



2021 ANCOR Annual Conference
June 14-16, 2021

EXHIBITOR PROSPECTUS

2021 ANCOR Annual Conference: Meeting the Moment

Thank you for your interest in exhibiting at the 2021 ANCOR Annual Conference: Meeting the Moment.

This document walks you through the wide array of benefits accessible to Exhibitors. For more information, visit the *Sponsors & Exhibitors* section of the [2021 ANCOR Annual Conference website](#).

Standard Exhibit Benefits

ALL Exhibitors at the 2021 ANCOR Annual Conference: Meeting the Moment enjoy the following premium benefits:

- 1 complementary Annual Conference registration
- Full access to all Conference programming, including session content, networking events and interactive features of the virtual event platform
- 1 Standard Virtual Exhibit Booth
 - Ability to display vital information, including company name, logo, description, website URL and social media profile URL(s) within Virtual Exhibit Booth
 - Ability to feature Welcome Video (up to 20 MB file size) within Virtual Exhibit Booth
 - Ability to display name and contact information for 1 company contact person within Virtual Exhibit Booth
 - Ability to upload up to 4 promotional materials (e.g., company overview, product brochures, white papers, etc.) within Virtual Exhibit Booth
 - Ability to host office hours with participants, including real-time video chat capabilities
 - Ability to request one-on-one meetings with Annual Conference participants within the virtual event platform
 - Inclusion in virtual event platform listing by product/service category
- List of Conference attendees (including contact information) after the conclusion of the Conference
- Premiere Exhibitor Support:
 - Access to Exhibitor Service Center, a one-stop shop for information and resources about making the most of your investment in the Conference
 - Invitations to participate in webinars and virtual trainings on booth setup, maximizing your lead-generation potential and more
 - Post-Conference access to virtual event platform for 30 days after the conclusion of the Conference
- Option to purchase brand placement as a Featured Exhibitor on homepage of virtual event platform (extra charge)

Gold Partner Exhibit Benefits

All ANCOR Gold Partners have the opportunity to exhibit at the 2021 ANCOR Annual Conference at no additional cost. Gold Partners enjoy all of the benefits listed above, as well as these additional benefits:

- 2 additional complementary Conference registrations (total of 3)
- 1 Gold Virtual Exhibit Booth
 - Premium placement of Virtual Exhibit Booth within Exhibit Hall
 - Ability to display name and contact information for 2 additional company contact people within Virtual Exhibit Booth (total of 3)
 - Ability to upload up to 16 additional promotional materials (e.g., company overview, product brochures, white papers, etc.) within Virtual Exhibit Booth (total of 20)
- Opportunity to develop a Short Talk (a 15-minute mini-session available on-demand starting June 7 in the virtual event platform)
- Identification as a virtual refreshment break sponsor, including company name and logo placement on related Conference materials and recognition for furnishing meal/refreshment vouchers for attendees
- Company name and logo, including link to company website, on Conference website on ancor.org
- Company name and logo on pre-Conference session promotional slides
- Customized Gold Partner recognition in virtual event platform Activity Feed
- Attendee Activity Report, including advanced lead-generation and Exhibitor engagement metrics
- List of Conference attendees (including contact information) prior to the start of the Conference

Platinum Partner Exhibit Benefits

All ANCOR Platinum Partners have the opportunity to exhibit at the 2021 ANCOR Annual Conference at no additional cost. Platinum Partners enjoy all of the Gold Partner benefits listed above, as well as these additional benefits:

- 2 additional complementary Conference registrations (total of 5)
- 1 Platinum Virtual Exhibit Booth
 - Ability to display name and contact information for 2 additional company contact people within Virtual Exhibit Booth (total of 5)
 - Ability to upload up to 30 additional promotional materials (e.g., company overview, product brochures, white papers, etc.) within Virtual Exhibit Booth (total of 50)
- Ability to give attendees “Sneak Preview” access to Partner-developed Short Talk starting when virtual event platform goes live on June 1
- Brand placement as a Featured Exhibitor on homepage of virtual event platform (no extra cost)

Diamond Partner Exhibit Benefits

All ANCOR Diamond Partners have the opportunity to exhibit at the 2021 ANCOR Annual Conference at no additional cost. Diamond Partners enjoy all of the Platinum Partner benefits listed above, as well as these additional benefits:

- 1 additional complementary Conference registrations (total of 6)
- 1 Diamond Virtual Exhibit Booth
 - Ability to display name and contact information for 1 additional company contact person within Virtual Exhibit Booth (total of 6)
- Identification as the exclusive sponsor of the virtual presentation of the 2021 Direct Support Professional of the Year awards, including company name and logo placement on related Conference materials