



2021 Exhibitor Kit

March 13, 2021
APTA Oregon Virtual Platform

Schedule at a Glance

Saturday March 13, 2021

7:00 – 7:45	APTA Oregon Coffee Time
7:45 - 8:00	APTA Oregon President Welcome
8:00 – 10:00	Keynote Session
10:00 – 10:20	Break
10:20 – 10:40	Sponsor & Exhibitor Highlights
10:40 – 12:10	Education Session
12:10 – 12:40	Lunch
12:40 – 1:10	APTA Oregon Business Meeting
1:10 – 1:40	Sponsor & Exhibitor Highlights
1:40 – 3:10	Education Session
3:10 – 3:30	Break
3:30 – 4:00	Posters
4:00 – 5:30	Education Session

GENERAL INFORMATION

APTA Oregon Virtual Event Platform

APTA Oregon will have a dedicated sponsor/exhibitor page (separate from the presentation) for the Virtual Conference. This platform will be available starting March 9th for all registered attendees. A link to join the platform will be sent to all attendees on March 9th.

PLATINUM SPONSOR

- One virtual exhibit. A virtual exhibit includes:
 - Company Logo
 - Company Description
 - Video/PowerPoint integration (to be provided by you)
 - Provide up to 5 additional materials that you would like available after event for easy download (PDF format).
 - Names of Exhibiting Reps that will be in attendance during event.

Deadline to submit materials listed above: February 21, 2021.

- (4) Complimentary Attendee Registrations
 - APTA Oregon Office will send sponsor an email with designated discount code to use for complimentary registration online.

- 3 minutes of recorded PSA

Sponsor to provide a pre-recorded message that could promote your company, your brand, your product in any way you like. This recorded PSA will run at the beginning of the Keynote Presentation.

Deadline to submit: February 21, 2021

- Direct email from sponsor to be emailed through APTA Oregon Office
- Deadline to submit: February 21, 2021**

Additional Benefits received:

- Visibility as Platinum Sponsor on all event marketing materials
- Logo placement on Event home page
- Social media banners
- Attendee list

BRONZE SPONSOR

- One virtual exhibit. A virtual exhibit includes:
 - Company Logo
 - Company Description
 - Video/PowerPoint integration (to be provided by you)
 - Provide up to 5 additional materials that you would like available after event for easy download (PDF format).
 - Names of Exhibiting Reps that will be in attendance during event.
- Deadline to submit materials listed above: February 21, 2021.**

Additional Benefits received:

- Visibility as Bronze Sponsor on all event marketing materials
- Logo placement on Event home page
- Social media banners
- Attendee list

VIRTUAL COFFEE SPONSOR

Scheduled for March 13, 2021 from 7:00 – 7:45 am. This time will allow attendees to mingle, network, and prepare for a day of exceptional education and information.

- 2 minutes to speak to attendees
Sponsor to speak for two minutes - promote your company, your brand, your product to attendees during the virtual coffee time.

Additional Benefits received:

- Visibility as Virtual Coffee Sponsor on all event marketing materials
- Logo placement on Event home page
- Social media banners
- Attendee list

VIRTUAL EXHIBIT

- One virtual exhibit. A virtual exhibit includes:
 - Company Logo
 - Company Description
 - Video/PowerPoint integration (to be provided by you)
 - Provide up to 5 additional materials that you would like available after event for easy download (PDF format).
 - Names of Exhibiting Reps that will be in attendance during event.
- Deadline to submit materials listed above: February 21, 2021.**

- Visibility as Virtual Platform Exhibitor on all event marketing materials
- Logo placement on Event home page
- Social media banners
- Attendee list

Virtual Exhibit Specifications for Platform (information applies to all sponsorships and exhibits)

Company Logo

Format: jpeg or png

DPI: no less than 300

Per platform: 690x300 for best results

Company Description

Please provide a short description of your company.

Additional Materials

Any additional materials that you would like available after event for easy download. Such as:

- Website Links
- PDF information for attendees to download and share with peers (up to 5).

Contact Information

Names and contact information of Exhibiting Reps that will be in attendance during event.

Chat

Please let APTA Oregon Staff know if you would like the chat option embedded in your virtual exhibit.

Video/PowerPoint integration

On this virtual platform we can insert iframe embed code from a variety of sites. Sites which use blockquote instead of iframe not display – Twitter, Instagram. A few ideas for embed code are:

- CrowdCast
- Excel Online
- PowerPoint Online
- Photos
- Flickr
- Videos
- Vimeo
- YouTube

Cancellation Policy: Exhibit cancellations received prior to February 8, 2021 will receive a full refund minus a \$75 administration fee. Exhibit cancellations received after February 8, 2021 or no-shows will not receive a refund.

Event Cancellation or Change: In the event of inadequate registration, weather problems or other events beyond OPTA's control, a conference may be moved or cancelled. Should this occur, an attempt will be made to contact all registrants/exhibitors and fees will be refunded.

Registrant agrees to grant APTA Oregon and Update Management the right to photograph or video Registrant during participation in the event. Registrant understands that any photographs or recordings may be used by APTA Oregon and Update Management for marketing and promotional purposes, at their sole judgment and discretion, without compensation or credit to Registrant.