

Co-Headliners Sponsor

\$25,000

(Limited to Two)

atd
techknowledge
LOS ANGELES | FEB 7-9, 2024

Content Impact



- **Lunch & Learn**
(Unopposed 45-minute session)
 - 100% share of voice
 - Live and in person to the Los Angeles attendees
 - Also streamed to the virtual attendees
 - *All speakers must be vetted and approved by ATD. Sponsors are expected to deliver objective content for the good of the audience and avoid direct promotion.*
- **Virtual Demo (45-minute pre-recording)**
 - Built within the virtual content schedule
 - Session available to both virtual attendees and Taste of Tech registrants

Kiosk Space



- **One (1) branded company kiosk in the networking space**
 - Included in the set-up: kiosk with logo branding, WiFi access and power.
 - Sponsor will have access to badge scanning technology for lead capture
 - All other A/V is available for purchase.
 - [View kiosk example here](#)
- **Networking:**
 - Three (3) 60+ minute breaks and one (1) reception for attendee engagement.

Demand Generation



- **Full registration list (Excluding opt-outs)**
 - Includes In-person and Virtual registrants
- **Virtual Sessions Registration List (Excluding opt-outs)**
 - Includes Lunch n Learn and Demo Session viewers

Brand Impact



- **High-level branding/alignment**
 - Logo on conference website (techknowledge.td.org)
 - Logo on conference virtual platform
 - Event marketing
 - ATD emails, as applicable
 - Sponsor listing in the conference mobile app
 - Logo recognition on onsite signage

Digital Marketing



- **Conference daily email**
 - Top text ad in one issue (day of your lunch n learn)
- **Banner ad** on the TK conference website (techknowledge.td.org), conference mobile app & conference virtual platform
- **Push notifications** within mobile app & conference virtual platform for your session promotion.

Registrations



- **Six (6) conference registrations**
 - One (1) speaker full conference registration
 - Three (3) full conference registrations
 - Two (2) virtual conference registrations