

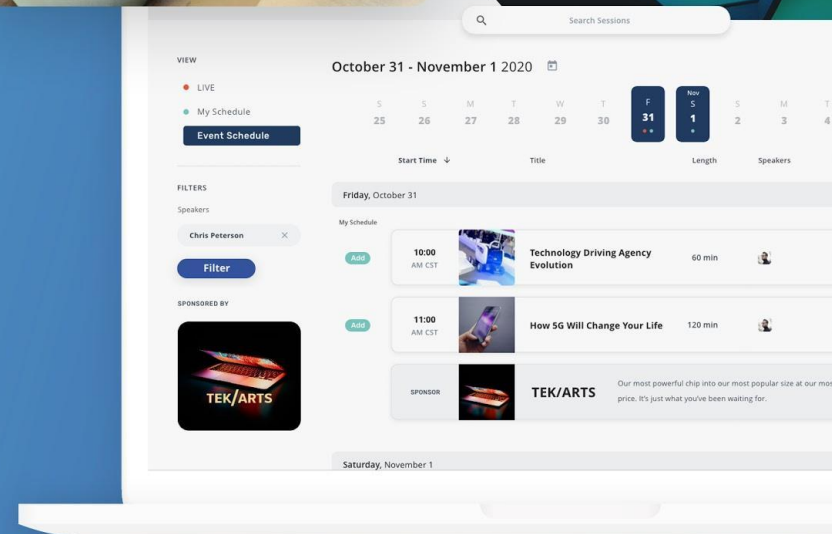


## Sponsorship Playbook.

The 2021 Counseling and Therapy Summit offers businesses or organizations distinct visibility as a sponsor, offering recognition as strong supporters of our educational opportunities and providing the opportunity to access to potential referral sources. The Summit is being held virtually this year, but will offer a significant online presence for sponsors during the Summit. The levels of sponsorship options offer your business or organization exceptional benefits and exposure to an audience of mental health professionals, counselors, therapists, practice managers and purchase decision makers.

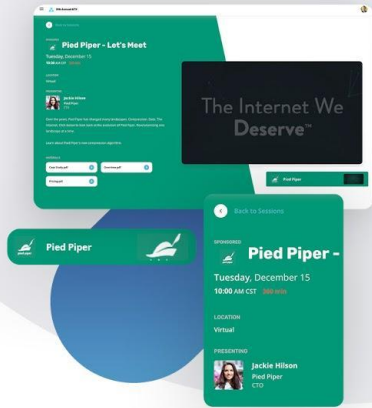


Create connections between  
**sponsors and attendees.**



# Show off **your sponsors.**

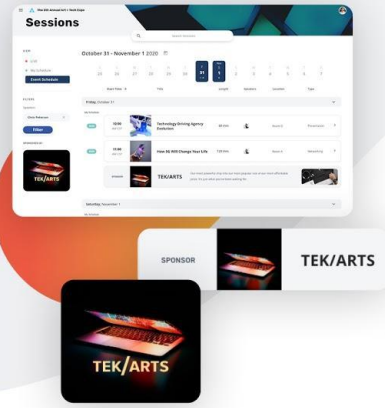
Give your sponsors the spotlight in a tasteful way that drives engagement and value you can add up.



 **Silver Sponsor:**  
Pricing \$600

This sponsor option offers distinct brand placement on the Summit virtual platform and TLPCA Summit website as the Gold Sponsor. Includes two (2) conference registrations.

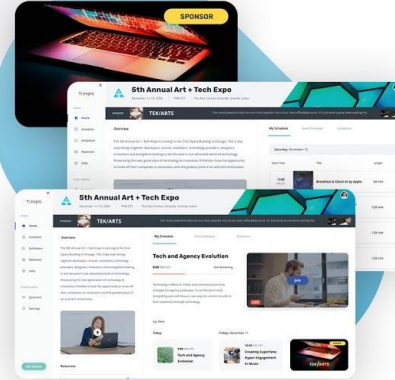
**Placements:** Static ad on virtual Summit home page; sponsored sessions, virtual exhibit booth



 **Gold Sponsor:**  
Pricing \$800

This sponsor option offers distinct brand placement on the Summit virtual platform and TLPCA Summit website as the Silver Sponsor. Includes two (2) conference registrations.

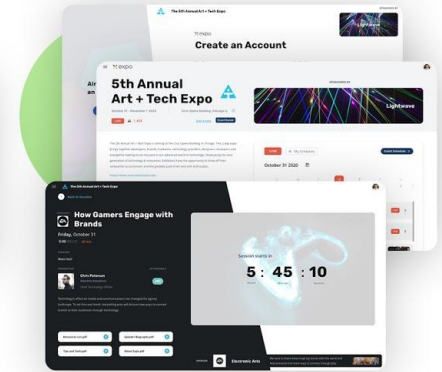
**Placements:** Static ad on virtual Summit home page; sponsored sessions, virtual exhibit booth



 **Diamond Sponsor:**  
Pricing \$1,000

This sponsor option offers distinct brand placement on the Summit virtual platform and TLPCA Summit website as the Diamond Sponsor. Includes two (2) conference registrations.

**Placements:** scrolling banner on virtual home page; sponsored sessions, virtual exhibit booth



 **Platinum Sponsor:**  
Pricing \$1,200

This sponsor option offers distinct brand placement on the Summit virtual platform and TLPCA Summit website as the Platinum sponsor. Includes two (2) conference registrations.

**Placements:** scrolling banner on virtual home page; branding in attendee confirmation email; sponsored Sessions, virtual exhibit booth

# Let's get **technical.**

A **Sponsor Bundle** is a set of assets used throughout the Expo Pass Virtual Experience. Each sponsored placement can pull assets from the bundle and shine the light on your sponsors!

## A Sponsor Bundle includes:

- ✓ **Logo:** Square image of 1:1 aspect ratio in PNG or JPG format
- ✓ **Banner:** Rectangle image of 16:9 or 2:1 in PNG or JPG format
- ✓ **Header Text & Body Text:** Written text to supplement images
- ✓ **Redirect URL:** Website URL to another resource that will open in a new window



**5th Annual Art + Tech Expo**  
December 11-13, 2020 | 7PM CST | The Ritz Carlton Orlando, Grande Lakes

**Sessions**

VIEW: LIVE, My Schedule, Event Schedule

October 31 - November 1 2020

Start Time	Title	Length	Speakers	Location	Type
Friday, October 31					

FILTERS: Speakers

**SPONSOR** **TEK/ARTS**

Our most powerful chip into our most popular size at our most affordable price. It's just what you've been waiting for.

**How 5G Will Change Your Life** | 60 min | Room A | Presentation

**What's Next for the Fourth Industrial Revolution?** | 60 min | Room D | Presentation

**10:00 AM CST** **TEK/ARTS** **How Gamers Engage Brands**

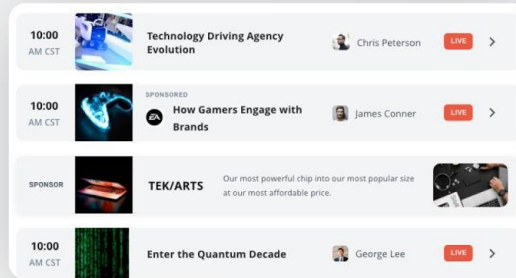
**10:00 AM CST** **TEK/ARTS** **Enter the Quantum Decade**

**Sponsor Placements** are locations throughout the Expo Pass Virtual Experience where ads will be visible and pull in assets supplied in the Sponsor Bundles.

### Native Session Ads

Native session ads appear within session listings and feel natural or native. These ads will display at a specified session time within the schedule or agenda.

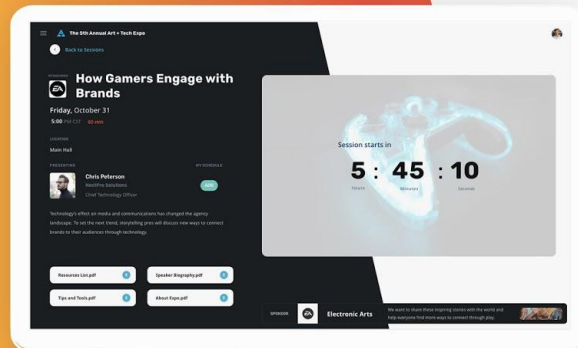
- ✓ **Assets Used:** Logo, Header Text, Body Text & Banner
- ✓ **Locations:** Event Home Schedule Widget & Event Session List
- ✓ **Carousel Support:** No



### Banner Ads

Banner ads are shown in key locations to highlight the sponsor's brand.

- ✓ **Assets Used:** Banner Image
- ✓ **Locations:** Sponsored / Co-branded Login Flow & Event Home
- ✓ **Carousel Support:** Yes, more than one bundle may be referenced to this placement and those creatives will cycle on a specified cadence.



### Sponsored Session

Your partners can sponsor a session to create brand thought leadership and expand their reach through this placement.

- ✓ **Assets Used:** Logo, Header Text, Body Text & Banner
- ✓ **Locations:** Hosted Web Pages & Session Details
- ✓ **Carousel Support:** No

