

2020 SYTA Conference Sponsorship Opportunities

(Additional benefits based on sponsorship level begin on page 5)

General Session & Luncheon All Attendees

- 45-minute opportunity for speech or video
- Sponsor may provide speaker or entertainment
- Approximate Attendance: 1,000
- \$40,000 exclusive

General Session All Attendees - Morning

- 10 -minute opportunity for speech or video
- Sponsor may provide speaker or entertainment
- Approximate Attendance: 1,000
- \$15,000 exclusive

Tour Operator Breakfast – Saturday

- Host tour operators for a breakfast program
- Sponsor may provide speaker or entertainment
- 30-minute opportunity for speech, video or performance
- Approximate Attendance: 350
- \$15,000 exclusive

“New” Pre-Conference Education Day – Friday

- Recognition throughout the day
- 10-minute opportunity for speech or video
- Approximate Attendance: 200
- \$15,000 exclusive

Networking Breakfast Showcase Floor - Saturday

- Host attendees for a light networking breakfast on the Showcase floor
- Opportunity to show video on Showcase screens
- Verbal and logo recognition at General Session
- Opportunity to provide napkins with your company logo
- Approximate Attendance: 1,000
- \$15,000 exclusive or shared sponsorship

Leadership Networking Reception – Thursday

- Opportunity to show video on screen
- Verbal and logo recognition at Reception
- Opportunity to provide napkins with your company logo
- Approximate Attendance: 250 (Tour Operators, Leadership and Sponsors)
- \$15,000 exclusive or shared sponsorship at \$5,000 per sponsor

Tour Operator Showcase Lounge (Sold)

- Great visibility to all attendees coming to Business Appointments and Showcase booths
- Sponsor may provide food and beverage, snacks and giveaways of their choice, includes signage or option to hang customized banner
- During showcase hours and Business Appointments
- \$15,000 exclusive

If you are interested in becoming a conference sponsor, please contact Monica Schafer, monica@serendipity-media.com.

Appointment Clock (Sold)

- Have your logo or company ad scroll during the appointment business sessions, showing appointment number and time
- Visible on four-sided jumbotron over Showcase Floor (9ft tall by 16ft wide screens)
- \$15,000 exclusive or \$3,000 per sponsor

DYMO Transportation

- Bus to DYMO
- Includes video, bus signage and signage at DYMO
- Opportunity to show video (limited number)
- \$2,500 exclusive

SYTA Showcase Hall Wi-Fi

- Logo placement directly on the log-in page
- Customized Wi-Fi password
- \$6,500 exclusive

Branded Neck Wallets (Sold)

- Brand with your logo and company message
- \$10,000 exclusive

Provide an Experience!

- Customized lounge area includes furniture and signage
- Available options: massage therapists and electronic foot massagers, selfie booth or charging station
- \$10,000 exclusive

Mobile Charging Stations

- Provide dedicated charging space complete with your branding
- Centrally located high-traffic areas
- \$6,500 exclusive

Tour Operator Water Stations or Booth Water Service

- Stations placed near business appointments or water bottle delivery to booths prior to business appointment sessions
- Option to provide branded reusable bottles
- \$6,500 exclusive

Hotel Key Cards (Sold)

- Brand hotel key cards
- Logo on one side of keycard (full color)
- \$7,000 exclusive

Pocket Guides (Sold)

- Brand mini schedules for all attendees
- Fits neatly in badge holders
- \$6,500 exclusive

Mobile App Presenting Sponsor

- Logo on App Splash Screen
- Dedicated Microapp – a company page provides high-level exposure and virtually connects you to every single app user
- Three Push Notifications – before, during or after the conference – this is a powerful real-time marketing tool offering a direct 140-character message encouraging attendees to visit your exhibit or view your resources
- Company Logo included in App Promo Emails
- \$6,500 exclusive

Mobile App Banner

- One Banner Ad – can be linked to URL or custom page within mobile app
- \$2,500 each

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Tour Operator Booth Signs (Sold)

- Sponsor the tour operator booth signs with your logo
- Size and logo (preapproved by SYTA)
- \$6,500 exclusive

Tour Operator Chair Covers

- Sponsor chair covers at tour operator booths
- Sponsor provides chair covers
- \$6,500 exclusive

Showcase Booth

- 10x10 standard booth includes high cocktail table and four chairs
- Opportunity to upgrade booth to 10x20 for an additional \$2,000
- \$5,500 exclusive or \$2,750 per sponsor (max 3 sharing)

Refreshment Breaks

- Greet attendees throughout the day
- Break signage during break
- Opportunity to provide napkins with your company logo
- Approximate Attendance: 1,000
- \$2,500 per break

Tour Operator Appointment Booth Desktop Kits (Sold)

- Sponsor supplies (preapproved by SYTA)
- Logo recognition on appointment binder cover and spine
- \$3,000 plus cost of supplies (journal, staplers, pens, etc)

Education Sessions

- Sponsor education session
- Opportunity to welcome guests and introduce speaker
- Logo on signage outside room and power point
- \$2,500 per session exclusive

Tour Operator Room Delivery

- Customize a guest room gift or amenity
- Provide gift or amenity (preapproved by SYTA)
- \$2,500 exclusive per day plus room drop fees

Tour Operator “Snack Boxes” for Business Appointments

- Customize a snack box delivered to Tour Operators prior to business appointments
- Sponsor provides snack box and/or items (preapproved by SYTA)
- \$2,500 per business appointment session

Tour Operator “Gift Delivery” for Business Appointments (not food)

- Personalized gift delivered to Tour Operators prior to business appointments
- Sponsor provides gift (preapproved by SYTA)
- \$2,500 per business appointment session

Conference Bag Inserts

- Include a tchotchke, giveaway or flyer for tour operators and/or all attendees (size restrictions)
- \$1,500 per insert

Wellness Station

- Station will be located in high-traffic areas
- Sponsor provides wellness items
- \$2,500 exclusive

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Digital Recognition at the Convention Center

- Digital recognition placed in high-traffic areas
- Includes: Three locations and four days of exposure on a rotating basis
- \$1,500 per slide

Webinars

- Sponsor a webinar session
- Opportunity to welcome guests and introduce speaker
- Logo on PowerPoint
- Webinar recording
- \$2,500 per session exclusive

Appointment Portal

- Logo placement directly on the appointment portal
- \$6,500 exclusive

Annual Conference Program (Digital)

- \$1,500 for Full page four-color ad
- \$1,000 for Half page four-color horizontal or vertical ad

Mailing List Rental

- One time use of SYTA membership and prospect mailing list
- SYTA reserves right to pre-approve mailing
- \$500

Customize to fit your needs! Various branding options below! Please contact a SYTA member to discuss specific opportunities.

Escalator Runners

- Creative graphic display that runs along the escalator in high traffic area
- Sizes vary based on location
- Varies from \$3,500 - \$5,000 depending on quantity, location and size

Branded Column Wraps

- Sponsor name and logo on the visually striking entrance in high-traffic areas
- Varies from \$1,500 to \$7,500 depending on quantity, location and size

Large Convention Banners

- Maximum Size Banner 10' x 5' (customization allowed per SYTA Approval)
- \$15 per square foot

Window Clings

- Customize your own cling placed in high traffic areas
- Sizes vary based on location
- \$15 per square foot

Showcase Aisle Floor Decals

- Floor decals on the showcase floor (preapproved by SYTA)
- One Four-Color Decal (*maximum size of 5'x5'*)
- \$15 per square foot

Footprints

- Use your company logo or tagline from a localized point on exhibit floor
- Customized Footprint
- \$15 per square foot

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Tier levels and benefits are based on total sponsorship dollars invested at the Conference. Benefits for shared sponsorships will vary based on total number of sponsors. Benefits are subject to change based on final conference schedule and program.

SYTA SPONSOR BENEFITS	TIER 1 \$20,000 +	TIER 2 \$15,000 +	TIER 3 \$10,000 +	TIER 4 \$5,500 +	TIER 5 \$2,500 +	TIER 6 \$1,500 +
Exhibit Booth Premium includes choice of furniture package. Standard includes high cocktail table and four chairs.	10x20 Premium Booth	10x10 Premium Booth	10x10 Premium Booth	10x10 Standard Booth		
Pre or Post Conference Mailing List – One Time use	Yes					
Complimentary Appointment Taking Registration	1					
Complimentary Non-Appointment Taking Registration	1	1	1			
Invitation to Leadership Reception	2	1	1			
Company 30 second to one-minute Video Displayed at SYTA Central and/or Showcase	Yes	Yes				
Company Speaking Opportunity based on Sponsorship	Yes	Yes				
Company Sponsorship Spotlight in Conference eNewsletters	Yes	Yes				
Digital Recognition on Conference Monitors	Yes	Yes	Yes			
Company Recognition Page in Digital Program	Yes	Yes	Yes			
Company Name/Logo in Conference Recognition Page in Educators Buyers' Guide	Yes	Yes	Yes			
Company Description/Logo in Conference Mobile App	Yes	Yes	Yes	Yes		
One item in Conference bag	Flyer or Tchotchke	Flyer or Tchotchke	Flyer or Tchotchke	Flyer or Tchotchke		
Company Name/Logo on Sponsor Recognition Signage	Yes	Yes	Yes	Yes	Yes	Yes
Company Name/Logo on Conference Website	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor ribbon for all company attendees	Yes	Yes	Yes	Yes	Yes	Yes
Company Recognition in General Session Slides	Yes	Yes	Yes	Yes	Yes	Yes

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Policies and Procedures

SPONSORSHIP

Sponsorships will be assigned on a first-come, first-served basis. If multiple applications for exclusive sponsorships are received on the same day, a drawing will be held to determine the "winner." All sponsorships will be invoiced in advance of the conference and are non-refundable. Sponsors must comply with all relevant policies concerning advertising and exhibiting with SYTA. SYTA maintains the right to eliminate a sponsorship opportunity at any time. In such cases, any money advanced by a company will be refunded in full. SYTA maintains the right to incorporate its logo/conference branding on any and all promotional materials

CANCELLATION

In the event that the conference is cancelled by SYTA, any money advanced by an exhibitor will be refunded in full. In such cases, SYTA shall be free from any claim for damages which an exhibitor alleges to have suffered as a result of such cancellation.

SPACE VARIATIONS

SYTA will assign all booth & table placements and reserves the right to make modifications, if necessary, to placements.

USE OF SPACE

Distribution of promotional material may be made only within the space assigned to the exhibitor presenting such material. Solicitation of business must be confined to an exhibitor's own table. An exhibitor is charged with the knowledge of national, state, and local legal restrictions on any merchandising, advertising, or promotional scheme which involves attracting visitors to an exhibitor's location by any inducement which may be construed as an illegal lottery. Management is not responsible for any promotional activities by an exhibitor.

LIABILITY AND INSURANCE

Neither SYTA nor the management of the hotels will be responsible for loss or damage to property of an exhibitor from theft, strikes, damage by fire, water, storm, vandalism or other causes, but will use reasonable care to protect the exhibitor from such loss. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damages to displays, equipment, and other property brought upon the Hotel premises, and shall indemnify, defend, and hold harmless SYTA, its officers and staff members, the Hotels and their owners and employees, etc. from any and all such losses, damages and claims. None of the above shall provide insurance coverage for loss or damage from such causes, and it is thus expected that an exhibitor will provide his/her own floater insurance coverage as needed. No responsibility is assumed for material shipped to the exhibit site. No responsibility is assumed for material left to be picked up by an exhibitor or agent of the exhibitor after the close of the exhibit. An exhibitor shall be liable to owners of the conference facilities for all damage caused by the exhibitor and shall hold harmless and indemnify management for any damage charged to management by owners.

OPERATION RESTRICTIONS

SYTA reserves the right to prohibit and/or evict an exhibitor whose presentation is in any manner deemed by management as offensive to conference attendees or other exhibitors by reason of bad taste, noise, questionable morals or controversial content. In the event of such prohibition or eviction, SYTA shall not be liable to an exhibitor for refunds of exhibit fees. SYTA shall not be bound to any contract in which said problems cannot be so controlled. Distribution of promotional material and solicitation of business may be done only within the exhibit space assigned to the vendor.

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