

*Get in*

**TUNE**

**COABE**  
COALITION ON ADULT BASIC EDUCATION

**TAACE**

**COABE NATIONAL  
VIRTUAL ★ CONFERENCE**  
EMBRACING COLLABORATION | MARCH 21-24 2021

# COABE 2021 Virtual National Conference Sponsorship Options



COABE will utilize an integrated platform to hold an exhibit hall including gamified options to encourage booth traffic. Additionally, the platform will support general sessions, networking events, breaks, and special interest meetings; it also enables attendees to choose their sessions in advance, chat on the app, access a virtual “conference bag”, and complete session surveys. There are many increased opportunities for exposure throughout the conference.

Our conference provides your company with valuable exposure throughout the virtual event. The following features represent proven opportunities to most effectively monetize your virtual event and develop the sponsorship packages that are right for you. Our goal is to provide you with visibility, leads, and value before, during and beyond the COABE 2021 Virtual National Conference!

## Sponsor Branding

### ADS: HOME PAGE HEADER AND FOOTER

The event homepage is an ideal and prominent placement for a banner ad. This placement can feature an unlimited number of sponsor logos, displaying up to six logos at a given time, and a banner ad can appear through your event pages.

Your logo can also be placed just above or below your menu header to display on every page of your event. A banner ad place in the footer of your site will appear when the attendee scrolls to the bottom of any standard content page.

COABE can also push customized ads through the exhibit hall, breakout sessions, meetings, and the like. If you purchased an ad for our hard copy program, we will ensure that we honor this in the virtual environment.

### SPONSORS PAGE

We will spotlight your company with a dedicated page for branding and descriptions of services.

### SPONSORED COMMUNICATION

COABE will leverage our dedicated email system to send sponsored messages, including pre-scheduled e-blasts, to attendees. We will schedule and send notifications to attendees at specified times, linking them to your landing page or resource.

### GENERAL SESSIONS

Your company will be given a speaking opportunity during the general session and your company's branding will be included on the slides and archived for 6 months following the conference.

### BREAKS & LIVE UPDATES

Just as you would have the opportunity to speak during a break that you sponsored at a face to face event, you will receive the same opportunity during our virtual breaks and live updates. Branding will also be applied during these special events.

## **STRANDS & STRAND NETWORKING EVENTS**

Your company can sponsor an entire strand and associated networking event. We will hold multiple networking events with events taking place following the final session in the strand. Networking events will focus on best practices and will be hosted by the strand partner. Sponsors can network with session attendees and share related products and services.

## **SPECIAL INTEREST MEETINGS**

Our conference always provides a venue for special interest meetings such as state leadership meetings, state association meetings, research meetings, student ambassador meetings, and the like. Your company can choose the meetings that you feel would be the best fit to give you the greatest visibility!

## **CONFERENCE BAGS**

As in the past, attendees will be able to “pick up” their bag on the way into the conference! The virtual bag will be loaded with fun and exciting promotional items such as QR codes, coupons, videos, and games. Sponsors, be sure to send your items for inclusion to [lindseylord@coabe.org](mailto:lindseylord@coabe.org) by 2/15/21.

## **SESSIONS**

Sponsors of various sessions will be able to share for up to 5 minutes at the beginning of the session as well as at the end of the session, if there is time. The session will be branded as “generously sponsored by” and your booth will be linked to the session.

## **GAMIFICATION TO INCREASE TRAFFIC**

We'll activate numerous games throughout the conference to drive traffic to your booth!

## **LEAD GENERATION**

We will distribute lead capture and retrieval capabilities to all sponsors. You will also receive lead contact information from attendees who messaged you to learn more about your product or services. You can also view which event attendees visited your booth to connect during the conference.

## **PREMIER PLACEMENT**

Sponsors will receive premier booth placement in the exhibit hall as well as the opportunity to livestream across the home page or exhibit hall home page

# Exhibitors

## LEAD GENERATION

Exhibitors receive lead contact information from attendees who messaged them to learn more about their product or services. You can also view which event attendees visited their booth to connect during the event.

## LIVE CONVERSATIONS

The Exhibit Hours feature lets attendees connect to booth staff through chat features by simply "entering" their virtual trade show booth.

## VIRTUAL BOOTHES & LISTINGS

Your company purchased a “virtual trade show booth” which can be customized with your logo, description, keywords, documents and even videos.

Your “booth staff” will appear on your page for greater personalization and interactivity.

# Pricing

- \$500 per session (there are 300 sessions)
- \$3,000 per networking event
- \$1,000 per "Live morning update"
- \$5,000 per general/award/closing session event (we will have a total of 3 large sessions, 1 per day)