



ISA ANNUAL CONFERENCE IS GOING VIRTUAL!

7–11 December, 2020

The ISA Virtual Conference is expected to attract arboriculture professionals from across the globe. If you are looking to gain brand exposure within the industry and build relationships with professionals, virtual is the perfect place to connect! We are grateful for support from the arboriculture industry and hope you can find a support level that will suit your company's needs.

In a recent survey of past ISA Conference Attendees, **75%** of respondents stated they were likely to participate in a Virtual Conference Experience.

ISA Virtual Conference Sponsor Benefits

	Platinum \$15,000	Gold \$9,000	Silver \$5,000	Bronze \$2,000
	Combined Investment			
Pre attendee Companies List (2 weeks before event)	✓			
Advertisement in Virtual Guide	Full Page	1/2 page		
Verbal Recognition at Opening Sessions	✓	✓		
Attendee Scavenger Hunt	✓	✓	✓	
Insert in Virtual Goodie Bag (emailed to attendees)	✓	✓	✓	
Recognition in Whova Sponsor Banner	Top Billing	✓	✓	
Recognition on virtual conference emails	Logo	Logo	Smaller logo	
Recognition on virtual conference home page	Logo	Logo	Smaller logo	Smaller logo
Recognition on ISA social media	2 Indv. Posts	1 Indv. Post	Group Post	Group Post
Pre and Post email address from opt-in attendees	✓	✓	✓	✓
Access to virtual conference attendees	✓	✓	✓	✓
Recognition in Arborist News	Top Billing	✓	✓	✓
Virtual Company Profile	✓	✓	✓	✓
Comp registrations to the virtual conference	15	5	3	2

Each partner level will receive the following benefits:

- Complimentary registrations to the virtual Conference (number received based on partner level).
- Invite attendees to visit your company profile with organizational description, announcements, product photos, videos, downloadable documents, and contact information.
- Ability to interact with virtual Conference attendees.
- Maximize your exposure, connect with attendees, and drive ROI using the Whova app.
- All sponsors will receive a post event report from ISA including click-through rates.

Organizational commitments to directly sponsor the meeting accumulate toward your sponsorship status.

Need a customized sponsor package?

For more information or to discuss a custom package, contact jscarroll@isa-arbor.com.



2020 Virtual Conference Sponsorship Opportunities

Virtual Networking

Each Networking event will approximately 40 minutes. Session Q&A, Chat and Community Tabs will be available for further communication with attendees.

Happy Hours – \$2,000 (Multiple Available)

Sponsor a Virtual Happy Hour! You will be recognized through branding on the event portal and be able to participate in live interactions!

- Partners will have a 2-3 minute introduction segment.
- Logo and link to website included on event page
- Combination ISA and sponsor logo background for presenter

Virtual Happy Hours suggested groups:

- First Time Attendees
- Climbers Check-in
- Student Networking
- Women in Arboriculture
- You name the Subgroup...

Virtual Yoga/Exercise Breaks – \$1,500 (Multiple Available)

A physical break from a Virtual Event is good for the mind and body. Your sponsorship of a virtual exercise session is just what attendees need during a long day.

- Logo and link to website included on event page
- Opportunity to provide instructor for session

Question and Answer Topics/Keynote Speaker Sessions – \$2,500 (Multiple Available)

ISA will be covering many educational topics throughout the virtual conference! There are usually many questions that go unanswered in the limited presentation time. Let's create a dialog between attendees! Host these scheduled Question and Answer periods where your company can interact with a captive audience.

- Sponsors will have a 2-3 minute introduction segment.
- Logo and link to website included on event page
- Combination ISA and sponsor logo background for presenter

Question and Answer Session suggested groups:

- Keynote Topics
- Risk Mitigation
- Trees and People
- Tree Appraisal
- Safety
- Tree Health
- Utility
- Urban Forestry

Opening Kickoff Event Sponsor *PENDING*

Associate your brand with the kickoff event that brings attendees together (virtually) to celebrate the accomplishments of ISA.

- Verbal and presentation thank you during Ceremony
- Logo and link to website included on event page

More Opportunities

Scavenger Hunt – \$500

Your Company profile will include a secret word that attendees have to find on your page. Attendees will need to collect them and submit to the event team for a final prize.

Pre-Session Commercial – \$1,000

Opportunity to provide a 10 to 20 second commercial aired before a session begins.

Pre-Session Still Ad – \$500

Design and provide a branded advertisement to be shown on screen before a session begins.

Virtual Goodie Bag – \$750

Include an exclusive gift card, coupon or discount code that will be sent to attendees via email and Whova app notifications.

Virtual Guide Advertisement

\$1,000 full-page or \$500 1/2-page

The Virtual Conference Guide will be the attendees go to place to navigate the new landscape of the ISA Virtual Conference.

Virtual Company Profiles

\$650 until 31 October OR \$750 after 1 November

Learn about, network with, and celebrate the arboriculture community with our virtual company profiles. Connect with attendees and share your products and services.

All Virtual Companies receive:

- One (1) complimentary registration to the Virtual Conference.
- Invite attendees to visit your company profile with organizational description, announcements, product photos videos, live streaming product demos, downloadable documents, promotional coupons and contact information.
- Ability to interact with virtual conference attendees.
- Maximize your exposure-connect with attendees-drive ROI using Whova.
- Post event report from ISA including click-through rates.

Organizational commitments to directly sponsor the meeting accumulate toward your sponsorship status.