AWT 2021

Annual Convention & Exposition

SEPTEMBER 22-25, 2021

Rhode Island Convention Center | Providence, Rhode Island

Sponsorship Opportunities

awt.org/annual-convention-2021

Your Connection to Success

If there's an ideal time to build your brand and be seen, it's at the 2021 AWT Annual Convention & Exposition, where you'll find industry professionals looking for suppliers they can trust. As a sponsor, you'll increase your visibility, raise your company profile, drive more traffic to your booth, and promote your position as an industry leader. Whether aligning your company by sponsoring a reception in the exhibit hall or a golf tournament contest, AWT has all the elements to help you create your own success with a sponsorship that meets your needs. And there's something for every budget! You will find an array of opportunities designed to promote your image, your reputation, YOUR BRAND.

All 2021 convention sponsors will enjoy the following benefits:

- Full listing in the convention program book and app with logo.
- Company logo on PowerPoint recognition slides shown in meeting rooms between sessions.
- Company name listed in conference section of AWT website and all promotional emails.
- Listing in *the Analyst* and *AWT Gram*.
- Prominent signage during your sponsored event, logo on sponsor recognition unit, and acknowledgment during the Annual Awards Dinner (Thursday, September 23).
- Additional priority points for 2022 Annual Convention exhibit booth space selection.
- Sponsor sign for your booth and badge ribbons.
- Special graphics to promote your sponsorship, which everyone in your company can use for signature blocks, websites, newsletters, social sites, anywhere!

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HIGH IMPACT BRANDING OPPORTUNITIES

Look at the multiple ways to splash your brand and be seen!

Registration Desk

$3,750

Two Opportunities Available

Attendees will check in at the registration desk, where sponsors will be recognized with their logo on desk panels. The registration desk will be located in the heart of convention activity just outside the exhibit hall. Sponsors will also be recognized on the convention registration page and all promotional emails.

Executive Portrait Lounge

$3,750

Everyone needs a headshot for websites, business cards, and marketing collateral. The portrait lounge will be located in the exhibit hall, and you'll be provided with signage and a table for your marketing materials.

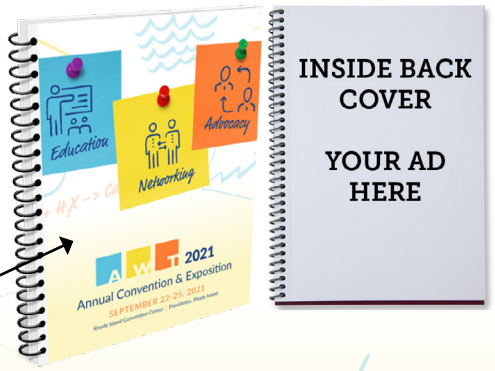
SOLD

Convention Notebook

$7,000

This handy spiral-bound notebook is distributed to all attendees and includes the convention schedule, exhibitor listings, and your logo displayed on the front cover and notes pages. This is the go-to reference when attendees need to check important notes from the show. Includes a full-page color ad on the inside back cover.

SOLD



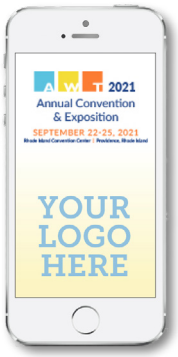
YOUR LOGO HERE

HIGH IMPACT BRANDING OPPORTUNITIES *(continued)*

Convention App

$7,000

Put your brand in the hands of every convention attendee! Gain multiple impressions of your logo on the convention app that will enable registrants to schedule and manage appointments, browse the exhibitor list, view a map of the show floor, and add notes. Your company logo will appear on the tool that attendees use before, during, and after the convention. Exclusive opportunity to provide a digital ad.



App Push Alerts

$600 per alert

Send your personal message to all conference attendees through the app; we'll work with you to schedule the timing. These sponsored messages are limited to four per day on Wednesday, Thursday, and Friday. Available only with another sponsorship.

Wi-Fi

$5,000

Provide Wi-Fi for the exhibit hall, educational sessions, breakfasts, and breaks in the Rhode Island Convention Center. Sponsor's logo appears on splash screen.

Badgeholder Lanyards

$8,000

SOLD

Distributed to all attendees and required to be worn at all times, this is an effective marketing tool for displaying your brand. You'll gain additional exposure at two AWT Training Seminars, as these same badge lanyards will be used at both events in spring 2022. Lanyards will be color-coded to signify the wearer's comfort level of physical distance with others.

HIGH IMPACT BRANDING OPPORTUNITIES *(continued)*

Hotel Keycards

$8,000

Be visible to hotel guests upon their arrival at the hotel and each time they enter their rooms, with your logo printed on the keycards at each convention hotel: Omni Providence Hotel and Providence Courtyard by Marriott.

Personal Safety Travel Kit

$6,500

This handy travel pouch contains two face masks, hand sanitizer, and a no-touch tool. Pouch and sanitizer imprinted with sponsor's logo.

Hand Sanitizer Stations

Set of Two

$2,000

Hand sanitizers have become a staple of daily living. Make sure everyone sees your logo as they seek out these popular sanitizing stations in high traffic areas.

EDUCATIONAL OPPORTUNITIES

Business Owners Meeting Sponsorship

Available to three (3) co-sponsors @ $5,000 each

Tuesday, Sept. 22, 2021

8:00 am – 6:00 pm

These sponsorships offer the opportunity to promote your company and build relationships with key decision makers of their respective companies in a close, collaborative and synergetic setting.

Choose from:

Keynote presentation – sponsor may offer brief welcome remarks and introduce keynote speaker. SOLD

AM break, sessions and lunch – signage during AM break and lunch. Sponsor may introduce self and company prior to start of morning sessions. SOLD

PM sessions and Networking Reception – sponsor may offer remarks prior to start of pm sessions and offer welcome message at start of Networking Reception. Signage during networking reception. SOLD

All sponsors receive the following benefits:

- One (1) complimentary registration to BoM meeting.
- Logo on screens in session rooms.
- Ability to provide company literature or promotional item to attendees.
- Set of four (4) floor clings (approximately 2' in diameter) that will be placed in the Rhode Island Convention Center.
- Logo recognition in promotional emails and AWT Twitter feed.
- Logo hyperlinked on AWT Business Owners meeting page.

EDUCATIONAL OPPORTUNITIES *(continued)*

Keynote Speaker

$3,000

Brett Culp
Superhero Leadership in Uncertain Times

Brett is an award-winning documentary filmmaker and founder of the not-for-profit The Rising Heroes Project. He is known for the films Legends of the Knight and Look to the Sky, both of which explore the power of heroic stories and heroic individuals to inspire us to believe in a better tomorrow.

Brett has pioneered the art of creating "mini-movements" that inspire the super-human spirit in us all. His unique approach to community-building and relationship-driven engagement invites people to connect with a noble vision and make a difference together. Brett encourages audiences to find the superhero within and their own path to "everyday leadership." His insights on connecting individuals to an organization's mission and goals resonate, help us realize our greatest personal and business potential, and renew our collective sense of hope for the future and belief that our efforts can make an impact.

Sponsor may introduce speaker and say a few words about his company in front of a packed audience.

Commercial Corners*

$1,200 Exhibiting Company
$1,900 Non-Exhibiting Company

Host your own 20-minute "infomercial" with content totally determined by you. We provide screens and a microphone, you provide a laptop and content. A description of your presentation will be listed in the schedule.

**Commercial Corners do not accrue sponsor priority points.*

SOLD

ONE COMMERCIAL CORNER SESSION REMAINING

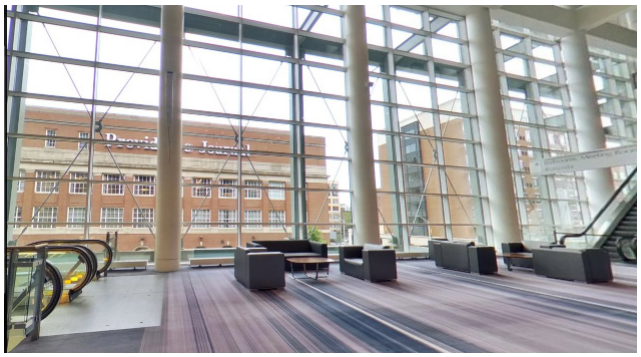
ONSITE SIGNAGE

Build your visibility at the convention and drive traffic to your booth!

Display your message on these hard-to-miss promotional vehicles in high-traffic areas such as the registration desk, the exhibit hall, near the session rooms, or the Omni Connector (skybridge between the convention center and Omni Hotel).

Floor Decals (48 sq. in.)

$1,250



Window Clings (92 in. x 45 in.)

$1,000

SPECIAL EVENT OPPORTUNITIES

Women of Water Reception

SOLD

$1,250

Open to all registrants, the WoW Reception offers the perfect opportunity to show your support for the women in the industry. Your logo will be displayed on the signs and you may offer a welcoming remark.

SPECIAL EVENT OPPORTUNITIES *(continued)*

Exhibit Hall Welcome Reception

$1,500

Kick off the convention and welcome everyone to the first event! This three-hour reception is a great way to gain visibility during exhibit hall hours and drive traffic to your booth. Signage with your company logo will be displayed at the exhibit hall entrance and at food and beverage stations in the hall. Three opportunities are available.

Continental Breakfast

$1,000 per day

Thursday, Friday, or Saturday

Nourish the body, nourish the brain. Your sponsorship of a breakfast will be recognized with prominent signage in the serving area. Three opportunities are available each day.

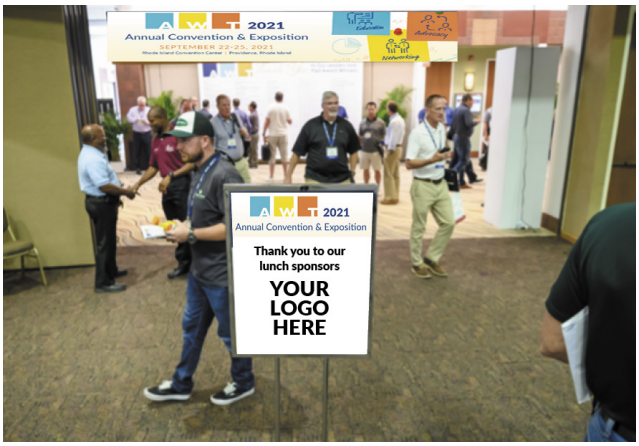


Exhibit Hall Lunch

$1,500

The lunches in the exhibit hall keep attendees on the show floor and offer terrific exposure and appreciation for your company. This opportunity includes signage with your company logo at serving areas and the entrance to the exhibit hall. Three opportunities are available each day ~~Thursday~~ SOLD and Friday.

GOLF - GRUB AND GROG

Swansea Country Club, Swansea, MA

An excellent golf experience is waiting for you at Swansea! This championship par-72 course is just as challenging as it is beautiful. With tree lines that hug the course and the majestic Palmer River flowing along its side, the Swansea Country Club provides a breathtaking backdrop to a great game of golf. Join us for the unofficial kickoff to the convention, just a short ride from downtown Providence in scenic Swansea, Massachusetts.

Golf Breakfast

$2,000

Get everyone off to a swinging start with a full breakfast buffet served in the clubhouse. Signage at the golf course and coffee station at bus loading area in the Omni Providence Hotel.

Lunch on the Links

$2,000

Ride along in your branded lunchmobile and help deliver the wholesome boxed lunches on the course. The cart will have signage displaying your logo.

Beverage Cart

$3,000

The cart will offer beverages and continuously circle the course. One company representative can accompany a course staffer, in a separate vehicle, throughout the day. Two drink tickets with your company's logo will be distributed to each player, and your logo will appear on the cart.

Specialty Drink Station

$2,000

You'll be set up on a golf hole to greet each foursome and offer a beverage while players tee off. This is a great opportunity to be part of the event and talk with all the players.

Beer (two opportunities)
Bloody Marys
Margaritas

SOLD

GOLF - GEAR

Golf Towels

$1,750

SOLD

Every golfer needs a towel for his or her bag. Towels will be printed with your company logo and placed in each cart.

Golf Cap

$2,500

SOLD

These caps, inscribed with your company logo, will offer welcomed sun protection.

Titleist Pro V1 Golf Balls

$4,500

SOLD

Golf balls for everyone! All tournament participants will receive a sleeve of three balls imprinted with your logo.

GOLF - GAMES

Hole Sponsor

$650

Sponsor an individual hole. You'll be recognized with signage at your sponsored hole and on the golf course app upon approaching your sponsored hole.

Golf Prizes

$800

Sponsor an individual contest or team prize. Your company logo will be on the sign at your hole and displayed on the app for longest drive and closest-to-the-pin sponsors.

Sponsors will be recognized on convention app push alert announcing winners to all convention attendees.

~~Closest to Pin~~ SOLD
Longest Drive
~~First Cross~~ SOLD
First Net
Random

Hole-in-One

$3,000

Player can drive their ball for a chance to win a new 2022 luxury vehicle. Your logo will appear on signage at hole and golf course app.

ANNUAL AWARDS CEREMONY—THURSDAY, SEPTEMBER 23

Awards Ceremony

$7,500

SOLD

Held midway through the convention, this year on Thursday, September 23, the Annual Awards Ceremony is always a highlight of the AWT Annual Convention. Make sure your company is recognized here!

This sponsorship offers high recognition, as all eyes will be on your company representative who takes the stage to welcome everyone and make brief congratulatory remarks to the award winners. Includes signage at event entrance and on bar stations and company logo on cocktail napkins; set of four floor clings included.

ADDITIONAL RECOGNITION OPPORTUNITIES

Supporter

$600

Have a limited budget but still want to support AWT and gain recognition for you company? Then this category is for you!

Benefits:

- Company name listed on the conference section of AWT website and all promotional emails.
- Company name on rolling PowerPoint before sessions begin.
- Full listing in the convention app.
- Name recognition with company account tag on AWT Twitter page.
- Listing in the fall *Analyst* and *AWT Gram*
- Special graphics to promote your sponsorship, which everyone in your company can use for signature blocks, websites, newsletters, social sites, anywhere!

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APPLICATION

Please complete all sections below in full, including official signature and payment information. Send sponsorship forms and payment to:

AWT, Attention: Barbara Bienkowski
1300 Piccard Drive, Suite LL14, Rockville, MD 20850
or fax to (301) 990-9771, bbienkowski@awt.org

Contact Information

Company

Contact

Address

City State Zip

Country

Phone Fax

Email

Submission

Email a high-resolution file of your company logo to Barbara Bienkowski at bbienkowski@awt.org. To ensure inclusion in all convention materials, submit your sponsorship and logo prior to July 27th.

Payment Information

To secure a sponsorship package, payment must be received with this application.

[ ] Check enclosed [ ] Visa [ ] Mastercard [ ] American Express

Name on Card

Card #

Security Code Expiration Date

Signature Date

Cancellation and Refund Policy. Cancellations are not accepted and refunds are not made for sponsorships.

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High-Impact Branding Opportunities 2
- Registration Desk ..... [ ] $3,750
- ~~Executive Portrait Lounge ..... [ ] $3,750~~
- ~~Convention Notebook ..... [ ] $7,000~~
- Convention App ..... [ ] $7,000
- App Push Alerts ..... [ ] $600
- Wi-Fi ..... [ ] $5,000
- ~~Badgeholder Lanyards ..... [ ] $8,000~~
- Hotel Keycards ..... [ ] $8,000
- Personal Safety Travel Kit ..... [ ] $6,500
- Hand Sanitizer Stations ..... [ ] $2,000

Educational Opportunities 5
- *Business Owners Meeting Sponsorship*
  - ~~Keynote ..... [ ] $5,000~~
  - ~~AM Break, Sessions & Lunch ..... [ ] $5,000~~
  - ~~PM Sessions & Networking Reception ..... [ ] $5,000~~
- *Convention & Exposition*
  - Convention Keynote Brett Culp ..... [ ] $3,000
  - ~~Commercial Corners (Exhibiting Company) ..... [ ] $1,200~~
  - ~~Commercial Corners (Non-exhibiting Company) ..... [ ] $1,900~~

Onsite Signage 7
- Floor Decals ..... [ ] $1,250
- Window Clings ..... [ ] $1,000

Special Event Opportunities 7
- ~~Women of Water Reception ..... [ ] $1,250~~
- Exhibit Hall Welcome Reception ..... [ ] Wed $1,500
- Continental Breakfast ..... [ ] Thur [ ] Fri [ ] Sat $1,000
- Exhibit Hall Lunch ..... ~~[ ] Thur~~ [ ] Fri $1,500

Golf 9
- *Grub & Grog*
  - Golf Breakfast ..... [ ] $2,000
  - Lunch on the Links ..... [ ] $2,000
  - Beverage Cart ..... [ ] $3,000
  - Specialty Drink Station ..... [ ] Beer [ ] ~~Bloody Mary~~ [ ] ~~Margarita~~ $2,000
- *Gear*
  - ~~Golf Towels ..... [ ] $1,750~~
  - ~~Golf Cap ..... [ ] $2,500~~
  - ~~Titleist Pro V1 Golf Balls ..... [ ] $4,500~~
- *Games*
  - Hole Sponsor ..... [ ] $650
  - Golf Prizes ..... [ ] ~~Closest to Pin~~ Convention & Exposition [ ] Longest Drive [ ] ~~First Cross~~ [ ] First Net [ ] Random $800
  - Hole-in-One ..... [ ] $3000

Annual Reception and Awards Dinner 12
- ~~Awards Ceremony ..... [ ] $7,500~~

Other 12
- Supporter ..... [ ] $600

TOTAL _____