

2021 HTSC Sponsorship Packages

Complimentary Full Access HTSC registrations	14	12	10	8	6	4	2	1	0
Opportunity to Host End of Day Virtual Meet & Greet Event (30 minute BYOB & pretzels Happy Hour)	Yes (First Choice of Day)	Yes (Second Choice of Day)	Yes (Third Choice of Day)	Yes (Fourth Choice of Day)	None	None	None	None	None
Sponsor Acknowledgement by level in email blasts to HTSC (Distribution of 31,000 ppl)* - Original estimate for in-person event was 12 eblasts totaling 372,000 impressions. With conference date delays & conversion to virtual event, we were able to increase this number to an estimated 21 eblasts totaling over 600,000 email impressions. **	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor recognition at start of technical sessions each morning & one afternoon break each day - With visual slide showing logo and sponsorship level - Estimate a minimum of 120 - 150 minutes of looping slide deck time over event (per track)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Full Slide Ad in Looping slide deck in all tracks at one break each day - Estimate a minimum of 10 - 15 minutes of looping slide deck time per break	4 Days	3 Days	2 Days	2 Days	1 Day	1 Day	None	None	None
Sponsor recognition at start and end of each of the four seminars (125 - 300 attendees at each seminar)*	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Week of Banner ad time on the event website (You choose the weeks)	15	13	11	9	7	5	3	1	0
Sponsor paragraph feature in email blast to HTSC (Distribution of 31,000 ppl)* & **	5 ~155,000 email impressions	4 ~124,000 email impressions	4 ~124,000 email impressions	3 ~93,000 email impressions	3 ~93,000 email impressions	2 ~62,000 email impressions	2 ~62,000 email impressions	1 ~31,000 email impressions	None
Recognition on the event website sponsor page by level	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Recognition in the program in the sponsor section	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Ad in the program	Center Spread plus full page	Spread plus full page	Spread plus half page Ad	Spread	Full page plus half page Ad	Full page	Half Page	Half Page	None
Award certificate for sponsorship	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

*Participation in this begins once sponsorship is paid

**Sponsor paragraph feature impression numbers are included in the sponsor acknowledgement by level numbers.