

**2022 ROMA Conference | January 24 – 25, 2022**

## ROMA 2022 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, promote 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 2022 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 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 in platform lobby
  - 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 in platform lobby
  - 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

### *Plenary Program Speaker - \$10,000 (2 available)*

Five minute pre-recorded speaking opportunity during plenary hall program.

### *Plenary Program Session - \$8,000 (4 available)*

By sponsoring a keynote or panel session you will associate your Company to key industry subjects, trends and discussions. In addition you will have the opportunity to provide a pre-recorded introduction of the session.

### *Networking Event Area - \$8,000 (1 available)*

Your opportunity to sponsor the networking events area where scheduled events will be hosted throughout the conference.

### *Ideas Market Place Viewing Content - \$5,000*

Record a 15-20 minute video of your product/service or topic to be included in the Conference Ideas Market Place 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 - \$5,000 (10 available)*

Sponsor one of ten ROMA zone networking sessions. You will be listed as the sponsor in all the communications, and have the opportunity to present on an agreed upon topic.

### *Live Roundtable at Your Booth - \$3,500 - \$5,000*

Sponsor a meet-up opportunity at the Networking Lounge. These sessions will be promoted by ROMA using push-notifications and in the program.

Options:

- 25 minutes during Tuesday morning break, \$3,500

- 60 minutes during Tuesday lunch, \$5,000

### *Exhibit Booth - \$2,000 - \$2,500*

To register your booth, please download the exhibitors application form.

## **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 of the following platform pages:
  - Program
  - Speakers
  - Sponsors
  - Exhibitors
  - Photo Wall
  - Ideas Market Place

### *Plenary Advertisement - \$750 - \$2,000*

Provide either a static ad (\$750) or a 30 second video (\$2,000) to be played between speakers on the plenary stage.

### *Find the Logo - \$500*

Delegates will engage in a contest to find the hidden ROMA logo throughout the platform. When they find it and click on it to collect their points, your logo appears!

## **Contact Us to Discuss Today**

See an opportunity you like, or wish to discuss your idea or package with us, contact us today at [vanveen@AMO.on.ca](mailto:vanveen@AMO.on.ca) or 416.971.9856