


PRSA

ICON  
2020

Means Business

**Partnership Opportunities**

Oct. 26–29



# ICON 2020

Join us at ICON 2020 and create business opportunities for your organization. Connect with decision makers and key purchase influencers at PRSA's digital gathering of public relations, communication and marketing professionals by becoming a sponsor or exhibitor and participating in our Solutions Expo at ICON 2020 (*Oct. 26-29*).

Engage with CCOs, CMOs, agency owners, independent practitioners, communication department executives and staff. Elevate your brand and increase awareness of your products and services. Meet existing and potential customers, gain qualified leads, and cultivate relationships that mean business growth for you.

## ICON 2020 Means Business.

### About PRSA

PRSA is the nation's leading professional organization serving the communications community. With more than 30,000 professional and student members, PRSA is collectively represented across the U.S. by 110 Chapters and 14 Professional Interest Sections, and on nearly 375 college and university campuses through its student organization, the Public Relations Student Society of America (*PRSSA*).





**ICON 2020** is a completely digital online conference, open to international attendees, and brings together professionals and students for an incredible virtual event, providing branding and engagement opportunities across the platform and conference experience for partners, sponsors and exhibitors.

Fully interactive, ICON 2020 immerses the attendee in a multi-dimensional experience, with lobbies and theatres, lounges and meeting rooms, classroom and activities areas, and importantly a fully experiential and interactive exhibit hall, complete with customizable booths, displays, meeting rooms and chat functions. Special areas for additional content placement are located throughout the virtual space.

The largest gathering of its type in the world, ICON 2020 will convene for four days of information, innovation, insights, ideas, inspiration, and introductions and will:

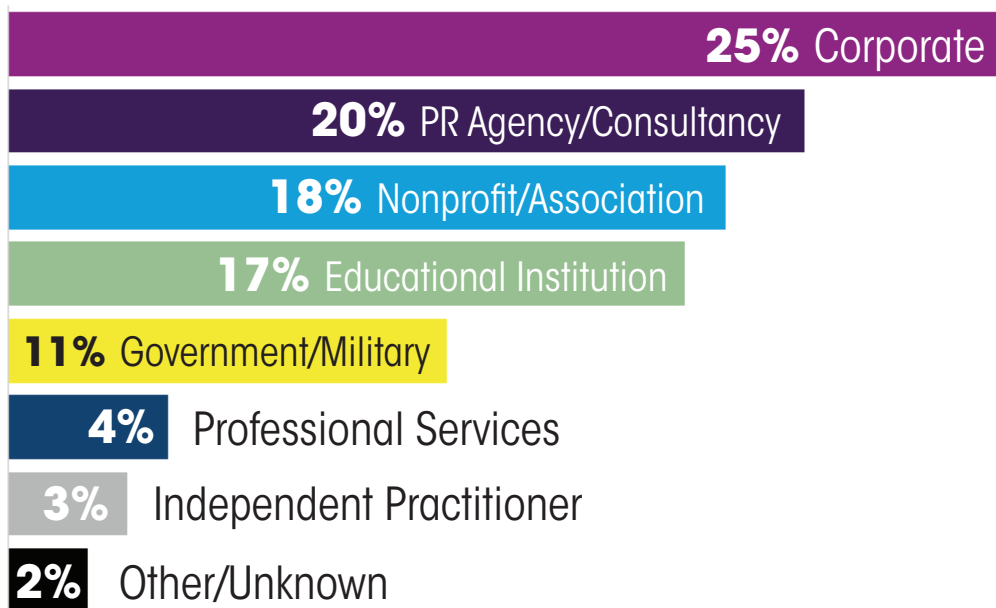
- feature renowned keynote and general session speakers
- deliver world-class professional development sessions that engage participants and strengthen their skills
- offer professional and personal networking opportunities
- provide special programming designed for undergraduate and graduate communication students
- deliver highly targeted content and engagement in several focused industry verticals as special events within the larger program, including:
  - Healthcare
  - Travel & Tourism
  - Associations/Nonprofits
  - Public Affairs & Government
  - Employee Communications
  - Technology
  - Corporate Communications

# Attendee Profile

## Who they are:

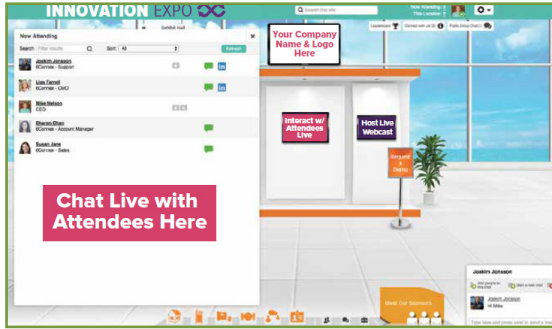


## Where attendees work:

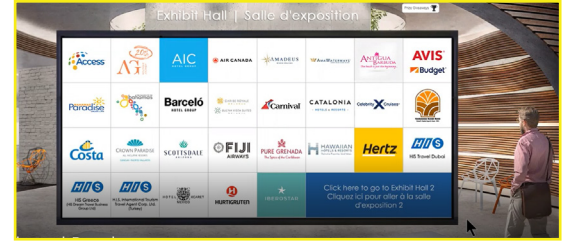


# Interactive Opportunities

## Chat Logs



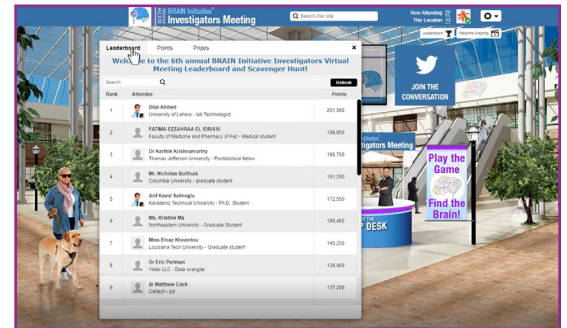
## Sponsor Wall



## Exhibit Booths

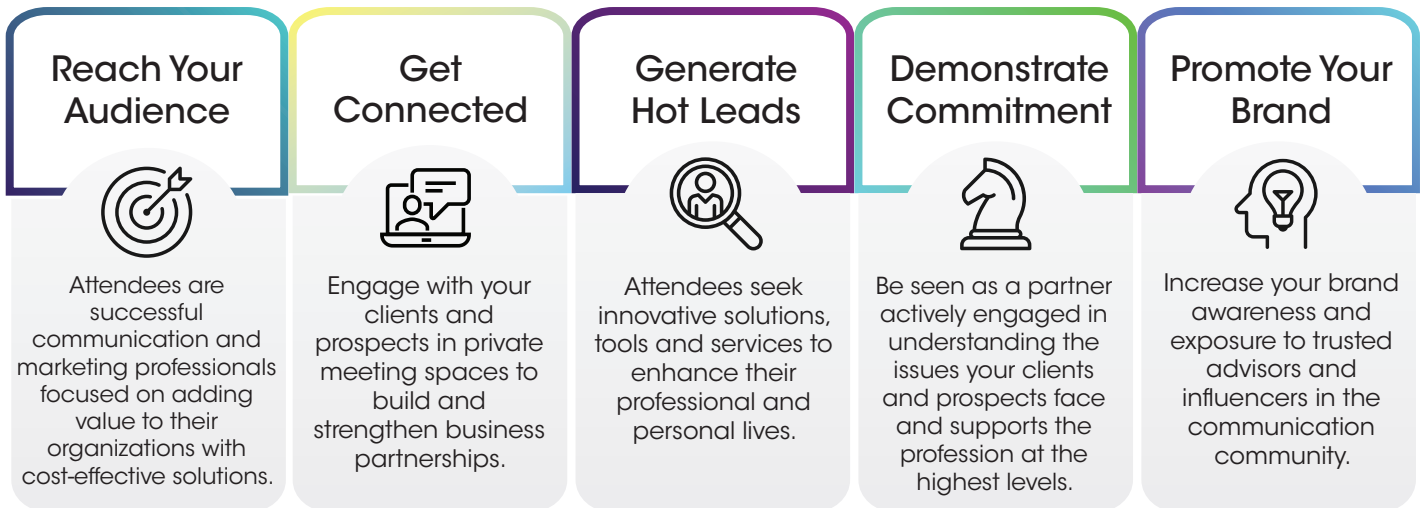


## Gamification



# Top 5 Sponsorship Benefits

PRSA is focused on helping you maximize your opportunities to connect with ICON 2020 attendees, generate leads, and launch, grow and expand business partnerships. Our Solution Expo is designed to encourage high traffic flow with special networking events at key times to maximize your exposure.







## All ICON 2020 Sponsors and Exhibitors Receive:

- Company name/logo, contact info, and 50-word description in the digital ICON Partner Directory, and on the ICON website Partner page
- Company logo inclusion in certain ICON 2020 direct marketing outreach
- Meter board signage
- Recognition in *Strategies & Tactics* Partner Roster Ad (circulation: 20,000+ members)
- Recognition on Partner Board in ICON 2020 lobby
- Pre- and post-show email to opt-in participants; one-time
- Data Retrieval at Booth
  - Reps have access to a fully-featured dashboard
  - Attendee card on each visitor
  - Chat logs

## Suggestions to Maximize Your Booth Engagement

Consider activities at your booth focused on helping professionals achieve work/life balance when working remotely. Grab your customer's attention with a live experience in your booth. Think about health, wellness and balance break info.

Some ideas for engaging activities you can share from your booth are listed below:

- Yoga, stretching exercises or Tai Chi instruction
- A downloadable cookbook
- A live cooking class with a communication thought leader
- Simple craft activities for the family
- Share your company's branded signature cocktail during our exhibitor reception
- DIY home office ideas
- Make someone's day with a joke-filled break designed to lighten the day!

## Enhanced Virtual Exhibit Experience

- Select from dozens of designs for an extra-large booth space
- 3–5 video screens
- Your welcome message on display
- 2–3 content resource displays
  - Webcasts, white papers, press releases, announcements
- Schedule ad hoc presentations at booth
- Virtual e-mail and business card exchange
- Jumbotron video display
- Call to action prize giveaway with inclusion on prize leadership board
- Data accessibility for 3–5 representatives
- Record of all group and individual chats
- Five complimentary exhibitor registrations

## Brand Recognition

- Full-page ad in ICON 2020 Partner Directory
- Bottom navigation link on ICON 2020
- Acknowledgement in PRSA Weekly Recap e-mail to members
- Auditorium signage
- Login or registration page

## Premium lobby placement opportunities (per inventory)

- Hanging globe or banner
- Welcome video with audio
- Two virtual representatives as greeters for attendees
- Marquee message
- Rotating banner
- Video wall

## Key location placement

- Help desk
- Resource center
- Networking lounge
- Content room

## Thought Leadership

- Breakout session (*limited inventory*)
  - Attendee tracking for sponsored sessions (registrants and information on their engagement in session)
  - Access to all survey and polling responses
  - Recording of session for prospect distribution
- Sponsor-hosted public and moderated chat in the lounge
- Present two webinars to all PRSA members or PRSSA members in 2020/2021
- Blog entry in PRsay (*averages 15,000 views per month*)
- Consideration for editorial content submission for Strategies & Tactics; strict editorial criteria and guidelines must be maintained

## Gamification

- Presence on leadership prize drawing board
- Allocation of points on prize drawings for the following:
  - Visit your booth
  - Attend your presentation
  - Watch your video
  - Prize donors also receive thank you message sent to all attendees

## Enhanced Virtual Exhibit Experience

- Select from dozens of designs for a double booth space
- 3-5 video screens
- Your welcome message on display
- 2 content resource displays
  - Webcasts, white papers, press releases, announcements
- Schedule ad hoc presentations at booth
- Virtual e-mail and business card exchange
- Call to action prize giveaway with inclusion on prize leadership board
- Data accessibility for 3-5 representatives
- Record of all group and individual chats
- Three complimentary exhibitor registrations

## Brand Recognition

- Full-page ad in ICON 2020 Partner Directory
- Acknowledgment in PRSA Weekly Recap e-mail to members
- Login or registration page

## Premium lobby placement opportunities (per inventory)

- Marquee message
- Rotating banner

## Key location placement

- Help desk
- Resource center
- Networking lounge
- Content room

## Thought Leadership

- Breakout session (*limited inventory*)
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## Gamification

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# Silver & Bronze Sponsor

## Silver \$10,000

### Enhanced Virtual Exhibit Experience

- Select from dozens of designs for a double booth space
- 3 video screens
- Your welcome message on display
- 2 content resource displays
  - Webcasts, white papers, press releases, announcements,
- Schedule ad hoc presentations at booth
- Virtual e-mail and business card exchange
- Call to action prize giveaway with inclusion on prize leadership board
- Data accessibility for 3-5 representatives
- Record of all group and individual chats
- Two complimentary exhibitor registrations

### Key location placement

- Networking lounge
- Content room

### Brand Recognition

- Full-page ad in ICON 2020 Partner Directory
- Acknowledgement in PRSA Weekly Recap e-mail to members

### Gamification

- Presence on leadership prize drawing board
- Allocation of points on prize drawings for the following:
  - Visit your booth
  - Attend your presentation
  - Watch your video
  - Prize donors also receive thank you message sent to all attendees

## Bronze \$6,000

### Virtual Exhibit Experience

- Single booth space
- 2 video screens
- 2 content resource displays
  - Webcasts, white papers, press releases, announcements,
- Schedule ad hoc presentations at booth
- Virtual e-mail and business card exchange
- Call to action prize giveaway with inclusion on prize leadership board
- Data accessibility for 2 representatives
- Record of all group and individual chats
- Two complimentary exhibitor registrations

### Brand Recognition

- Full-page ad in ICON 2020 Partner Directory

### Key location placement

- Networking lounge
- Content room

## Participant Level \$3,000

- Company logo on website, selected ICON emails, and virtual meter boards
- Full page ad in ICON 2020 Partner Directory

## Additional Sponsorship Opportunities

- Targeted Email Blast to segment of PRSA Membership (*limit: 5*)
- Networking Lounge Sponsor Horizontal banner ad in lounge
- Booth Live Webcast/Demo Promotion includes event schedule listing and two pre-event email blasts to targeted ICON attendees (*limit: 6*)
- Yoga Session with branded yoga mats for 100 attendees
- Selfie Contest
- Scavenger Hunt
- Session while inventory lasts
- ICON 2021 Free Registration Contest
- Trivia Quiz
- Contributing an item to the gift bag for attendees

## Still don't see the right package for your business or brand?

Custom sponsorships are available. Give us a call and tell us how and why you'd like to connect with our attendees and members. We will help you develop an affordable and unique engagement strategy for your team to succeed.

ICON attendees understand how partners, products and services impact the entire organization and not simply one functional area, providing you opportunities to cross-sell and up-sell.

For pricing, to discuss a sponsorship or to arrange a demo of the virtual platform, please contact Richard Spector at [richard.spector@prsa.org](mailto:richard.spector@prsa.org) or 917-837-1670 (*mobile*).

Questions about exhibits? Please contact John Kesaris at [john.kesaris@prsa.org](mailto:john.kesaris@prsa.org).

Questions about your sponsored session? Please contact Lisa Franklin at [lisa.franklin@prsa.org](mailto:lisa.franklin@prsa.org).

# PRSA



# ICON

2020

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