

# Enterprise Sponsor - SOLD

## \$15,000

(Limited to Three)

atd  
**techknowledge**  
LOS ANGELES | FEB 7-9, 2024

### Content Impact



- **Solution Session (45 Minutes)**

- Live and in person to the Los Angeles attendees
- Room Size
  - Minimum of 100 seats

*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.*

- **On Demand Virtual Session (30 minutes)**

- Opportunity to provide a 30-minute pre-recorded session that will be added on-demand section of the virtual platform.

### Kiosk Space



- **One (1) branded company kiosk in the networking space**

- Included in the set-up: kiosk with logo/graphic 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



- **ATD will share the registration list of in-person Los Angeles attendees (Excluding opt-outs)**

- ATD will share lead list of those who viewed your on demand session content

### Premiere Sponsorship



Includes one of the following:

- (#1): **Wi-Fi Sponsor: - SOLD**

A custom password will be created with the sponsor's name. Recognition as the Wi-Fi sponsor in the conference program and on appropriate signage at the event.

- (#2): **Lanyard Sponsor: - SOLD**

Have your company logo, along with the TK logo, around the necks of all Los Angeles attendees

- (#3): **Mobile App Sponsor: - SOLD**

Includes splash page, banner on the home screen, and rotating banner ad on App pages

### Brand Impact



- 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**
  - Secondary text ad in one issue of the Conference Daily newsletter
- **Banner ad** within the conference virtual platform

### Registrations



- **Three (3) conference registrations**
  - One (1) speaker full conference registration
  - One (1) full conference registration
  - One (1) virtual conference registration.