

NYC | June 13-15, 2019



2019 SPONSORSHIP PROSPECTUS

www.primerconference.us

sponsorships@primerconference.com

TRADITIONAL SPONSORSHIPS

Traditional sponsorships allow you to make a lump sum investment which comes with a set of perks and an a la carte selection of additional perks.

Platinum Level Sponsorship

Investment: \$5,000

Platinum Level Included Perks:

- Three (3) complementary PRIMER19 Conference Tickets
- Brand projection via the on-stage slideshows between presentations
- Brand on registration signage, venue wayfinding, sponsorship page of website, and social media impressions

PLUS choose three (3) additional Perks:

- Booth/Table—Conduct on-site interviews, show off your products, or in general promote your brand; stationed in a prime location in the conference venue
- Badge/Lanyards—Your brand will hang close to everyone's heart via our conference badge & lanyards
- Brand on PRIMER19 banners used at check-in, on speaking stages, at workshops
- Pre-Keynote Slot (3 minutes) during which you'll have an exclusive opportunity to promote your brand and connect with attendees
- One (1) additional complementary PRIMER19 Conference Ticket

Gold Level Sponsorship

Investment: \$3,000

Gold Level Included Perks:

- Two (2) complementary PRIMER19 Conference Tickets
- Brand projection via the on-stage slideshows between presentations
- Brand on registration signage, venue wayfinding, sponsorship page of website, and social media impressions

PLUS choose two (2) additional Perks:

- Booth/Table—Conduct on-site interviews, show off your products, or in general promote your brand; stationed in a prime location in the conference venue
- Badge/Lanyards—Your brand will hang close to everyone's heart via our conference badge & lanyards
- Brand on PRIMER19 banners used at check-in, on speaking stages, at workshops
- One (1) additional complementary PRIMER19 Conference Ticket

Silver Level Sponsorship

Investment: \$1,500

Silver Level Included Perks:

- One (1) complementary PRIMER19 Conference Tickets
- Brand projection via the on-stage slideshows between presentations
- Brand on registration signage, venue wayfinding, sponsorship page of website, and social media impressions

PLUS choose one (1) Additional Perk:

- Booth/Table—Conduct on-site interviews, show off your products, or in general promote your brand; stationed in a prime location in the conference venue
- Badge/Lanyards—Your brand will hang close to everyone's heart via our conference badge & lanyards
- Brand on PRIMER19 banners used at check-in, on speaking stages, at workshops
- One (1) additional complementary PRIMER19 Conference Ticket

Snack Break—\$1,500 (4 sponsorships available)

- Keep attendees fueled throughout the conference by sponsoring one of our snack breaks between sessions.
- You'll be featured as a Silver Level Sponsor as well as during the Snack Break.

Hydration Stations—\$1,500 (4 sponsorships available)

- Puts your brand in everyone's hands by sponsoring a station to keeping attendees hydrated and caffeinated.
- You'll be featured as a Silver Level Sponsor as well as at the Hydration Station.

Bronze Level Sponsorship

Investment: \$1,000

Bronze Level Included Perks:

- Brand projection via the on-stage slideshows between presentations
- Brand on registration signage, venue wayfinding, sponsorship page of website, and social media impressions

PLUS choose one (1) Additional Perk:

- Badge/Lanyards—Your brand will hang close to everyone's heart via our conference badge & lanyards
- Brand on PRIMER19 banners used at check-in, on speaking stages, at workshops

Supporter Level Sponsorship

Investment: \$500

Supporter Level Included Perks:

- Brand on registration signage, sponsorship page of website, and social media impressions





SPECIALTY SPONSORSHIPS

Your investment is the same, but you choose the impact you want your brand to make.

Platinum Level Specialty Sponsorship

Investment: \$5,000 (choose 1 of the options below)

Opening Party/Meetup (1 sponsorship available)

Join us to welcome PRIMER19 conference attendees via our Opening Party (which is also open to the public via registration as part of the Speculative Futures Meetup). You'll have an exclusive opportunity to promote your brand and connect with attendees via an Introduction & Welcome Speech at the Opening Party/Meetup.

- Three (3) complementary PRIMER19 Conference Tickets
- Brand projection via the on-stage slideshows between presentations
- Brand on registration signage, venue wayfinding, sponsorship page of website, and social media impressions

Closing Party (1 sponsorship available)

Help us close out PRIMER19 with a bang—the party of all parties. You'll have an exclusive opportunity to promote your brand and connect with attendees via an Introduction & Closing Speech at the Closing Party.

- Three (3) complementary PRIMER19 Conference Tickets
- Brand projection via the on-stage slideshows between presentations
- Brand on registration signage, venue wayfinding, sponsorship page of website, and social media impressions

Lounge (1 sponsorship available)

Associate your brand with a laid-back space for attendees to connect, collaborate, relax, catch up on work.

- Three (3) complementary PRIMER19 Conference Tickets
- Brand projection via the on-stage slideshows between presentations
- Brand on registration signage, venue wayfinding, sponsorship page of website, and social media impressions

Video/Recording Services (1 sponsorship available)

Ensure your brand stays on everyone's mind by supporting video/recording services of conference content.

- Three (3) complementary PRIMER19 Conference Tickets
- Brand projection via the on-stage slideshows between presentations
- Brand on registration signage, venue wayfinding, sponsorship page of website, and social media impressions
- Brand recognition via an intro slide on recorded presentations shared with attendees post-conference.

Gold Level Specialty Sponsorship

Investment: \$3,000 (choose 1 of the options below)

Breakfast (2 sponsorships available)

Start the day off right for attendees by providing financial support for the most important meal of the day.

- Two (2) complementary PRIMER19 Conference Tickets
- Brand projection via the on-stage slideshows between presentations and on breakfast stations
- Brand on registration signage, venue wayfinding, sponsorship page of website, and social media impressions

Lunch (2 sponsorships available)

Providing financial support for lunch puts your brand in the middle of the hustle and bustle of the day a perfect opportunity to make a lasting impression on conference attendees.

- Two (2) complementary PRIMER19 Conference Tickets
- Brand projection via the on-stage slideshows between presentations and on lunch stations
- Brand on registration signage, venue wayfinding, sponsorship page of website, and social media impressions

Silver Level Specialty Sponsorship

Investment: \$1,500 (choose 1 of the options below)

Snack Break—\$1,500 (4 sponsorships available)

- Keep attendees fueled throughout the conference by sponsoring one of our snack breaks between sessions.
- You'll be featured as a Silver Level Sponsor as well as during the Snack Break.

Hydration Stations—\$1,500 (4 sponsorships available)

- Puts your brand in everyone's hands by sponsoring a station to keeping attendees hydrated and caffeinated.
- You'll be featured as a Silver Level Sponsor as well as at the Hydration Station.

Bronze Level Specialty Sponsorship

Investment: \$1,000 (choose 1 of the options below)

Booth/Table (4 sponsorships available)

Conduct on-site interviews, show off your products, or in general promote your brand.

- Your branding will be recognized via the sponsorship page of our website and social media impressions.
- Your booth/table will be stationed in a prime location in the conference venue.

Badge/Lanyards (4 sponsorships available)

By providing the financial support for our badge & lanyards, your brand will hang close to everyone's heart by sponsoring our conference badge & lanyards.

- Your branding will be recognized via the sponsorship page of our website and social media impressions.



Supporter Level Specialty Sponsorships

Investment: \$500 (choose 1 of the options below)

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Swag (4-6 sponsorships available)

By providing financial sponsorship your branding will be included on PRIMER19 swag (ex: notebooks, t-shirts, bags, pens, etc), attendees will take your brand home with them.

Saturday Workshop Breakfast (2-4 sponsorships available)

Start the day off right for our workshop attendees by providing financial sponsorship of the most important meal of the day: breakfast.

Saturday Full-Day Workshop Lunch (2 sponsorships available)

Providing financial sponsorship of lunch puts your brand in the middle of the hustle and bustle of the day--a perfect opportunity to make a lasting impression on workshop attendees.

Saturday Workshop Resources (4-6 sponsorships available)

Let your brand be the hero by financially sponsoring resources and materials for one of our Saturday workshops (post-its, markers, etc)

IN-KIND SPONSORSHIPS

Provide non-cash donations of goods and services to effectively expose your company and brand. If you'd like to donate any of the following, please contact us at theprimerconference@gmail.com and we'll work out the details.

In-kind donations might include:

- Notebooks
- Printing Services
- T-shirt Production
- Catering, Snacks and Beverages
- AV Equipment and Services
- Transportation
- Hotel Accommodations
- Photography Services
- Videography Services

CONTACT US

Please contact us for more information or if you want to discuss special customized packages for your organization.

Sponsorship Coordinator

sponsorships@primerconference.com

General Info

theprimerconference@gmail.com