



PRICE TRANSPARENCY

FORUM

FEB 27-28, 2023

Kansas City Marriott Downtown,
Kansas City, MO

SPONSORSHIP
& EXHIBITING
INFORMATION

If you're looking for a way to gain exposure with conference registrants and position your company as an industry leader, then add a sponsorship or exhibit booth to your marketing plan. Becoming a sponsor or exhibitor is a cost-effective, targeted tool that can help your company accomplish its marketing and sales goals.

ALL SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS:



Company brochures displayed in the registration area on the sponsors' table (sponsor to provide material)



Listing on the SIIA website on the Price Transparency Forum page



(1) complimentary full conference registration



Additional conference registrations for all employees from your company at a highly discounted rate

Note: Due to confidentiality reasons, SIIA does not provide attendees' full contact information.

PRICE TRANSPARENCY FORUM

FEB 27-28, 2023

Kansas City Marriott Downtown, Kansas City, MO



Sponsorship Opportunities

Investment

Luncheon

These luncheons gather all attendees together, which will ensure your company high visibility. In addition, this package includes:

- Signage with your company logo displayed at the food & beverage stations
- For added visibility, send us drink cups, napkins, koozies, etc. with your company logo for attendees to use during the event

\$4,000

Evening Receptions (2 Available)

The evening receptions are the best-attended events of the conference. These receptions provide an excellent opportunity to gain exposure for your company while attendees enjoy a cocktail or appetizer. In addition, this package includes:

- Signage with your company logo displayed at the food & beverage stations
- For added visibility, send us drink cups, napkins, koozies, etc. with your company logo for attendees to use during the event

**\$3,500
each**

Hotel Key Cards & Card Holders

Every time an attendee reaches for their hotel key card, they'll see your company name and logo prominently displayed!

- Company artwork on the hotel key cards used by every conference registrant staying at the host hotel
(sponsor responsible to all artwork and key card production costs in addition to sponsorship fee)

\$3,500

Wireless Conference Internet

Sponsor the Wireless Internet and help attendees stay connected by providing critical access to email while at SIIA's Price Transparency Forum.

- Custom Network Name & Password created by sponsor to access internet (restrictions may apply)

\$3,000

PRICE TRANSPARENCY FORUM

FEB 27-28, 2023

Kansas City Marriott Downtown, Kansas City, MO



Sponsorship Opportunities

Investment

Lanyards

Have your company logo worn by hundreds of conference attendees by putting your name and logo on the lanyards. (**Sponsor is responsible for providing lanyards.** SIIA will send specs a minimum of 45 days prior to delivery due date)

\$2,750

Official Conference Program

The Official Conference Program includes all the events, session information, faculty, exhibitor, and sponsor directories. The spiral-bound publication is distributed to all attendees and is the most widely used tool both onsite, as well as after the event.

- Company logo on the front cover of the Official Conference Program

\$2,500

Conference Notepads

Have your company name and logo imprinted on the conference notepads that will be placed at every seat for each of the educational workshops throughout the conference. Notepads will be produced by SIIA.

- Sponsor may provide pens to be used

\$2,500

Communication Sponsor

Company logo included on all blast email communications with regards to the Spring Forum. Over 100,000 impressions over the marketing period of the conference.

\$2,000

Directional Signage

Have your company printed on all "directional" signage guiding conference attendees to the registration desk and educational sessions. Signage will be posted during conference hours throughout the conference area.

\$1,500

PRICE TRANSPARENCY FORUM

FEB 27-28, 2023

Kansas City Marriott Downtown, Kansas City, MO



Sponsorship Opportunities

Investment

Attendee List Sponsor

One of the most requested and viewed items at the Spring Forum is the attendee list. With this sponsorship your company logo will appear on the cover of the printed attendee list that is distributed on-site at the conference.

\$1,500

Continental Breakfast

Sponsoring a continental breakfast is a great way to start the day. All breakfasts are held in the foyer outside of the conference meeting rooms and provide an excellent opportunity to get attendees thinking about your organization first thing in the morning.

- This sponsorship includes signage with your company logo displayed during the sponsored breakfast.
- For added visibility, send us drink cups, napkins, etc. with your company logo for attendees to use during the sponsored event.

\$1,500

Refreshment Break (2 Available)

Be the sole sponsor of a mid-morning and/or afternoon refreshment break held in the foyer of the conference meeting room.

- This sponsorship includes signage with your company logo displayed during the sponsored break.
- For added visibility, send us drink cups, napkins, etc. with your company logo for attendees to use during the sponsored event.

**\$1,000
each**

Additional Exposure Opportunities

Investment

Breakout Session Ads (2 Available)

One 30-second video to be played prior to a session. Sessions are based upon availability and company must provide the video. Advertisement must be pre-recorded and sent to SIIA on or before February 1, 2023, in .mp4 format and must be under 4gb in size. (2) sponsorship opportunities are available.

**\$2,000
each**

EXHIBITING INFORMATION

Exhibit Package includes:

- One 6' table to use as exhibit space
(Tabletop ONLY – no booths)
- Company listing including a 50-word description of products and services in the official conference program distributed to all attendees
- One complimentary full conference registration
- Unlimited full conference registration(s) for \$400 per person from same company

Note: Due to confidentiality reasons, SIIA does not provide attendees' full contact information.

Costs:

Members	\$1,995
Non-Members	\$3,995

Exhibitor Schedule:

Please note to maximize exhibitor exposure, all exhibit spaces will be in the main conference area foyer, not in a dedicated exhibit hall. Conference attendees will be in the area during the entire duration of the conference. The conference Welcome Reception, Networking Reception, all continental breakfast, and networking breaks will be held in the same area as the exhibitors.

MONDAY, FEBRUARY 27, 2023

3:00 pm – 5:00 pm

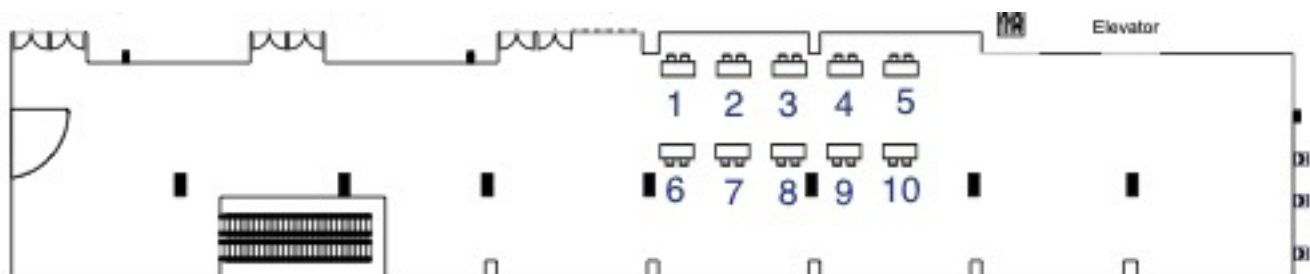
Exhibitor Check-in and set-up
All exhibits must be set and show-ready
by 5:00 pm Monday, February 27.

TUESDAY, FEBRUARY 28, 2023

6:31 pm – 11:59 pm

Exhibit Tear Down

EXHIBITOR FLOORPLAN





QUESTIONS?

Please contact Shane Byars at sbyars@siia.org or 800-851-7789

PRICE TRANSPARENCY FORUM

SPONSORSHIP & EXHIBITING RESERVATION FORM

COMPANY NAME: _____ CONTACT: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

TELEPHONE: _____ EMAIL: _____

SPONSORSHIP OPPORTUNITIES

- Luncheon **\$4,000**
- Evening Receptions (choose one) **\$3,500**
 - Monday Tuesday
- Hotel Keycards and Keycard Holders **\$3,500**
- Wireless Conference Internet **\$3,000**
- Lanyards **\$2,750**
- Official Conference Program **\$2,500**
- Conference Notepads **\$2,500**
- Communication Sponsor **\$2,000**
- Directional Signage **\$1,500**

- Attendee List **\$1,500**
- Continental Breakfast (choose one) **\$1,500**
- Refreshment Break (Monday) **\$1,000**
- Refreshment Break (Tuesday) **\$1,000**

ADDITIONAL EXPOSURE OPPORTUNITIES

- Table-Top Exhibit (member rate) **\$1,995**
- Table-Top Exhibit (non-member rate) **\$3,995**
- Breakout Session Ads **\$2,000**

Payment Information

TOTAL SPONSORSHIP AMOUNT: _____ (Non-Members add \$1,495) = TOTAL AMOUNT DUE: _____

Exhibiting Member \$1,995 Exhibiting Non-Member \$3,995 TOTAL AMOUNT DUE: _____

EXHIBIT BOOTH SELECTION: 1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

(Exhibit booths are granted on first come first serve basis and must accompany payment to reserve.)

Enclosed is my check made payable to SIIA in US Funds.

Please Charge: MC Visa American Express Discover

CARD NO.: _____ CARD IN THE NAME OF: _____

BILLING ADDRESS (if different than above): _____

VAL CODE (MC, Visa, Discover—last 3 digits on card back; AMEX—4 digits on card front): _____

EXP. DATE: _____ SIGNATURE: _____

Note: Sponsorship reservations are made on a first-come, first-served basis based on the date your reservation form is received. Reservation Forms will not be processed unless accompanied by payment in full. CANCELLATIONS: All sponsorship and exhibitor fees are non-refundable.

Please return the completed form with payment to:

SIIA • P.O. Box 1237 • Simpsonville, SC 29681 • Phone 800.851.7789 • Fax 864.962.2483