



# NORTH AMERICAN SOCIAL MARKETING CONFERENCE

The Social Marketing Association of North America (SMANA) and the University of South Florida (USF) proudly present the North American Social Marketing Conference 2024.

**May 15th-16th**  
USF Social Marketing  
Pre-Conference Training Academies

**May 17th-18th**  
North American Social  
Marketing Conference



## SMANA

SOCIAL MARKETING  
ASSOCIATION OF  
NORTH AMERICA

Advancing Behavior Change for Social Good



## USF Health

College of Public Health

We are delighted to invite you to join us for this longest-running social marketing conference, which will take place at the breathtaking Clearwater Beach in South Florida.

**Save the dates:**

**May 15th-16th**

USF Social Marketing Pre-Conference Training Academies

**May 17th-18th**

North American Social Marketing Conference

This four-day event promises to be an unparalleled experience, designed to equip you with invaluable knowledge, connect you with industry experts, and empower you to make a difference in the world of social marketing.

[wsmconference.com/florida-2024](http://wsmconference.com/florida-2024)



## ABOUT

### THE SOCIAL MARKETING CONFERENCE

- The North American Social Marketing Conference is routinely attended by more than 250 professionals who seek to use marketing principles in social applications.
- Attendees come to the conference to learn best practices, stay abreast of new developments, and collaborate with peers from diverse disciplines and geographies. Attendees represent industries including public health and wellness, environmental protection, academia, not-for-profit, transportation, food and beverage, and engineering.
- The conference is designed to ensure opportunities for sponsors to interact with attendees.
- Sponsorship options are available at various price points, including speaker support, break-out hosting, (global low income) attendee scholarships, promotional materials, and exhibit tables.
- Exhibit tables are strategically located in high traffic areas to ensure interaction during breaks and receptions.

For Additional Info:  
Please contact  
**Tracey Haldeman**  
[traceyh@pinnacleco.com](mailto:traceyh@pinnacleco.com)  
443-765-9341

# SPONSOR OPPORTUNITIES

All supporters will be recognized in the program Agenda App and with signage as appropriate. All of the following for each sponsor:

- Recognition of support on signage, agenda App, and scrolling announcements
- Ability to put promotional materials in conference bags



PACKAGE	PRICE	ADDITIONAL BENEFITS
Title Sponsor	\$15,000	<ul style="list-style-type: none"> <li>• Named as title sponsor on all literature via “Sponsored by” designation</li> <li>• Keynote speaking conference opportunity</li> <li>• Keynote/plenary session chair</li> <li>• Breakout session sponsorship</li> <li>• Opportunity to introduce another session speaker</li> <li>• Prominent logo placement on pre-event promotional material including brochure, e-mails, website and advertisements</li> <li>• Branding/logo placed at the conference venue, including on banners, signage and the conference program</li> <li>• Prime location exhibit stand</li> <li>• Three complimentary conference registrations</li> </ul>
Social Media Sponsor / Media Partner *One Available	\$6,500	<ul style="list-style-type: none"> <li>• Sponsor has the opportunity to showcase communication or content creation skills. Help co-curate pre-conference hype by interviewing speakers or members of the committee, branding any twitter or social media wall / screens at the event, co-curate an event social media livestream, have access to run exclusive live or recorded interviews with keynotes and other VIPs etc. One 6' exhibit table with 2 chairs. Two complimentary conference registrations (main conference)</li> </ul>
Poster Session & Reception (Friday) *One Available	\$4,500	<ul style="list-style-type: none"> <li>• Give a welcome address at the start of a general session.</li> <li>• Logo on drink tickets</li> <li>• Two complimentary conference registrations (main conference)</li> <li>• Sponsor can display their branded banners or other materials on poster / high-top tables used at the reception</li> </ul>
Pre-Conference Training Academies	\$4,000	<ul style="list-style-type: none"> <li>• Negotiable partnership available for each of the training academies</li> </ul>
Breakout session *4 available	\$4,000	<ul style="list-style-type: none"> <li>• Facilitate a concurrent breakout session featuring your organization’s social marketing, CSR, or ESG programs or experience.</li> <li>• There are three sets of breakout sessions and no more than three concurrent sessions taking place in one time slot.</li> <li>• Sponsor can branding their room, via images on holding slides between presentations or displaying a pop-up banner or two in the room.</li> </ul>
Fostering Equity Scholarship *Multiple Available	\$3,500	<p>The conference operates on a not-for-profit basis. This support allows professionals from developing countries, who would normally not be able to afford attendance, to join us. These funds pay for registration fees for the full event (main conference and Training Academy), and the remaining funds offset lodging, and airfare. Applications are screened by the conference planners at SMANA</p> <ul style="list-style-type: none"> <li>• One complimentary conference registration (main conference)</li> </ul>
Green/Sustainability Sponsorship *One Available	\$2,500	<ul style="list-style-type: none"> <li>• Sponsor eco-friendly initiatives at the conference. Fund sustainable materials at the conference such as ethnically sources paper for printed materials, eco-printed display banners, recyclable or compostable pens. Sponsor logo and “Sustainable material sponsored by:” will be printed in eco-friendly items. One complimentary conference registration (main conference)</li> </ul>

# SPONSOR OPPORTUNITIES

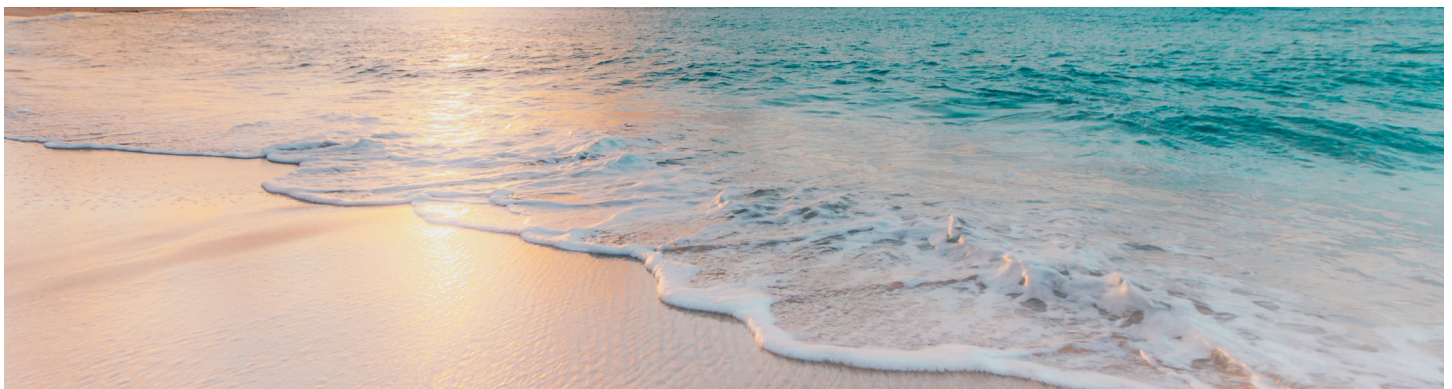
PACKAGE	PRICE	ADDITIONAL BENEFITS
After-Party Sponsorship / VIP side event sponsorship	\$2,500	<ul style="list-style-type: none"> <li>Sponsor can host an exclusive after-party or other side / fringe / shoulder networking event for a limited number of people. Room will be provided. Sponsor is responsible for food and beverage cost. Sponsor may choose who they invite from the delegate list, speakers etc. One complimentary conference registration (main conference)</li> </ul>
Lunch or Refreshment break *Multiple Available	\$2,000	<ul style="list-style-type: none"> <li>Recognition of support on signage, agenda App, and scrolling announcements</li> <li>Ability to put promotional materials in conference bags</li> <li>One complimentary conference registration (main conference)</li> </ul>
<del>Conference Bags *One Available</del>		<ul style="list-style-type: none"> <li>Logo on <del>agenda app</del>. Conference logo on front</li> <li>One complimentary conference registration (main conference)</li> </ul>
Speaker Support *Multiple Available	\$2,000	<ul style="list-style-type: none"> <li>Supports lodging and airfare for a speaker.</li> <li>One complimentary conference registration (main conference)</li> </ul>
Exhibit Table *Multiple Available	\$1,250	<ul style="list-style-type: none"> <li>A draped 6' table, 2 chairs, one waste basket, 2 exhibitor representatives.</li> <li>Recognition of support on signage, agenda App, and scrolling announcements</li> <li>Ability to add promotional materials in conference bags</li> <li>One complimentary conference registration (main conference)</li> </ul>
<del>Lanyards *One Available</del>	\$1,200	<ul style="list-style-type: none"> <li>Sponsor to have exclusivity on the lanyard. Sponsor chooses the color and imprints <del>logo</del> logo. In addition to the sponsorship fee, sponsor is responsible to print / ship / deliver the lanyards to the venue.</li> </ul>
Bag Inserts *Multiple Available	\$600	<ul style="list-style-type: none"> <li>Sponsor can provide a promotional item or brochure or other material to be inserted into the conference bags. We encourage materials provided be produced from green or carbon neutral materials. In addition to the sponsorship fee, sponsor is responsible to print / ship / deliver the bag insert to the venue.</li> </ul>

## Bespoke packages:

We are open to proposals for bespoke packages (such as merging elements of two or more, or something not listed) or meaningful in-kind support, and those who wish to enquire about that can contact Tracey Haldeman at [traceyh@pinnacleco.com](mailto:traceyh@pinnacleco.com) or 443-765-9341.

## To confirm your Participation:

Please complete the following form and email to Social Marketing Conference Management to [traceyh@pinnacleco.com](mailto:traceyh@pinnacleco.com). Please use the subject line SocMkt Conference Sponsor. The conference office will contact you to answer any questions you might have, to collect the name and contact details of your complimentary registrant(s), and SMANA will generate an invoice for you to pay.



# SPONSOR

## EXHIBITOR REGISTRATION FORM

Contact Person:

Address:

City:

State:

Zip:

Website:

Title:

Email:

Products or services to be displayed:

Please print company name & address, *if different from that above*:

Support:

Title Sponsor \$15,000

After Party \$2,500

Pre-Conference Training Academies \$10,000 SOLD

Lunch or Refreshment break \$2,000

Social Media \$6,500

Speaker Support \$2,000

Poster Session & Reception \$4,500

Lanyards \$1,200

Breakout Session \$4,000

Bag Inserts \$600

Green/Sustainability \$2,500

Other = \$

Any Special Notes or Requests:

Rep Name, Email, Direct Phone Number (complimentary registrant)

Second Rep Name, Email, Direct Phone Number (If participating must register. If only at table and not participating in food and conference events, no registration required.)

Comments:

I have read and understood the exhibitor terms and conditions, guidelines, and responsibilities. My company will abide by them.

\*\*Authorized signature:

Date:

