



2021 IL HOA-Condo Conference & Expo

April 27, 29, 30

Sponsorship Opportunities

All sponsors will be recognized in the virtual event book, on the CAI-IL website and in the Spring issue of *Common Interest* magazine

KEYNOTE SPEAKER (Limit 1) \$1500

Help kickoff the virtual Conference & Expo by sponsoring the Keynote session on Tuesday, April 27 at 2:30pm. You will have the ability to address the attendees via a pre-recorded video that CAI can help you record. Your logo will be displayed on a sponsor thank you screen and you will be verbally recognized after the session. For all sponsorships \$500 and above, CAI will promote any raffles, activities, demonstrations, or contests you choose to have in your booth on an expo hall activities page for the virtual show.

PROMOTIONAL EMAIL (Limit 2) \$1500

CAI will send one promotional email of your content to over 6,000 contacts. Email will be sent to CAI's full contact database, not just the conference attendees. You may promote your presence at the virtual expo, your booth activities, company information, etc. Emails to be scheduled on any day of the week but Wednesday, to not conflict with CAI e-newsletter. For all sponsorships \$500 and above, CAI will promote any raffles, activities, demonstrations, or contests you choose to have in your booth on an expo hall activities page for the virtual show.

ATTENDEE REGISTRATION (Limit 4) \$750

Display your company logo in the attendee registration system. Everyone who visits the page or registers for the conference will see your logo and sponsorship. Your logo will also be included on the confirmation email page which attendees use to reference their registration. For all sponsorships \$500 and above, CAI will promote any raffles, activities, demonstrations, or contests you choose to have in your booth on an expo hall activities page for the virtual show.

EDUCATION VIDEO (1 per education session) \$1000

Sponsor an education session with a 1-minute recorded video highlighting your company. CAI Illinois can record the video if needed. Video will be played at the start of one education session. For all sponsorships \$500 and above, CAI will promote any raffles, activities, demonstrations, or contests you choose to have in your booth on an expo hall activities page for the virtual show.

EDUCATION LOGO (1 per education session) \$500

Sponsor an education session with your logo and a verbal thank you at the start of one education session. For all sponsorships \$500 and above, CAI will promote any raffles, activities, demonstrations, or contests you choose to have in your booth on an expo hall activities page for the virtual show.

SOCIAL MEDIA (Limit 4) \$500

CAI will post your provided promotional content to our Facebook, LinkedIn and Twitter social media accounts on one specified day leading up to the conference & expo. CAI will boost the Facebook post for combined average social media impressions of over 1,200. You may promote your presence at the virtual expo, your booth activities, company information, etc. For all sponsorships \$500 and above, CAI will promote any raffles, activities, demonstrations, or contests you choose to have in your booth on an expo hall activities page for the virtual show.

BLITZR SPEED NETWORKING (Limit 10) \$250

Tuesday afternoon will kickoff the expo hall experience with a one-on-one speed networking event. Connect with 10 attendees for one-on-one conversations. Between each conversation, there is a 30-second break where a sponsor will be featured for all attendees. Includes logo and voiceover thank you.

CONTEST (Limit 12) \$250

CAI will conduct daily games and contests to add fun and incentives for attendees to visit the exhibit hall and networking events. You will be recognized with logo on contest descriptions and reminders.

LUNCH BUNCH NETWORKING (Limit 8) \$250

Thursday and Friday will include optional lunch bunch networking time for attendees to gather, eat lunch, and network before education sessions begin. Your logo will be displayed as a sponsor on thank you screen, and staff zoom backgrounds for one lunch bunch.

SCAVENGER HUNT (Limit 20) \$250

As an incentive for attendees to visit virtual booths, we will hold a scavenger hunt. Be one of 20 booths listed as scavenger hunt participants and attendees will look for hidden items in your virtual booth profile. CAI will place these items in your profile (Cooper photo, CAI logo, conference logo, specific words, etc.). Once attendees complete the scavenger hunt, they will be entered to win a prize.

Advertising Opportunities

VIRTUAL CONFERENCE GUIDE

Every attendee will be sent an online guide which includes conference information, session handouts, speaker information, and booth company descriptions. Advertise in the guide to help your virtual booth stand out.

Inside Cover--\$700

Full Page--\$450

Half Page--\$300

Quarter Page--\$200