

2022 Annual Sponsorship Opportunities

2022 Conexus Annual Conference

Loews Ventana Canyon
Tucson, Arizona
May 1 – 5, 2022

Annual Conference

- » 4 days of education sessions, committee meetings, and networking events
- » 2019 had record attendance with 245+ attendees
- » 115+ unique companies – both retailers and suppliers participating
- » 50% of attendees have a role of Director or higher; 30% with VP or higher

2022 Conexus Annual Strategy Conference

Houston, Texas
Week of August 21st, 2022

Sponsored by:



Annual Strategy Conference

- » Multiple days of education sessions, networking events, and strategy planning sessions to determine Conexxus initiatives for the coming year
- » Intimate and exclusive audience; limited to 30-40 attendees
- » Gold member organizations have priority; followed by Silver, Bronze, and non-members
- » Typically the most active and engaged Conexxus members and committee leads attend this mission-driven conference!

Sponsorship Level Options

Garnet Sponsorship - \$1,500

To be a Garnet Sponsor, Company must be a Silver or Gold Member in good standing.

- » Sponsorship level displayed in the Conexus.org Membership Directory
- » Sponsorship recognition on pre-event marketing materials and communications, including conexus.org
- » Sponsor signage on primary sponsor board at the Annual and Strategy Conferences
- » Acknowledgement on the official Conference Schedules distributed to all attendees
- » Company representatives attending conferences will receive name badge ribbons indicating level of sponsorship
- » Verbal recognition by the Conexus Chairman at Conference Opening General Sessions
- » Opportunity to include an insert in event attendee bags
- » Ability purchase Add-on Expanded Sponsorship Opportunities (see page 10)

Emerald Sponsorship - \$5,000

To be an Emerald Sponsor, Company must be a Silver or Gold Member in good standing.

ALL Garnet benefits, plus...

- » Conexus Hall of Fame Awards Reception signage
- » Additional Sponsor signage throughout conferences
- » Sponsor level recognition in NACS Magazine advertising throughout the year
- » Advanced access to the Attendee list throughout the Annual and Strategy Conference registration periods
- » Use of the Diamond and Emerald Sponsor's Lounge at the Annual Conference
- » Ability to purchase Prime Event Sponsorship Opportunities (see page 11)
- » Ability to purchase a Table Top Display at conference networking session (limited availability; \$2,200)

Diamond Sponsorship - \$12,000

To be a Diamond Sponsor, Company must be a Gold Member in good standing.

Year-Round Benefits:

- » Logo placement in Conexxus presentations and Conexxus365 Webinars
- » Logo placement in all Conexxus Communications emails (conference and resource emails)
- » Company logo on the Conexxus website homepage
- » Sponsor level recognition in NACS Magazine advertising throughout the year
- » Three (3) complimentary annual full-access subscriptions to Conexxus365 (in addition to 2 subscriptions earned as a Conexxus Gold Member)

NACS Show Benefits:

- » Priority booth selection at the 2022 NACS Show, starting on Jan 7, 2022 ((following the NACS Hunter Club; Limited availability)
- » Sponsorship recognition in the Conexxus Booth
- » Diamond Sponsorship ribbons

2022 Annual Sponsorship Opportunities

Conexxus Conference Benefits:

- » Table top display and premium placement at networking receptions
- » Company logo on Conference communications and materials
- » Video commercial spot to be played in Conference common areas
- » Diamond Sponsorship ribbons
- » Company logo included on podium signage used in the General & Education sessions at the Annual Conference
- » Ability to contribute one item for daily raffle (complimentary)
- » Ability to secure a 30-minute speaking session (\$4,000) at the Annual Conference

**PLUS...ALL Emerald
and Garnet benefits**

Add-On Expanded Sponsorships

Please see each item for Sponsorship Level required to access each add-on option for Annual and Strategy Conferences

LIMITED TO ONE SPONSOR EACH

Lanyards (Diamond, Emerald) – \$2,000 (sponsor must supply the lanyards)

Hotel Key (Diamond, Emerald) – \$2,000 (sponsor must supply keys to hotel specs)

Sponsor Branded Bottled Water (Diamond, Emerald) – \$2,000 + cost of the bottled water

Event Bag (Diamond, Emerald, Garnet) – \$2,000 (sponsor must supply the bag; includes 1 extra bag insert)

LIMITED SPONSORSHIPS AVAILABLE

Private Meeting Space Use (Diamond, Emerald) – \$1,500 per hour, including basic AV and Signage.

Table Top Display (Diamond, Emerald) – Complimentary for Diamond; \$2,200 for Emerald.

Must be staffed throughout the entire reception. Limited availability; priority to Diamond Sponsors.

Dedicated Pop-Up Sign (Diamond, Emerald, Garnet) – \$2,000 (Sponsor must supply print-ready artwork; limited availability)

Ad in Conference Printed Agenda (Diamond, Emerald, Garnet; Annual Conference Only) – \$750 for ½ page and \$1,200 for full page; Space is limited, first come first serve.

Daily Raffle Item – Sponsor must supply the item. \$500 Garnet Level, \$300 Emerald Level; Complimentary for Diamond.

Prime Event Sponsorships

Emerald or Diamond Level Sponsorship required to access these Prime add-on options for the Annual Conference

Sunday Pre-Conference Event and Dinner – \$5,000 Shared; Exclusive sponsorship \$12,000. Includes signage at the activity and dinner; recognition in the printed agenda, and pre-conference communications.

Tuesday Night Big Event – \$7,000 Shared; Exclusive sponsorship \$20,000. Includes signage at the activity and dinner; recognition in the printed agenda, and pre-conference communications.

Leadership Appreciation Dinner – \$6,000. Includes signage at the activity and dinner; recognition in the printed agenda, and pre-conference communications; and two tickets to the dinner.

Speaking Opportunity – \$4,000. 3 sessions of 30 min. are available; must be a Diamond Sponsor.

Hall of Fame Reception – \$3,000. Includes signage at the dinner; recognition in the printed agenda, and pre-conference communications; and logo placement on the HoF pre-conference communications and the Conexus website.

Daily Morning & Afternoon Refreshment Breaks – \$2,000. Includes signage; recognition in the printed agenda and walk-in slides.

Conexxus365 Opportunities

In 2021, Conexxus launched an **education subscription service!** This video-based series provides live weekly webinars presented by the industry's top leaders; with a growing on-demand library of content and 375+ subscribers in our first year.

Prominently connect your brand to the industry's trending technology as an event sponsor or session speaker!

Conexxus365 Content

Webinars

- Industry leaders presenting on high-profile projects, innovative technologies, and answers to the burning questions of technology, marketing, and operations in our industry
- 3-4 times a month
- Once a month free, others only available to annual subscribers or by individual purchase

VIP Webinars

- Keynote VIP Webinar featuring a prominent innovative leader
- Every other month
- Only available through Conexxus365 annual subscription

Connect with Conexxus

- Gather and connect through an informal guided-topic conversation, camera-on opportunity
- Every other month
- Open forum for Conexxus365 subscribers and Conexxus members to attend live



Conexxus365 Session Sponsorship

To be a Conexxus365 Session Sponsor, Company must be a Gold Member in good standing

Sponsorship Opportunities		
Webinars	VIP Sessions	Connect with Conexxus
(3x/ month)	(6x/ year)	(6x/year)
\$ 1,000	\$ 3,000	\$ 1,000

As a sponsor, you will receive:

- ▶ Logo placement during the webinar/ event presentation
- ▶ Option to moderate the session (intro + Q&A)
- ▶ Verbal recognition from the host
- ▶ Logo placement on Conexxus365.org and in emails marketing the session
- ▶ Brand recognition on session marketing on social media and other marketing
- ▶ Digital postcards (upon request) about the event to share with industry colleg

Conexxus365 Session Speaking

Speaking Opportunities	
Conexxus Gold Members	\$ 2,000
Conexxus Silver Members	\$ 3,000
Non-Conexxus Member	\$ 4,000

As a speaker, you will receive:

- ▶ Option to choose your own topic (must be approved) for presenting to Conexxus365 subscribers
- ▶ Option to provide downloads on the replay page of your session on Conexxus365.org (e.g., product sheets, video demos)
- ▶ Brand recognition on Conexxus365.org and in emails marketing the session
- ▶ Brand recognition on social media and other marketing
- ▶ Digital postcards (upon request) about the event to share with industry colleagues

Sponsorship Agreement

Please complete and return to Ann Zecca at azecca@conexus.org

Select your Sponsorship Level

Diamond Level \$12,000

Emerald Level \$5,000

Garnet Level \$1,500

Additional Sponsorship Opportunity: _____

Name: _____ **Signature:** _____

Title: _____ **Company:** _____

Mailing Address: _____

Email: _____ **Phone:** _____

For additional information or to pay with a credit card, contact Ann Zecca, 703-518-7963. Please send a current copy of your company logo, both a high-resolution jpeg **and an eps file** to azecca@conexus.org. Your logo will be used on the Conexus website, in print materials and at the Conferences. Submitting this form is an agreement to your sponsorship commitment and an agreement to submit all payments. No refunds will be provided. Sponsorship must be confirmed by Conexus and no benefits (including printed opportunities and listing on the Conexus website) will be provided until payment is received. Sponsorship packages DO NOT include Annual Membership Dues or Conference Attendee Registration Fees. Annual Sponsorship runs from January 1 to December 31, 2022.