



# 2021 FOCUS ON THE FUTURE

## SPONSORSHIP OPPORTUNITIES

Self-Help Counties Coalition is pleased to offer the following Sponsorship and Advertisement opportunities for the 2021 Focus on the Future Conference, taking place virtually, November 15 - 16, 2021. Focus on the Future is a great outlet to network, share ideas, build relationship and meet decision-makers.

If you have an idea for a custom sponsorship opportunity and would like to discuss further please contact Jenny Devine, 916-432-0133 or [selfhelpcounties@gmail.com](mailto:selfhelpcounties@gmail.com).

### PREMIUM SPONSORSHIP OPPORTUNITIES

#### HOST SPONSOR ~ **SOLD**

- Ten comp conference attendees
- 1-hour vendor networking showcase
- Full-page ad in the online conference program
- Logo in online conference program
- Logo on conference website w/link to company website
- Logo on virtual platform as top level sponsor
- Acknowledgement during the conference
- Logo in general session presentation
- Pre-conference registration list

#### BRONZE SPONSOR ~ **\$4,500**

- Three comp conference attendee
- 1-hour vendor networking showcase
- Quarter-page ad in the online conference program
- Logo in online conference program
- Listing on conference website w/ link to company website
- Logo on virtual platform
- Acknowledgement during the conference
- Listing in general session presentation
- Pre-conference registration list

#### CEO ROUNDTABLE SPONSOR **SOLD**

- Four comp conference attendees
- 1-hour vendor networking showcase
- Half-page ad in the online conference program
- Logo in online conference program
- Listing on conference website w/link to company website
- Logo on virtual platform
- Logo on CEO Roundtable session
- Acknowledgement during the conference
- Listing in general session presentation
- Pre-conference registration list
- 5-min presentation at CEO Roundtable

#### GOLD SPONSOR ~ **\$10,000**

- Five comp conference attendees
- 1-hour vendor networking showcase
- Full-page ad in the conference online program
- Logo in online conference program
- Logo on conference website w/link to company website
- Logo on virtual platform
- Acknowledgement during the conference
- Logo in general session presentation
- Pre-conference registration list

#### COPPER SPONSOR ~ **\$2,500**

- Two comp conference attendee
- Business card size ad in the online program
- Logo in online conference program
- Listing on conference website w/ link to company website
- Logo on virtual platform
- Acknowledgement during the conference
- Listing in general session presentation

#### SILVER SPONSOR ~ **\$7,500**

- Four comp conference attendees
- 1-hour vendor networking showcase
- Half-page ad in the online conference program
- Logo in online conference program
- Logo on conference website w/link to company website
- Logo on virtual platform
- Acknowledgement during the conference
- Logo in general session presentation
- Pre-conference registration list

#### SMALL BUSINESS SPONSOR ~ **\$750**

- One comp conference attendee
- Logo in online conference program
- Listing on conference website w/link to company website
- Logo on virtual platform
- Acknowledgement during the conference
- Listing in general session presentation

#### AGENCY STAFF ROUNDTABLE SPONSOR **SOLD**

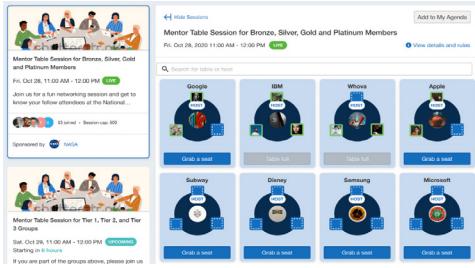
- Two comp conference attendees
- Quarter-page ad in the conference program
- Logo in online conference program
- Listing on conference website w/link to company website
- Logo on virtual platform
- Logo on Agency Staff Roundtable session
- Acknowledgement during the conference
- Listing in general session presentation
- Pre-conference registration list
- 2-min presentation at Agency Staff Roundtable

# 2021 SPECIAL EVENT SPONSORSHIP OPPORTUNITIES

## VENDOR NETWORKING SHOWCASE SPONSOR ~ \$2,000

Host a Vendor Networking Showcase at the 2021 Focus on the Future Conference, on Monday, November 15, 1:00 PM - 2:00 PM. The Vendor Networking Showcase is an online space where you can create a virtual table, with up to 8 people, to meet with your clients and showcase your products. You can get creative with your space. Your table will receive a table name, a table host, and your company logo.

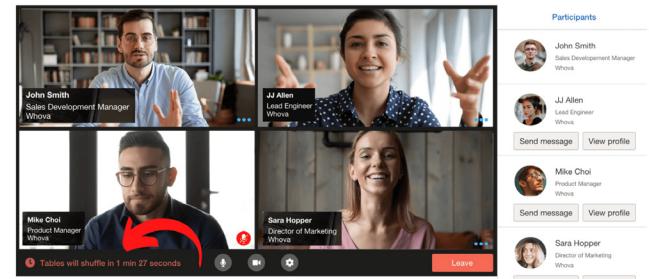
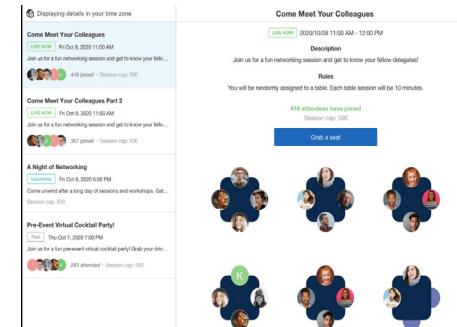
- Two comp conference attendees
- Business card size ad in the online program
- Logo in online conference program
- Listing on conference website w/link to company website
- Logo on virtual platform
- Acknowledgement during the conference
- Listing in general session presentation



## SPEED NETWORKING SPONSOR ~ \$1,000

Host your own Speed Networking event at the 2021 Focus on the Future Conference. The Speed Networking event will help attendees connect face to face, virtually. The networking event assigns attendees randomly to a table of 2 - 4, and after a set amount of time, the attendees will then be shuffled to another table. After the event, attendees will be able to view who they were at the table with and further network by chatting or visiting their profile. You can host your networking event at anytime outside of the main conference hours, and you can use the app to promote and send out notifications. [Click here](#) to view the full tutorial.

- One comp conference attendee
- Logo in online conference program
- Listing on conference website w/link to company website
- Logo on virtual platform
- Acknowledgement during the conference
- Listing in general session presentation



Attendees can connect as naturally as they would in-person

## ONLINE AD DETAILS

### ONLINE CONFERENCE PROGRAM ADVERTISING OPTIONS

• Full-Page Ad, 8.5" x 11"	\$1000
• Half-Page Ad, 5.5" x 8.5"	\$500
• Quarter-Page Ad, 3.75" x 5"	\$250

All sponsors will be asked to provide payment for sponsorship in advance. A high-resolution company logo in color will be required from each sponsor.

\*\*Registered sponsors will be acknowledged in promotional materials as available, so sign up today and see your logo in our eBlasts, website, virtual conference platform and registration materials.

# 2021 SPONSORSHIP DETAILS & PLATFORM LAYOUT

## WHY TAKE PART OF THE FOCUS ON THE FUTURE VIRTUAL CONFERENCE?

- Lower Cost & Savings.** Sponsoring virtually can prove to be a smart and cost-effective investment. Connect with your largest audience while saving 25 - 50% on booth design, shipping, drayage, travel and accommodations.
- Participation levels** will be higher since both engineering companies and clients can access the event remotely from a mobile or desktop device using their login details.
- Sponsors** want to be able to maximize their branding exposure in different ways such as displaying their enriched profiles and reaching out to attendees, which can be difficult to facilitate, especially if the event will be held virtually. With Whova's Sponsor Center, featuring a sponsors' brand is easier than ever.
- Sponsors** can easily set up their company descriptions and photos. At the same time, sponsors can set up video presentations, either by attaching a livestream link or uploading videos.
- Drop all the printed hard copy marketing material** and optimize your digital presence. Such a platform offers a **great opportunity** to master your digital marketing skills such as email marketing, social media campaigns, and implementing landing pages for easy candidate registration to ensure maximum visitor attendance.

The screenshot displays the Whova mobile application interface. The Home screen shows a banner for 'NBDS 2020' in San Francisco, California, from May 23-24, 2020. It includes sections for 'Additional Resources' (Leaderboard, Photos, Speakers, Floormap, Logistics, Twitter, WiFi Code, Parking, Whova Tips), 'Event Description' (premier event for healthcare leaders), and 'Sponsor' (UC San Diego Jacobs School of Engineering). The Agenda screen shows a detailed schedule for the event, including sessions like 'Breakfast & Check-in', 'Opening Remarks', and 'Marketing Strategies'. The Profile screen shows the user's profile for 'Attendee Alex Smith' with sections for 'Affiliation' (ABC Co., CEO, January 2018 to Present), 'Education' (University of California, San Diego, Bachelor's Degree, Computer Science, 2012-2016), and 'Social Account Links' (LinkedIn, Personal Webpages, Other Web Presences).

**PLEASE [CLICK HERE](#) TO VIEW THE SPONSOR CENTER TUTORIAL**

Whova

The screenshot shows the Whova platform's 'Sponsors' section. The sidebar on the left lists various sponsor categories: Home, Agenda, Session Q&A, Attendees, Community, Messages, Photos, Documents, Logistics, Sponsors, and Exhibitors. The main content area shows a list of sponsors: Champion Partners (UC San Diego), Platinum Partners (Qualcomm, Microsoft, Apple), and Impact Partners (Godbo). A live stream for Qualcomm is displayed, showing a 5G logo against a dark background. The stream details are: Live stream schedule: April 18, 2020, 08:00 AM - 09:00 AM, 200 Visited, 68 Likes. A comment from 'Hans Chuch' says 'Can I receive more information?' and a reply from 'Andrew Lee' says 'Sure, please click the sign up button to get a brochure. Also join the Virtual Meet!'.

# 2021 FOCUS ON THE FUTURE

## SPONSOR & EXHIBITOR REGISTRATION FORM

Company: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Website: \_\_\_\_\_

<b>Sponsorships/Exhibitors</b>	<b>Member Fee</b>	<b>Amount</b>
Host Sponsor (includes Vendor Networking Showcase)	\$15,000.00	\$ <b>SOLD</b>
Gold Sponsor (includes Vendor Networking Showcase)	\$10,000.00	\$ _____
Silver Sponsor (includes Vendor Networking Showcase)	\$7,500.00	\$ _____
Bronze Sponsor (includes Vendor Networking Showcase)	\$4,500.00	\$ _____
Copper Sponsor	\$2,500.00	\$ _____
Small Business Sponsor	\$750.00	\$ _____
CEO Roundtable Sponsor	\$5,500.00	\$ <b>SOLD</b>
Agency Staff Roundtable Sponsor	\$3,500.00	\$ <b>SOLD</b>
Vendor Networking Showcase (1-hour)	\$2,000.00	\$ _____
Speed Networking Event Sponsor (1-hour limit)	\$1,000.00	\$ _____
Conference Program Ads		\$ _____
Full-Page (\$1,000)    Half-Page (\$500)    Quarter-Page (\$250)		\$ _____

**Please list the names of those who will be comp'd with your sponsorship or exhibit space below:**

Name(s):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Method of Payment:**  Check  Visa  MasterCard  AMEX

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVS: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_  
(Exact credit card billing address)

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### THE FOLLOWING INFORMATION IS DUE NO LATER THAN OCTOBER 29, 2021

- Sponsorship, exhibitor and advertisement fees
- Firm logo
- Conference program ad

All ads and logos (can be in color) must be provided in high resolution (300 dpi). In eps, jpeg, tiff or pdf format with embedded or converted fonts. Ad sizes are listed above, with no bleeds. Please email your ad or logo to [selfhelpcounties@gmail.com](mailto:selfhelpcounties@gmail.com). If the file is too large, please ask for a Dropbox or Google Drive link.

### CONTACT INFO

#### SELF-HELP COUNTIES COALITION

1121 L Street, Suite 700  
Sacramento, CA 95814  
Phone: 916-514-9967  
Fax: 916-914-2412  
Email: [selfhelpcounties@gmail.com](mailto:selfhelpcounties@gmail.com)  
Website: [www.selfhelpcounties.org](http://www.selfhelpcounties.org)

### CANCELLATION

A 50% refund will be sent if sponsorship is canceled by **October 15, 2021**; no refund will be issued for cancellations made after **October 15, 2021**

SHCC  
FOCUS ON  
THE FUTURE  
NOV. 15 - 16  
**2021**