



## Sponsorship Opportunities

Virtual: Oct. 4–19

In-Person: Oct. 17–19



## ICON 2021 Means Business

For the first time in more than 18 months, the public relations, communications and marketing communities are meeting in person this October. Join us in Orlando, Florida for ICON 2021, Oct. 17–19, to renew current relationships and make valuable new contacts.

At ICON 2021, you can create business opportunities for your organization. Connect with decision-makers and key purchase influencers at PRSA's annual gathering of PR, communications and marketing professionals by becoming a sponsor or exhibitor and participating in our Solution Showcase.

The largest gathering of its type in the world, ICON 2021 will convene in person for four days of information, innovation, insights, ideas, inspiration, and introductions and will:

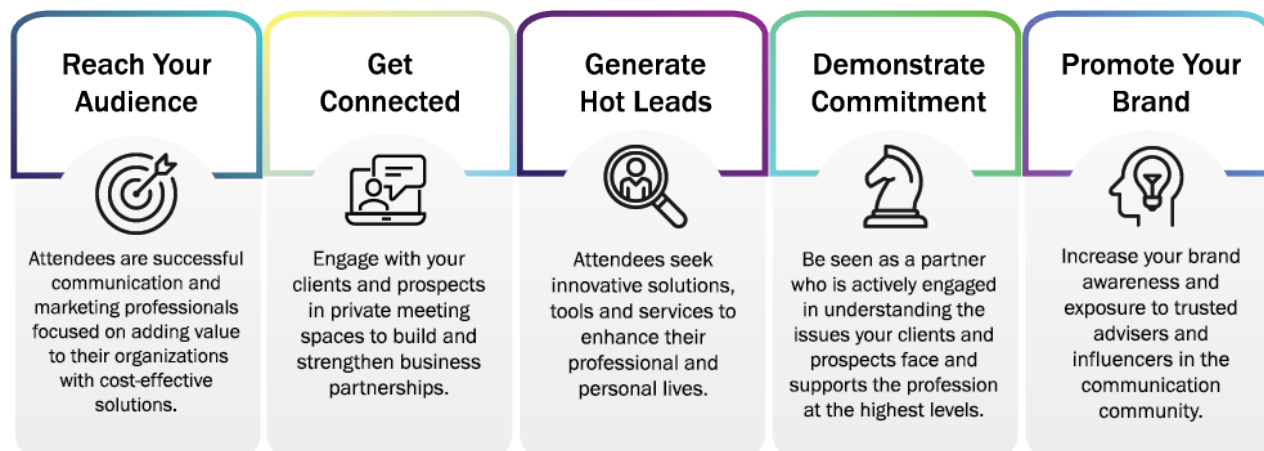
- Feature renowned keynote and general session speakers.
- Deliver world-class professional development sessions that engage participants and strengthen their skills.
- Offer professional and personal networking opportunities.
- Provide special programming designed for undergraduate and graduate communications students.

Your organization will enjoy additional exposure in the companion virtual ICON 2021 experience launching Oct. 5 and delivering education, thought leadership, and “can’t-miss” ICONversations with thought leaders, industry leaders and rising stars in the communications practice. Virtual ICON 2021 will provide content through Dec. 31, 2021, expanding your time in front of the attendees.

Engage with CCOs, CMOs, agency owners, independent practitioners, communications 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.

## Top 5 Sponsorship Benefits

PRSA is focused on helping you maximize your opportunities to connect with ICON 2021 attendees, generate leads, and launch, grow, and expand business partnerships. Our Solution Showcase is designed to encourage high traffic flow with special networking events at key times to maximize your exposure.



## About PRSA

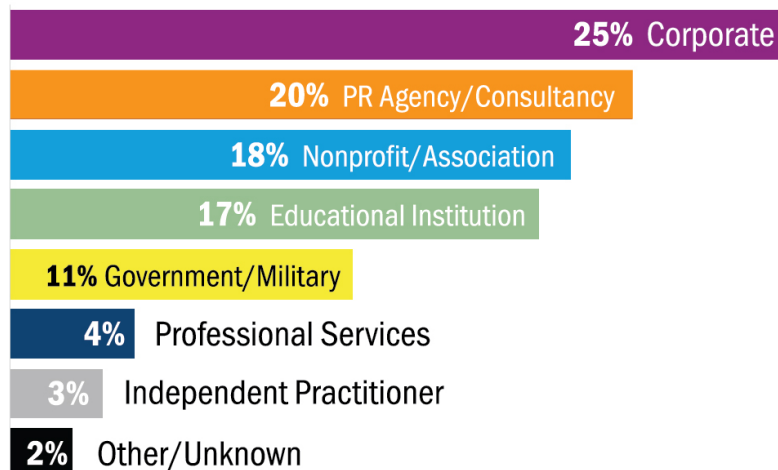
PRSA is the nation's leading professional organization serving the communications community. With more than 30,000 professional and student members, PRSA is collectively represented across the U.S. by 110 Chapters and 14 Professional Interest Sections, and on nearly 375 college and university campuses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

## Attendee Profile

- Attendees are key influencers who represent high-profile brands and agencies, with most having extensive media, consumer and stakeholder relationships.
- Strong representation of Fortune 500 companies.
- Attendees are technology, web and media-savvy.



## Where Attendees Work





## Included in Sponsorship Packages of \$10,000 and Above:

Maximize your ROI at ICON 2021 in the **ICON Virtual Exhibit Center** where you can design your exhibitor space on our official event platform to showcase your company and its services to attract more visitors to your exhibitor space and generate more leads. In particular, you can:

- Upload videos, brochures and more about your company and its offerings.
- Schedule live info sessions or demos.
- Provide coupons, giveaways, raffles to generate more leads.

## Platinum Sponsor \$30,000

*(LIMITED to Only Three Sponsors)*

### Benefits Include:

- Company logo acknowledgment in Partner Directory, website, mobile app and on-site signage
- Full-Page ad in Partner Directory
- Push notification through ICON 2021 mobile app
- Six (6) complimentary full ICON 2021 registrations
- Breakout session speaking opportunity
- Distribution of promotional materials at registration desk
- One in-person exhibitor space in premier location, which includes:
  - Up to six (6) Exhibitor-only passes
  - Use of ICON 2021 attendee roster once before and once after event
  - Reserved seating for all company attendees at all General Sessions
  - Introduce and speak up to 3 minutes at the beginning of one keynote session
  - PRSA will send an email on behalf of the sponsor to all PRSA members and prospects (over 32,000 practitioners in communications, public relations and marketing)

## Diamond Sponsor \$25,000

### Benefits Include:

- Company logo acknowledgment in Partner Directory, website, mobile app and on-site signage
- Full-page ad in Partner Directory
- Push notification through ICON 2021 mobile app
- Six complimentary full ICON 2021 registrations
- Breakout session speaking opportunity (PD Set 1-5)
- Distribution of promotional materials at registration desk
- One in-person exhibitor space in premier location, which includes:
  - Up to four (4) Exhibitor-only passes
  - Use of ICON 2021 attendee roster once before and once after event

## Innovation Sponsor \$25,000

### Benefits Include

- A Video Wall outside a high-traffic area
- Digital signage
- Push notification through Conference mobile app
- Four (4) complimentary full Conference registrations
- Breakout session speaking opportunity
- One double exhibitor space which includes Exhibit-only passes (*limited to 5*)
- Use of Conference attendee roster once before and once after event



## Sapphire Streaming Sponsor

### \$20,000

#### Benefits Include:

- Listing as an exclusive sponsor of one of our general session live streams
- Company logo acknowledgment in Partner Directory, website, mobile app and on-site signage
- Full-Page ad in Partner Directory
- Push notification through ICON 2021 mobile app
- Four complimentary full ICON 2021 registrations
- One in-person exhibitor space in premier location, which includes:
  - Up to four (4) Exhibitor-only passes
  - Use of ICON 2021 attendee roster once before and once after event

## Gold Sponsor

### \$15,000

#### Benefits Include:

- Company logo acknowledgment in Partner Directory, website, mobile app and on-site signage
- Full-Page ad in Partner Directory
- Four complimentary full ICON 2021 registrations
- One in-person exhibitor space in premier location, which also includes:
  - Up to four (4) Exhibitor-only passes
  - Use of ICON 2021 attendee roster once before and once after event

## Silver Sponsor

### \$10,000

#### Benefits Include:

- Company logo acknowledgment in Partner Directory, website, mobile app and on-site signage
- Full-Page ad in Partner Directory
- Three complimentary full ICON 2021 registrations
- One exhibitor space in-person exhibit in premier location, which also includes:
  - Up to two (2) Exhibitor-only passes
  - Use of ICON 2021 attendee roster once before and once after event

## Bronze Sponsor

### \$5,000

#### Benefits Include:

- Company logo acknowledgment in Partner Directory, website, mobile app and on-site signage
- Full-Page ad in Partner Directory
- One complimentary full ICON 2021 registration

## Turquoise Sponsor

### \$2,000

#### Benefits Include:

- Company logo acknowledgment in Partner Directory, website, mobile app and on-site signage



## Exclusive Sponsorship Opportunities

### Grab 'n' Go Lunch – \$30,000

*(LIMITED)* Be a crowd favorite by sponsoring one of the conference lunches. Attendees will see your branding and promotional items letting them know that lunch was on you! Custom additions available for this sponsorship, including exclusivity, for an additional fee.

### Monday Exhibitor Networking Reception – \$20,000

Who doesn't like a good party with some hors d'oeuvres and drinks! Our exhibitor reception is a great way to host a party.

### Meeting/Networking/Demo Room\* – \$20,000

Be the exclusive sponsor of your very own meeting room. Provide some refreshments and the opportunity for attendees to connect. *\*Restricted to sponsors/exhibitors*

### Lanyards Sponsor – \$15,000

Have your logo and branding shown at all times on the attendee badge lanyards.

### Mobile App Sponsor – \$10,000

In a digital world, be the exclusive sponsor of our ICON 2021 mobile app.

### ICON 2021 Bags – \$10,000

Place your logo on the ICON 2021 bags so when attendees gather information on site, they have a convenient way to carry everything, and they can thank you!

### Badge Scanner Sponsor – \$10,000

Create your own branded t-shirts or clothing item for our badge scanners to wear directly outside our breakout sessions.

### Snack & Food Break – \$15,000

*(LIMITED)* Be the hero brand by providing a welcome snack break to busy attendees. Nothing creates good will toward a company like a protein bar, smoothie or other sweet treat waiting for a hungry professional.

### Coffee – \$10,000

*(LIMITED)* Feed and fuel up our attendees by treating them to one of our coffee opportunities.

### Photo Booth – \$5,000

Our attendees want to capture their fun moments at conference! You can make that happen, and showcase your brand in their memories.

Want to further amplify your brand presence? Ask about our special cling wraps throughout key areas of the hotel.



## PRSSA Sponsorship Opportunities

The Public Relations Student Society of America (PRSSA) is made up of almost 7,000 students and advisers organized into 300-plus Chapters in the United States, Argentina, Colombia and Peru. We have a rich history of support from our parent organization, the Public Relations Society of America (PRSA), which offers professional development, networking opportunities and industry news. We are headquartered in New York City and are led by a National Committee of PRSSA and PRSA members.

The PRSSA mission is to provide exceptional service to our members by enhancing their education, broadening their professional network and helping launch their careers after graduation.

Students are your future buyers and top communicators of tomorrow. Sponsorship opportunities with PRSSA include:

### PRSSA Career Development Exhibition - \$5,000

*(Limited to four)* Sponsor the extremely popular virtual career expo and build your brand recognition while supporting an important D&I initiative. Day One will focus on the HBCU/HSI students; Day Two includes all students.

### PRSSA Opening Night Social Photo Booth – \$2,500

*(Limited to one)* Place your brand on one of the most popular and engaging elements of the PRSSA opening night events. Make sure your brand is part of the memories and the fun happening in the photo booth!

### Keynote Address – \$5,000

*(Limited to three)* Position your organization as the premier sponsor of one of ICON's highly visible keynote addresses. Powerful and purposeful presentations from leaders and role models in the profession make this a winning opportunity for your brand.

### Professional Development Session – \$2,500

*(Limited to two per session)* Provide relevant career information to help students develop their professional skills and knowledge and present your brand as an important partner.

### PRSSA Opening Night Social – \$4,000

*(Limited to three)* Showcase your company and brand on opening night as the sponsor of the premier social event for PRSSA students, educators and their supporters.

### Coffee Break – \$3,000

*(Limited to one per opportunity)* Treat attendees to a coffee or tea break and be remembered for your hospitality and support of ICON, and for helping to energize the profession.

### Special Session – \$3,500

*(Limited to one)* Provides knowledge from an experienced professional.



## Customized Packages Available

Customized Packages Available Per Sponsorship Level. Additional Opportunities Based on Availability.

### Opportunities Include: *(Choose one of the following)*

- Diversity & Inclusion Reception
- Breakout session speaking opportunity LIMITED!
- One in-person exhibitor space in premier location, which also includes:
  - Up to two (2) Exhibitor-only passes
  - Use of ICON 2021 attendee roster once before and once after event
- Column Signage Sponsorship
- Registration Desk
- Yoga Session *(brand your yoga mats with your sponsorship logo)*
- Fun Run Session *(brand water bottles or towels with your sponsorship logo)*
- Selfie Contest sponsor
- Sanitizer Station
- Scavenger Hunt Sponsor
- Session Sponsor
- Badge Scanner Sponsor
- 2022 ICON Free Registration Contest Sponsor
- Trivia Quiz Sponsor
- Push Notification

### 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 or to discuss a custom partnership, please contact Richard Spector at [richard.spector@prsa.org](mailto:richard.spector@prsa.org) or 917-837-1670 *(mobile)*.



# ICON 2021

PRSA