Dear Potential Sponsor or Exhibitor,

We cordially invite you to be a part of our NCCA Virtual Annual Conference to be held February 24-27, 2021. This year’s theme is “Stronger Together: Building for the Future of Professional Counseling”.

At our 2020 “in person” conference, NCCA hosted a sell-out conference of over 450 attendees. And, we anticipate even higher attendance with the virtual format in 2021.

Would you consider a sponsorship or exhibitor “virtual booth” to reach your target audience? You will be connecting with counselors, counselor educators, and masters or doctorate level graduate students. Counselors come from all settings including universities and colleges, private practice, agencies, hospitals and K-12 schools. Most counselors are Licensed Clinical Mental Health Counselors.

This year, we are using the top-rated, award-winning Whova event app that will allow you to:

- Engage with attendees before, during and after the conference.
- Connect with your target audience. You’ll be able to view attendee profiles, and communicate via in-app messaging. You can also post discussion topics on the community board, or set up virtual meetings.
- Capture leads and receive a post-event report.

As we all are adjusting to the realities of the current COVID-19 pandemic, NCCA has revamped its Sponsorship and Exhibitor features in this new virtual setting. We want to work with you to create a successful sponsorship or exhibitor experience, and welcome any additional ideas you have that would make this conference even better for you and for the attendees. Below are our proposed levels for sponsors and exhibitors:

**Platinum Sponsor (Conference App Sponsor)**

$1200 ($1400 after 1/1/21)

- Your logo banner will constantly be displayed at the top of the web app, and on the web app home page. With most attendees using their laptop or desktop to attend sessions, they will always see your logo. (See sample view below.)
- Your logo banner will constantly be viewed by attendees on the mobile app home screen, bottom of each session screen and bottom of each attendee profile screen. (See sample view below.)
- Your logo linked to your website on the NCCA website homepage for one year
- Your logo linked to your website on event and sponsor webpages recognizing you as a Platinum Sponsor
- Your logo linked to your website on conference marketing emails recognizing you as a Platinum Sponsor
- 2 complimentary conference registrations
- Included in your Virtual Booth:
  - Upload a pre-recorded video to showcase your organization to the attendees
  - Set up a live session to showcase your organization to the attendees
  - Upload up to two brochures or handouts

- Option to set up Exhibitor Booth (see Exhibitor features below)
Gold Sponsor (Keynote or Track Sponsor)
$900 ($1050 after 1/1/21)

- Your logo banner will be displayed on agenda screens of mobile app (See sample below)
- Email and in-app notifications to attendees prior to session recognizing you as a Gold Sponsor
- Logo included in session description(s)
- Your logo linked to your website on the NCCA website homepage for one year
- Your logo linked to your website on event and sponsor webpages recognizing you as a Gold Sponsor
- Your logo linked to your website on conference marketing emails recognizing you as a Gold Sponsor
- 1 complimentary conference registration
- Included in your Virtual Booth:
  - Upload a pre-recorded video to showcase your organization to the attendees
  - Set up a live session to showcase your organization to the attendees
  - Upload up to two brochures or handouts

- Option to set up Exhibitor Booth  (see Exhibitor features below)

Silver Sponsor (Interactive Break Sponsor)
$600 ($700 after 1/1/21)

- Your logo banner will be displayed on attendee profile screens of mobile app (See sample below)
- Option to sponsor a 15-30 minute interactive break, such as a physical activity, game or contest. The conference committee will brainstorm with you to create a fun activity for attendees between educational sessions.
- Email and in-app notifications to attendees to promote activity and recognize you as a Silver Sponsor
- Your logo linked to your website on sponsor webpages recognizing you as a Silver Sponsor
- Your logo linked to your website on conference marketing emails recognizing you as a Silver Sponsor
- Included in your Virtual Booth:
  - Upload a pre-recorded video to showcase your organization to the attendees
  - Set up a live session to showcase your organization to the attendees
  - Upload up to two brochures or handouts

- Option to set up Exhibitor Booth  (see Exhibitor features below)
Bronze Sponsor
$400 ($475 after 1/1/21)

- Your logo banner will be displayed on attendee profile screens of mobile app (See sample below)
- Your logo linked to your website on sponsor webpages recognizing you as a Bronze Sponsor
- Your logo linked to your website on conference marketing emails recognizing you as a Bronze Sponsor
- Included in your Virtual Booth:
  - Upload a pre-recorded video to showcase your organization to the attendees
  - Set up a live session to showcase your organization to the attendees
  - Upload up to two brochures or handouts

- Option to set up Exhibitor Booth  (see Exhibitor features below)

Exhibitor
$250 ($300 after 1/1/21)

- Your logo linked to your website on exhibitor webpage of website
- Company logo on your exhibit listing in web and mobile app
- Upload a product or company video to your virtual booth
- Upload photos to your virtual booth
- Upload up to 2 handouts for attendees to download
- Schedule live session to showcase your product
- You can set up a promotional offer to attract attendees. The attendees who claim your offer will be added to your leads list.
- Live chat in virtual booth to answer attendee inquiries
- Collect leads that you can easily export

Here are a few resources that may help familiarize you with the Sponsor/Exhibitor benefits of the Whova App:

Virtual Sponsor Flier

Benefits of Sponsorship with Whova Video

Sponsor and Exhibitor Benefits with Whova Video

As the conference approaches, we will provide set-up guides and support to all of our sponsors and exhibitors, so that you are sure to have an enjoyable and productive experience.

To register as a sponsor or exhibitor, please visit https://nccounselingassociation.org/2021-annual-conference/ to find a mail-in and on-line registration form.

If you have any questions or need additional information, please do not hesitate to contact me at swebb@gardner-webb.edu or you may also contact the NCCA office at hkirven@nccounseling.org or 888.308.6222.

Thank you and we hope you will take part in this exciting event!

Sincerely,

Sharon Webb
President Elect-Elect, NC Counseling Association and Sponsor/Exhibit Chair
Sample View of Sponsor Logo Banners

**Platinum Sponsor:** Logo will continuously show at top of all pages of web app (shown below), and on bottom of mobile app home screen, agenda screen (shown below) and attendee profile screen

**Gold Sponsor:** Logo will show on mobile app at bottom of agenda screens (shown below)

**Silver Sponsor:** Logo will show on mobile app at bottom of attendee profile screens (not shown)
Sample image of Virtual Exhibit Booth on the Web App

Sample image of Virtual Exhibit Booth on Mobile App