

AUGUST 12, 2021 • VIRTUAL EVENT

2021
**ATD VIRTUAL
CONFERENCE**

BUILDING CONNECTIONS COAST-TO-COAST



GREATER ATLANTA
CHAPTER
Association for
Talent Development

HAWAII
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NEW YORK CITY
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2021 SPONSORSHIP PACKET





ABOUT ATD VIRTUAL CONFERENCE

ATD VIRTUAL CONFERENCE - BUILDING CONNECTIONS COAST-TO-COAST brings together four powerful chapters of the Association of Talent Development Professionals - Atlanta, Hawaii, New York and Puget Sound, for an innovative and engaging virtual conference. With a combined membership of more than 850 learning and development professionals, ATD Virtual Conference - Building Connections Coast-to-Coast, gives your brand access to learning and development professionals involved in recommending and approving expenditures within their organizations for your products and services.

The Association for Talent Development is the leading association of workplace learning and performance professionals in the world. Our members reflect the vibrant nature of these four cities and come from all types of organizations - multinational corporations, medium and small-sized businesses, nonprofit organizations, government, academia, consulting firms, and product and service suppliers.

OUR AUDIENCE: Talent Development Professionals and Organizational Teams

- HR/OD Professionals
- Trainers and Facilitators
- Instructional Designers
- Learning, People and Talent Managers
- Learning Technologists



KEYNOTE SPEAKER: *HGTV's Egypt Sherrod*

"Tough love with a hug," is what fans have come to affectionately expect from home space expert, Egypt Sherrod. She is best known as host of HGTV's "Flipping Virgins" and its long running show, "Property Virgins."

A powerhouse speaker and moderator, Egypt hosted the stage at Oprah's "The Life You Want Tour", and countless business conferences. As a 20 year award winning radio personality, Egypt has been syndicated in more than 60 cities throughout the USA, landing critically acclaimed interviews with Prince, James Brown, Leonardo Di Caprio, Martin Scorsese, Oprah & Tyler Perry to name a few. With her diverse background and hearty sense of wittiness, Egypt has been invited as a recurring 'Hot Topics' guest and lifestyle pundit on Dish Nation, Steve Harvey, Showbiz Tonight, Larry Wilmore Show and a variety of others.

PLUS

- Networking with learning and development professionals from across the country
- Breakout sessions from leaders at:



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Sponsorship of ATD Virtual Conference, connects your brand with the leading marketplace for the exchange of ideas, resources and opportunities to improve workplace learning, development and performance.

NATIONAL BRANDS WITH MEMBERS OF ATD ATLANTA, HAWAII, NEW YORK AND PUGET SOUND

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ATD VIRTUAL CONFERENCE SPONSORSHIPS

BENEFITS	VISION \$7,500	ALLIANCE \$5,000	CONNECTOR \$3,000	FRIEND \$500	EXHIBITOR \$250
Conference Title Sponsor	✓	✗	✗	✗	✗
Sponsored Custom Email to Registrants	✓	✓	✗	✗	✗
Custom Live Poll to Participants	✓	✓	✓	✗	✗
# of Sponsored Sessions	5	2	1	0	0
Logo Included in Conference Promotional Campaign	✓	✓	✓	✗	✗
Logo on Conference Webpage	✓	✓	✓	✓	✗
Live Showcase Session Option	✓	✓	✓	✓	✗
Use of "Conference Sponsor" Badge for Promotional Materials	✓	✓	✓	✓	✓
Video Spotlight	✓	✓	✓	✓	✓
Ability to Offer Promotions to Attendees	✓	✓	✓	✓	✓
Hosted Exhibitor Virtual Booth	✓	✓	✓	✓	✓
ExhibitorBooth Passport Gamification	✓	✓	✓	✓	✓
Live Chat During Event with Participants	✓	✓	✓	✓	✓
Use of Conference Hashtag	✓	✓	✓	✓	✓
Registrations to Event	15	10	5	2	1

BENEFITS	DESCRIPTION
Conference Title Sponsor	The Conference Title sponsor is the principle sponsor of the event. Their preferred branding name or logo will be used in conjunction with the conference event name. "Building Connections Coast-to-Coast Sponsored by XYZ Compny"
Sponsored Custom Email to Registrants	One custom email as written by the Title sponsor will sent to registered attendees in advance of the conferece. This email will be designed and customized by the Visionary Sponsor and sent out via the Conference team.
Custom Live Poll to Participants	Capture the audience's attention, collect instant feedback, or gather insightful data from conference participants via the polling feature. One poll per sponsor.
# of Sponsored Sessions	Add your logo to the conference agenda and get more brand visibility by sponsoring a session.
Logo Included in Conference Promotional Campaign	Promotional materials sent out leading up to the conference date will include logos of these sponsors.
Logo on Conference Webpage	These sponsor logo will be included in the conference website.
Live Showcase Session Option	Host a live session to attract conference attendees to learn more about your company, products, or services.
Use of "Conference Sponsor" Badge for Promotional Materials	Include the Conference Sponsor Badge on your website or other promotional materials to align to the event and build excitement.
Video Spotlight	Post a quick demo tutorial, business overview, or other related video for participants to view on their own.
Ability to Offer Promotions to Attendees	Offer a discount code, coupon, rebate, or temporary access code to a your products or services to conference participants.
Hosted Exhibitor Virtual Booth	Collect leads and participant contact information when they interact with you at your virtual booth.
ExhibitorBooth Passport Gamification	Attendees can collect stamps each time they visit a booth to be entered to win a variety of prizes, ultimately driving traffic to your exhibitor booth.
Live Chat During Event with Participants	Conference attendees will be able to live chat with sponsors during the event.
Use of Conference Hashtag	Promote awarenes of your participation in the conference using the event hashtag.
Registrations to Event	Join the conference experience with complimentary conference access based on sponsorship tiers.



BECOME A SPONSOR

Thank you for your interest in becoming an ATD Virtual Conference sponsor!

To become a sponsor, please email the Sponsorship Committee:

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