

Employee Communications CONNECT24 Conference

CONNECT AI: Navigating the Future of IC in an AI World

SPONSORSHIP OPPORTUNITIES

May 15-17, 2024 | Atlanta
Grand Hyatt Atlanta in Buckhead



About the PRSA 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.

Connect AI: Navigating the Future of IC in and AI World

Understanding artificial intelligence, AI, is paramount for internal communications professionals as it is transforming the future of our field.

AI-powered tools and technologies are revolutionizing the ways organizations communicate with employees, offering personalized, data-driven insights that can enhance engagement, productivity, and overall employee experience.

Presented by the PRSA Employee Communications Sections, this Conference will bring together over 150 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 internal 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 internal 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

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Titanium Sponsor – \$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 up to a 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 (2) PRSA dedicated emails on your behalf
- (4) Conference registrations. Additional registrations are available at the discounted member rate (\$995)
- 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, at sponsors expense

Platinum Sponsor – \$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 (1) PRSA dedicated emails on your behalf
- (2) Conference registrations. Additional registrations are available at the discounted member rate (\$995)
- 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, at sponsors expense

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Diamond Sponsor – \$10,000

(2 Available)

- Acknowledgement as sponsor at all keynote and networking sessions
- Conference App Push Notifications: opportunity for up to (1) 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
- (1) Conference registration. Additional registrations are available at the discounted member rate (\$995)
- 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, at sponsors expense

Gold Sponsor – \$7,500

(4 Available)

- Acknowledgement as sponsor at all keynote sessions
- 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, at sponsors expense

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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!
- 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, at sponsors expense

Participating Sponsor – \$2,500

- Acknowledgement as sponsor on Conference mobile app
- 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, at sponsors expense

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