**OHUG 2019 Sponsorship Fulfillment Guide**

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Please find all information you will need to know in order to help us fulfill your sponsorship opportunity.

**Mobile App $5,000**

Attendees will have your company name in front of them as they browse to find sessions, build their personalized schedule and much more! This interactive tool makes all show information available before, during and after the conference. This sponsorship includes sponsorship of the opening splash page, (1) banner ad, and (2) push notifications.

Fulfillment Details:

Specs

640x110 pixels

300dpi.

.JPG or .PNG format

**Wireless Internet $5,000**

Provide every attendee complimentary internet access at the OHUG Global Conference as the official WiFi sponsor. Sponsorship includes the ability to select a WiFi password that is representative of your company name or brand and recognition on all conference materials.

Specs

.JPG or .PNG format

**Reception $7,500**

As the exclusive sponsor of one of our meals or Receptions, your company logo will be displayed prominently throughout the event including on signage in the event space and on napkins at each bar and food station. Your company will be promoted in the printed onsite guide and OHUG daily email as the exclusive sponsor of the reception.

Specs

.JPG or .PNG format

**Badge Lanyards $7,000**

You'll see lanyards on every attendee (including sponsors and exhibitors) at the OHUG Global Conference. That’s why your logo imprinted on them is one of the best ways to build brand awareness. They provide high visibility that succeeds at getting your company noticed.

Fulfillment Details:

.JPEG or .PNG file of company logo

**Conference Bags $5,000**

Gain valuable exposure in big numbers with your logo imprinted on the OHUG conference bag. With the myriad of items participants carry, it's an exceptional opportunity to feature your company on an event item that is heavily used. Includes:

acknowledgement as a sponsor with your one color logo imprinted on the attendee bag (along with OHUG logo) one promotional insert provided by you (8.5"x11" or smaller) included in the bag

Fulfillment Details:

.JPEG or .PNG file of company logo

**Hotel Room Drop $3,000 (3 available)
General Session Chair Drop $3000 (2 available)**

Arrange to have your unique marketing message hand delivered to each attendee’s hotel room. This is a great way to get your collateral material noticed. Room drop content subject to OHUG’s approval; sponsor assumes costs of production, shipping, and hotel-related room drop charges.

Fulfillment Details:

Shipping information (can be found in the exhibitor service manual)

Quantity (will be discussed with sponsorship team)

Approval of Item being dropped

**Happy Hour $3000**

Host a happy hour to connect with attendees directly during time unopposed by education. You can use this opportunity to host a product demo, focus group, Q&A or anything else that you think your captive audience will enjoy.

Fulfillment Details:

 .JPEG or .PNG file of company logo

**Refreshment Break (2 opportunities) $3,000**

Be the exclusive sponsor of one of two refreshment breaks to take place in the Product Solutions Center. Attendees will be eager to grab their mid-morning coffee as soon as they exit the opening session. Be sure to be on the top of their minds. Recognition includes company logo on coffee sleeves, on onsite signage and within the printed onsite guide.

Fulfillment Details:

.JPEG or .PNG file of company logo

**Search for Solutions $750 (limited to 15 participants)**

Drive traffic to your booth with this popular contest. Attendees will compete by visiting each sponsor's booth in their search to complete their missions and win prizes. Sponsors will be recognized in the printed onsite guide and Mobile App. Sponsor will provide prize for drawing that takes place Wednesday, June 13th at the conclusion of the Product Solutions Center.

Fulfillment Details:

.JPEG or .PNG file of company logo

**Member Appreciation Event $7000**

 Be the exclusive sponsor of one of the most fun events of the conference. Recognition includes company logo on coffee sleeves, on onsite signage and within the printed onsite guide.

Fulfillment Details:

.JPEG or .PNG file of company logo

**Product Line Sponsor $3500 \* Cost depends on education track and limited to one sponsor per track**

Demonstrate your organization's commitment to education by sponsoring one of the conference’s educational tracks. Your sponsorship includes the opportunity to present on and sponsor topics such as Human Resources & Analytics, Talent Acquisition, Compensation & Benefits and Learning Management and also includes recognition in our mobile app, signage and all electronic conference materials. OHUG will provide 22"x28" signs branded with your organization's design outside of all rooms that will host sessions in your chosen track. Organization will provide artwork, and OHUG will produce. Includes one session in the general education breakouts, content must be educational in nature and approved by OHUG’s education committee.

**Pre-Conference Advertising**

Pre-Show or Post-Show Targeted Email Message $1,500 (limit 6 each)

Send one marketing communication to all registered conference attendees and OHUG members, via the OHUG email mailing list, subject to OHUG content approval.

Fulfillment Details:

Two weeks prior to your Targeted email being sent, you will be sent instructions on what is needed from your company.

**Year Round Advertising Opportunities**

**Webinar Host $2,000**

OHUG has hosted more than 2,000 webinar registrants during the past year. Sponsor an educational webinar to access these professionals. Draw attention to your solutions and their applications through this convenient learning opportunity.

Note: Content must be educational in nature (e.g. co - presentation with a customer, case study or white paper presen tation) and approved by the OHUG Education Committee.

Fulfillment Details:

You will work with the Educational Team on specifics

**Targeted Email Message $1,500**

Use a dedicated email message to OHUG membership to deliver your company information directly to prospects’ inboxes. Just send OHUG the content for your message and we will send it on your behalf.

Note: OHUG will work with your company on timing for your message and will do its best to accommodate your request. OHUG reserves the right to prioritize a nd schedule email blasts in accordance with OHUG programs and communications plan. Content is subject to OHUG approval.

Fulfillment Details:

Two weeks prior to your Targeted email being sent, you will be sent instructions on what is needed from your company.

**Web Banner $2,000**

Post your company’s web banner for year-round exposure to OHUG membership and receive high visibility on high-traffic pages, including the OHUG home page and conference pages.

Fulfillment Details:

Specs: 940x350