ISA’s THE LINK...SOFT SIGNAGE – Virtual SPONSORSHIP OPPORTUNITIES
# Sponsorship Packages

**BOOTH SPONSOR**
- Virtual Booth with integrated live chat
- Option of streaming video or using integrated video chat in booth during event
- Access to attendee data from booth, includes name and company of participants who enter the sponsor booth
- Logo recognition on emails promoting the event and on event communications from the digital platform
- Logo recognition as sponsor (no link) on ISA’s THE LINK...Soft Signage – Virtual webpage on www.signs.org
- Recognition as sponsor in social media promoting ISA’s THE LINK...Soft Signage – Virtual

**Total Investment:** $1,500

**CONTRIBUTING SPONSOR**
- All booth sponsor benefits plus:
  - Hyperlinked sponsor logo displayed on both registration & reception page
  - Logo recognition as sponsor (with link) on ISA’s THE LINK...Soft Signage – Virtual webpage on www.signs.org

**Total Investment:** $3,500

**PREMIER SPONSOR**
- All contributing sponsor benefits plus:
  - Access to attendee data from booth and breakout session(s), includes names and companies of participants in the sponsor session
  - Dedicated session for product introduction/demo
  - Booth managed by ISA production team
  - Large style booth with added special offer section

**Total Investment:** $5,000

**TITLE SPONSOR**
- All benefits from other packages plus:
  - Logo branding in the main event hero image on both registration & reception pages
  - Large size virtual booth with all features & highest functionality
  - Access to attendee data from digital event platform, includes names, companies and email addresses for all event registrants
  - Access to certain event analytics
  - Web banner ad (with hyperlink) placed in Industry Tracker for three (3) weeks
  - Recognition as sponsor in one pre-event email and social media promoting ISA’s THE LINK...Soft Signage – Virtual

**Total Investment:** $10,000

---

**An ISA Digital Experience**

Showcasing the Innovations, Trends and Opportunities in Soft Signage
Registration & Reception pages

The attendee journey starts at registration. Included in the contributing, premier, and title sponsorship packages, these hyperlinked logos and title branding allows your sponsorship to start getting valuable impressions weeks before the event even starts.

Available inclusions on these pages:
- Hero Banner Sponsor Logo (Title Sponsor)
- Event Description Call-out (Title Sponsor)
- Hyperlinked, Dynamic branded logo button (Contributing, Premier, Title)
- Booth previews of ALL sponsors
Sessions:

The sessions area will feature both original and sponsored content. These provide smaller and more in-depth conversations with attendees. Sessions can be setup in an open or moderated Q&A format, or as a presentation to attendees. Our built-in video system can hold up to 20 presenters at a time, and can also include screen-sharing for presentations.

Have a product you’d like to show off? Talk with our team about our Product Showcase add-on to host your own live session during the event.
Expo Hall:

The Expo Hall is where attendees have the ability to engage directly with exhibitors and sponsors to find out more about their company and products. Virtual booths vary in functionality based on sponsorship levels, but can include a range of engagement tools for streaming videos, or chatting directly with your customer’s using our built-in video platform. Each booth comes with a customizable button which can register interest similar to a badge scan at a physical show, or can be hyperlinked to a webpage of your choosing. Some booth packages also come with the ability to offer specials and discount codes for use during the show!