner Directory,PRSA website, Whova app, on-site signage
Full registrations	**2** ($4,490 value)
Exhibitor passes	**2** ($2,000 value)

Bronze – $10,000

Benefit	Detail
Booth	10 x 10' – Main location
Lead retrieval	Scan, save, export via mobile app
Passport Contest	Full entry
Promo materials	Not included
Dedicated emails	1 PRSA email
Logo placement	Partner Directory,PRSA website, Whova app, on-site signage
Full registrations	1 ($2,245 value)
Exhibitor passes	1 ($1,000 value)

Virtual – $5,000 *(New for 2026!)*

Benefit	Detail
Promo materials	Distribute to 2,000 attendees at registration desk
Push notifications	2 via Whova app ($1,500 value each)
Logo placement	Partner Directory,PRSA website, Whova app, on-site signage
Full registrations	1 ($2,245 value)

View full catalog at
prsa.org/about/prsa-partnerships#overview

Sample List of Attendee Companies

LARGE CAP UNIQUE
American Airlines
Adobe
Amazon
Bloomberg
Coca-Cola
CNN
Disney
Google
Netflix
Proctor & Gamble

EDUCATION & ORGS
Blackboard
Coursera
Kaplan
McGraw Hill
Skillsoft

ENTERPRISE & CLOUD
Microsoft
Oracle
Salesforce
Workday
IBM

NONPROFIT
ACT
College Board
EDC
ETS
Lumina Foundation

FINANCE
Square
PayPal
Bill.com
Expensify
Quickbooks

AGENCIES
Abel Communications
Bellmont Partners
D S Simon Media
Edelman
Finn Partners
Fleishman Hillard
JPA Health
Lambert
SHIFT Communications
The Hoffman Agency

ACADEMIC INSTITUTIONS
Columbia University
Florida State University
Purdue University
Syracuse University
Texas A&M University

COMMS TECH
Cision
Meltwater
Muck Rack
Onclusive
Agility PR Solutions

CRM
Hubspot
Mailchimp (Intuit)
Constant Contact
Marketo
Sprinklr

DATA, ANALYTICS & AI
Snowflake
Databricks
Palantir
OpenAI
Alteryx

SMALL-MID UNIQUE
Allison Worldwide
C+C
Coyne PR
Hunter
Ketchum
M Booth
Racepoint Global
Weber Shandwick
Collective
Zapwater Communications

DEVELOPER & TECHNICAL
Github
Gitlab
Atlassian
Twilio
Stripe

CYBERSECURITY & IT
Cisco
Palo Alto Networks
CrowdStrike
Fortinet
Cloudflare

HR, LEARNING & TALENT
LinkedIn
Cornerstone OnDemand
Degreed
Bamboo HR
Gusto

COLLAB & PRODUCTIVITY
Slack
Airtable
Asana
Trello
Notion

Sample List of Attendee Titles

Account Executive
Account Manager
Analyst
Associate
Assistant Director
Assistant Manager
Assistant Professor
Chair
Chief Communications Officer
Chief Executive Officer
Chief Marketing Officer
Chief Strategy Officer
Communications Consultant
Communications Director
Communications Manager
Consultant
Content Director
Content Manager
Content Strategist
Creative Director
Director
Director of Communications
Director of Corporate Communications
Director of Marketing
Director of Media Relations
Director of Partnerships
Director of Public Relations
Director of Strategic Communications
Editor
Executive
Executive Director
Founder
General Manager
Head of Communications
Head of Corporate Affairs
Head of Marketing
Head of Media Relations
Manager
Managing Director
Marketing Manager
Owner
Partner
President
Principal
Producer
Professor
Program Director
Project Manager
Public Relations Manager
Publisher
Senior Account Executive
Senior Account Manager
Senior Communications Manager
Senior Consultant
Senior Director
Senior Manager
Social Media Director
Social Media Manager
Specialist
Strategist
Vice President
Vice President, Communications
Vice President, Marketing
Vice President, Public Relations
Writer

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