



February 15 – February 26, 2021

## Sponsorship Opportunities

For further details and availability, please contact Joyce Cataldo, [jcataldo@hpaonline.com](mailto:jcataldo@hpaonline.com), (732) 216-6069 or Jeff Victor, [jvictor@hpaonline.com](mailto:jvictor@hpaonline.com) (847) 721-2730

### Diamond Title Package **EXCLUSIVE** **SOLD OUT**

Benefits include:

- Opportunity to provide video clip to be played at event
- Ten (10) complimentary registrations for staff
- Sponsor Listing
- In depth analytics and lead tracking reports
- **Copy of the Opt In Tech Retreat Attendee list (delivered post event, strict guidelines apply)**
- Sponsor of breakfast roundtables
- Complimentary banner ad in Tech Retreat event newsletter (up to 3)
- Sponsor of social events
- **Premier** Company recognition throughout platform
- Recognition as a sponsor in all email marketing, on event website and press releases
- Company logo on marketing website
- Two (2) complimentary HPA Tech Retreat registration codes (\$598+ Value)
- 15% off two (2) 2021 Tech Retreat registrations
- Plus additional benefits and opportunities to be announced...

### Gold Package

Benefits include:

- Thought Leadership opportunity
  - Opportunity to host a video segment highlighting a case study or unique technology in front of a global audience at HPA Tech Retreat
  - Specialized content can be a maximum of 60 minutes and may be broken into individual sessions if desired
  - Segment topics subject to review for suitability by HPA staff
  - Segments will be available on-demand to all registered attendees, 24 hours/day

- Content will be available exclusively to registered attendees for 14 days post event
- Includes a sponsor listing/profile (Organization name, logo, description, etc.)
- Organization will be branded as a sponsor for the event
- *Content must be educational and non-promotional*
- *Sponsor must adhere to HPA 2020 production guidelines and deadlines*
- Sponsor Listing which includes
  - Full profile, description, logo and ability to upload a video
  - Ability to schedule appointments
  - Public chat with all attendees
  - Opportunity to meet privately with other attendees one on one
  - Ability to upload sales collateral for attendees to download
- In depth analytics and lead tracking reports
- **Copy of the Opt In Tech Retreat Attendee list (delivered post event, strict guidelines apply)**
- Sponsor of breakfast roundtables
- Complimentary banner ad in Tech Retreat event newsletter (up to 3)
- Sponsor of social events
- **Premier** Company recognition throughout platform
- Recognition as a sponsor in all email marketing, on event website and press releases
- Company logo on marketing website
- Two (2) complimentary HPA Tech Retreat registration codes (\$598+ Value)
- 15% off two (2) 2021 Tech Retreat registrations
- Plus additional benefits and opportunities to be announced...

## Silver Package

Benefits include:

- Complimentary banner ads in Tech Retreat event newsletter (up to 3)
- Sponsor of social events
- **Prominent** Company recognition throughout platform
- Recognition as a sponsor in all email marketing, on event website and press releases
- Company logo on marketing website
- One (1) complimentary HPA Tech Retreat registration code (\$299+ Value)
- 15% off two (2) 2021 Tech Retreat registrations
- Plus additional benefits and opportunities to be announced...

## Bronze Package

**\$3000**

Benefits include:

- **Basic** Company recognition throughout platform
- Recognition as a sponsor in all email marketing, on event website and press releases
- Company logo on marketing website
- 15% off two (2) 2021 Tech Retreat registrations
- Plus additional benefits and opportunities to be announced...

## Thought Leadership Sponsorship (Ala Carte Option)

### Benefits include:

- Opportunity to host a video segment highlighting a case study or unique technology in front of a global audience at HPA Tech Retreat
- Specialized content can be a maximum of 60 minutes and may be broken into individual sessions if desired
- Segment topics subject to review for suitability by HPA staff
- Segments will be available on-demand to all registered attendees, 24 hours/day
- Content will be available exclusively to registered attendees for 14 days post event
- Includes a sponsor listing/profile (Organization name, logo, description, etc.)
- Organization will be branded as a sponsor for the event

### Sponsor's commitment:

- Content must be educational and non-promotional
- Adhere to HPA 2020 production guidelines and deadlines

## 2021 HPA Tech Retreat Registration Sponsor

**EXCLUSIVE**

**SOLD OUT**

- Top Level Company recognition on conference registration page
- Sponsor Listing
  - Full profile, description, logo and ability to upload a video
  - Ability to schedule appointments
  - Public chat with all attendees
  - Opportunity to meet privately with other attendees one on one
  - Ability to upload sales collateral for attendees to download
- In depth analytics and lead tracking reports
- Copy of the Opt In Attendee list (delivered post event, strict guidelines apply)
- Premier Company recognition throughout platform
- Recognition as a sponsor in all email marketing, on event website and press releases
- Company logo on marketing website
- Two (2) complimentary HPA Tech Retreat registration codes (\$598+ Value)
- 15% off two (2) 2021 Tech Retreat registrations

## Ala Carte Sponsorship Opportunities

Prices available upon request

- **Social Media Feed Sponsorship**
- **Branding Opportunities**
- **Networking Lounge Sponsor**
- **HPA Tech Retreat Raffle Sponsor**