

À LA CARTE BRANDING OPPORTUNITIES

Thank you for considering participation at the 2014 Assets Learning Conference, September 17-19 in Washington, DC! We've expanded opportunities for companies and organizations eager to have a branded presence in front of over 1,200 participants. In addition to our full Conference Sponsorship packages, here is a list of special **À la Carte Branding** deals to create buzz around your brand.

Every **À la Carte Branding** Opportunity comes with the following benefits:

- Mention in the Conference Program and on Twitter using the #ALC2014 conference hashtag
- One full conference registration for a participant from your company or organization (for À la Carte Branding worth \$5,000 or more).

In addition, the **À la Carte Branding** Opportunities will be EXCLUSIVE to your organization where indicated below.

Technology Branding

Tech Lounge [EXCLUSIVE]

\$20,000 or in-kind support in the form of technology and onsite technology support.

There's always a crowd in the Tech Lounge! Help attendees stay connected to real-time ALC events and the outside world at the ALC Tech Lounge by enabling them to check email, stay in touch with colleagues and more. As Tech Lounge Sponsor, your company logo will be highlighted on each computer's background and screensaver, along with your company's website as the home page for each workstation.

WiFi [EXCLUSIVE]

\$20,000

Great for visibility, this opportunity to sponsor the conference WiFi allows your logo be featured everywhere wireless internet is available, including in the conference program and on PowerPoint slide decks in all of the sessions and plenaries.

Mobile App [EXCLUSIVE]

\$15,000

The 2014 ALC Mobile App offers a unique opportunity to put your brand and company information in front of hundreds of Conference attendees. The ALC Mobile App provides attendees with full access to event content, exhibitor info, in-app messaging, surveys and more. The Mobile App is accessible through most mobile devices (iPhone, iPad and Android devices) and via any web browser.

Charging Stations

\$10,000 or in-kind support in the form of technology and onsite technology support.

Charging Stations offer full branding, including LCD screens with a message from your company or organization and a variety of charging capabilities for phones, tablets and other hand-held devices. These stations, which will be placed in high-traffic areas, charge fast and will be extremely popular with ALC attendees.

****TECHNOLOGY SPONSOR PACKAGE: For \$45,000, your company or organization can get exclusive branding rights to all technology branding opportunities listed above.**

Communications Branding

Photo and Video Booths

\$15,000 or in-kind support in the form of photo plus video booths and onsite support.

A photo and video booth, with your branding, will be set up for ALC attendees to capture the moment, as well as to share stories of their work in the asset-building field and the ideas they are getting from the ALC that they plan to put into action when they get back home.

Daily Conference Newsletter [EXCLUSIVE Daily Sponsorship]

\$5,000 per day or \$12,000 for all three days

Today @ the ALC, the ALC daily newsletter, is distributed in print and online to every conference attendee each day with the latest conference news, in-depth looks at speakers and topics, and highlights from the day before shown with striking photos and graphics. As exclusive sponsor, your ad will be featured in that day's newsletter.

Live Blogging Series [EXCLUSIVE]

\$7,500 or \$3,000 plus in-kind support by your onsite blog contributors

Sponsor a series of live blogs, where a variety of writers give their live reactions to the ALC plenaries. The live blogs—and your company's or organization's information—will be read not just by conference attendees, but also by a wider audience of interested parties who were not able to attend the conference in person.

****MEDIA PARTNER PACKAGE: For \$25,000 or \$15,000 and in-kind support, your company can get the exclusive branding rights to all communications opportunities listed above and more.**

This is an exciting opportunity to become Media Partner for the 2014 ALC. ALC's Media Partner will provide complete coverage of the 2014 ALC through a national—traditional or digital—outlet, bringing high visibility for your brand to new audiences. Benefits include advance notice of ALC events, certain exclusive coverage and access (details to be negotiated), and unparalleled ALC visibility. In addition, as Media Partner, you can get exclusive branding rights to all of the communications elements listed above.

Networking and Engagement Branding

Networking/Refreshment Breaks

\$5,000 per break or \$22,500 for all breaks

With busy schedules and limited time, ALC attendees will be looking for much-needed food and drink while they network with each other in between sessions. Brand these coffee and refreshment breaks and build your company or organization's buzz!

Exhibitors Passport Game

\$2,500

Using the ALC mobile app, attendees will scan a QR Code at each ALC exhibit space they visit as part of the passport game. The participants who have visited every exhibit will be entered into a drawing to receive a gift (e.g., an iPad), sponsored and branded by your company or organization.

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Additional Branding Opportunities

Hotel Key Cards [EXCLUSIVE]

\$10,000

This exclusive opportunity ensures your company logo will be "in the pocket" of every attendee checking in at the brand-new Washington Marriott Marquis. Communicate your brand and company message each time attendees enter their rooms.

Conference Water Bottles [EXCLUSIVE]

\$5,000

Sponsor a reusable water bottle that attendees will carry everywhere. Not only will your sponsorship allow attendees to refrain from using disposable cups, but your company name will be seen long after the conference ends.

Conference Notebooks [EXCLUSIVE]

\$5,000

Get your message directly into attendees' hands at the conference and for months to come. This option puts your logo on the cover of the conference notebook that each attendee receives in their tote bag at registration and uses throughout the conference.

Conference Program Advertisements

\$1,000 for half-page color ad; **\$500** for quarter-page color ad

Items in Conference Bag

\$750 (plus you supply 1,250 items to cover expected conference registrants)

Guest Blog Posts

\$250 per post on the ALC blog

To take advantage of any of these exciting branding opportunities, please contact

Kim Pate, Conference Director

by email to assetsconference@cfed.org or 202.207.0134.

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