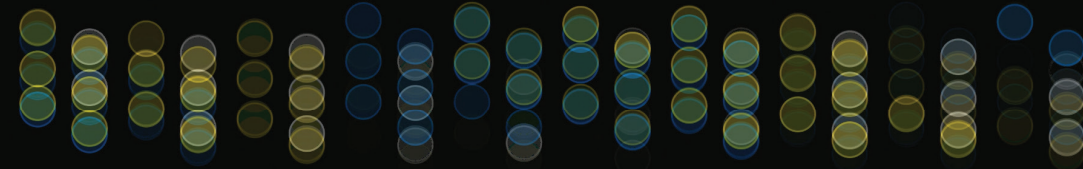


IAOP OWS22



VIRTUAL EVENT SERIES • JANUARY - FEBRUARY, 2022

SPONSORSHIP

While we certainly miss meeting in person, we are thrilled about the opportunities that come along with a virtual format. The virtual sponsor package allows your organization to showcase your services, while connecting with the IAOP's global community in meaningful and valuable ways.

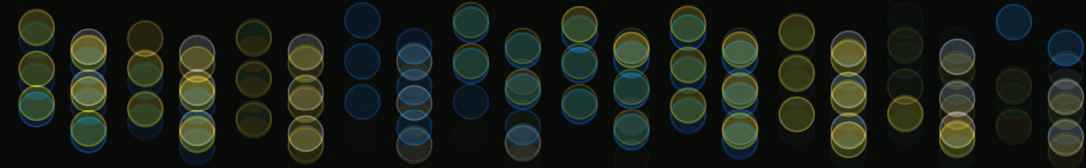
SPONSORING THE OWS22 VIRTUAL EVENT SERIES OFFERS YOUR COMPANY THE OPPORTUNITY TO:

- Promote your company to hundreds of industry professionals
- Connect with existing clients and reach potential customers
- Increase your brand recognition through exposure across various IAOP channels
- Generate a positive impact and show your commitment to the industry

Email nikki.dembicki@iaop.org to secure your OWS22 virtual event series sponsorship!

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IAOP OWS22



VIRTUAL EVENT SERIES • JANUARY - FEBRUARY, 2022

SPONSORSHIP

Sponsoring the OWS22 virtual event series provides excellent short and long term outcomes:

Become a thought-leader: Tell your story in a conversation and relevant method that people understand and connect with and make them want to learn more.

Build new relationships and generate leads: Directly interact with new contacts in a virtual setting and become part of the bigger conversation, not only during the event series, but after.

Brand presence and exposure: We'll display your logo, promote your sponsorship and give your session legs, even after the event is over! We want the community to recognize the contributors who make elevated virtual discussions possible.

**ONLY 6 SPONSORSHIPS
ARE AVAILABLE!**

Key sponsor positioning - the Summit is running for 8 consecutive Wednesdays and sponsor will be the day's sole sponsor	✓
Session - Sponsor receives 45-minute session to present alongside a client	✓
Session Digital Marketing - Session and sponsorship are marketed on IAOP social media	✓
Delegate List - Sponsor receives OWS22 attendee list, which includes all 8 days	✓
Post-event email - from IAOP to delegates that includes a link to the sponsor's session	✓
Session replay - IAOP will replay sponsor's recorded webinar and market to entire database	✓
Session podcast - Session will be repackaged and added to IAOP's PULSEcast which is broadcast on all major podcast apps	✓
Branding - Sponsor logo is included on opening/closing background, marketing assets, website, confirmation emails, and social media	✓

USD \$12,500

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