

2021 ROMA Conference | January 25 – 26, 2021

ROMA 2021 Virtual Conference – Sponsorship

ROMA is pleased to host a virtual conference experience that will meet the needs of our members and provide value for the sponsors and exhibitors who help make the conference possible.

Our sponsors are essential supporters and partners of the ROMA Conference. You will have many opportunities to position yourself as a municipal partner, your products and services, and connect with delegates from across Ontario.

We are committed to work with you to ensure that your goals are met at the ROMA 2021 conference.

Why Should You Sponsor or Exhibit at the Conference?

- Reach more than 800 key municipal decision makers from around Ontario
- Be recognized as a leader in the municipal industry
- Keep your brand front and centre
- Stand out from the competition
- Support relationships with current and prospective clients
- Interact face-to-face with influencers
- Secure quality leads
- And so much more...

Sponsorship Summary

All Sponsors receive core benefits:

- Recognition on the ROMA website
- Recognition on the virtual Conference platform
- Recognition in the slide show played at various points during the conference

All sponsors who achieve a recognition level receive core benefits plus:

- **Platinum: \$25,000 +**
 - Ten conference registrations
 - Exhibit Booth
 - 30 second promotional video during plenary programming
 - Promotional email to delegates from ROMA on your behalf
 - Static branding on Conference platform
 - Three push notifications directing delegates to your content on platform
- **Gold: \$17,000 - \$24,999**
 - Seven conference registrations
 - Exhibit Booth

- 30 second promotional video during plenary programming
- Static branding on Conference platform
- Two push notifications directing delegates to your content on platform
- **Silver: \$10,000 – \$16,999**
 - Five conference registrations
 - Static ad during plenary programming
 - One push notification directing delegates to your content on platform
- **Bronze: \$6,000 - \$9,999**
 - Three conference registrations

Sponsorship Opportunities

Keynote Speaker - \$8,000

- By sponsoring a keynote session you will associate your Company to key industry subjects, trends and discussions. In addition you will have a five minute speaking opportunity before ROMA delegates in the Plenary Hall.
 - Bronze level benefits, plus
 - Sponsor recognition on plenary stage at start of keynote speaking session

Delegate's Lounge - \$8,000

- Your opportunity to sponsor an open networking area in the midst of the conference, where delegates can meet with each other and talk to your representatives.
 - Bronze level benefits, plus
 - Branding of Delegate's Lounge

On Demand Viewing Content - \$5,000

- Record a 15-20 minute video of your product/service or topic to be included in the Conference On Demand viewing content. This will be available for delegates to access throughout the conference, and for a month following. Please note session topics must be relevant to attendees. ROMA reserves the right to review sessions for message clarity.

Live Zone Networking Sessions - \$3,500

- Sponsor the ten ROMA zone networking sessions to reach delegates from all of Ontario. You will be listed as the sponsor in all the communications, and have the opportunity to provide a five minute recorded message that will be played in each session.

Live Roundtable at Your Booth - \$3,500

- Sponsor a meet-up opportunity at your booth over lunch one day. You can play your On-Demand content or host a roundtable on a different topic. These sessions will be promoted by ROMA using push-notifications and in the program.

Exhibit Booth - \$2,000

- Sponsors are able to add the cost of their booth to any sponsorship item to reach their desired sponsorship level. To register your booth, please visit:

Branding Opportunities

The following branding opportunities can be added to any sponsorship package.

Platform Page - \$3,000

- You'll be front and center when you own one of the different conference platform pages that attendees will access numerous times a day
 - Static ad on one of the following platform pages:
 - Program
 - Speakers
 - Sponsors and Exhibitors
 - Photo Wall
 - On Demand Content

Plenary Advertisement - \$750 - \$1,500

- Provide either a static ad (\$750) or a 30 second video (\$1,500) to be played between speakers on the plenary stage.

Lobby Signage - \$2,000

- Design an electronic sign that will be on the main conference page, and link it to either your sponsorship profile within the platform or an external link.

Contact Us to Discuss Today

- See an opportunity you like, or wish to discuss your idea or package with us, contact us today at vvanveen@AMO.on.ca or 416.971.9856