

# Event Sponsor with Demo \$7,500

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

## Content Impact



- **Demo Session (30 Minutes)**
  - Live and in person to the Los Angeles attendees
- **Presentation on Playground Stages**
  - Attendees tuning in with ear buds for greater connection to content.
  - 33% share of voice. One of only three sessions going on during this window.
  - Seating for 70+

## Registrations



- **Two (2) full conference registrations**
  - One (1) conference speaker registration
  - One (1) full conference registration

## 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.
- **Networking:**
  - Three (3) 60+ minute breaks and one (1) reception for attendee engagement.

## 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

