



Levelling up skills

PACKAGE OVERVIEW

CATEGORY	ITEM	CONFERENCE SPONSOR	REGISTRATION SPONSOR SOLD	PREMIUM EXHIBITOR AND WORKSHOP SPONSOR	EXHIBITION PACKAGE
Pre-event	Inclusion in event marketing materials	✓			
Pre-event	Prominent inclusion within the registration booking journey, confirmation emails and joining instructions		✓		
Pre-event	Brand on website homepage	✓			
Pre-event	Listing page on website	✓	✓	✓	✓
Pre-event	Word description in pre-event email (100 words)	✓			
Pre-event	Social media promotion (pre-event)	3 posts	1 post	1 post	1 post
Pre-event	Logo to appear on all adverts placed and promotional materials	✓	✓		
Pre-event	Dedicated announcement in an edition of the AELP weekly Countdown Newsletter	✓			
Access	Complimentary tickets to NC21	10 delegates	2 delegates	5 delegates	2 delegates
Event	Handout inclusion in the virtual delegate pack	✓	✓	✓	
Event	Logo & link on external reception	✓	✓		
Event	Logo & link on virtual conference reception	✓	✓		
Event	Virtual exhibition booth with 2 stand contacts	✓		✓	✓
Event	Expo booth prioritization	2nd Tier		3rd Tier	4rd Tier
Event	Expo booth sizing	Large		Medium	Small
Event	Workshop Session	2 sessions	1 session	1 session	
Event	Keynote speaker slot	✓			
Event	Video advert in AdRoll during breaks	30 seconds			
Event	Video advert to be played before own keynote session	✓			
Event	Sponsored chat messages	2 messages (across conference)			
Event	Social media promotion (during the event)	2 posts	1 post	1 post	1 post
Event	Branding on mainstage feed for sponsored keynote	✓			
Post-event	Company word description in post-event email (100 words)	✓			
Post-event	Social media promotion (post-event)	1 post			
Post-event	Contact list of booth attendees	✓		✓	✓
Post-event	Access to attendee list	✓	✓	✓	✓
Post-event	Access to event recordings	✓	✓	✓	✓