

Additional Marketing Opportunities

TDEA Convention 2019

Marketing Opportunity	Pricing
Exhibitor Logo on TDEA website	\$50.00
Bright Bites Workshop Presentation	\$50.00
Interactive Map Pin	\$100.00
Workshop Survey Sponsor	\$100.00
Social Wall Post	\$100.00
Enhanced Exhibitor Profile	\$200.00
Photo Booth Sponsor	\$300.00
Push Notifications	\$400.00
Convention Workshop Sponsor	\$1500.00

Marketing Opportunities for Purchase:

- **Company Logo-** TDEA is still offering your company's logo linked to your website to be displayed on the TDEA website for \$50.00 for the year. Logos will be uploaded to the TDEA website from January 1 to December 31.
- **Bright Bites Presentation-** Have a topic related to your industry that you want to present to educators? Use this opportunity to educate attendees in a 30 minute presentation given by your company. The purpose of the Bright Bites presentation should not be to simply promote your company but should be to help members understand a topic or issue based on your knowledge and expertise.
- **Interactive Map Pins-** Interactive map pins help your company stand out on the exhibitor map and allow members to visually locate your booth on the map. In addition, they act as a link for members to get basic information about your company. This feature is going to be included as part of the exhibitor recognition program for all companies listed as "Line of Bronze" and "Line of Silver." In addition, only 6 pins will be available for purchase for \$100.00.
- **Workshop Survey Sponsors-** Members will complete a workshop survey at the end of each workshop. Your company has the opportunity to sponsor a survey for \$100.00 and a small prize for completing the survey. After completing the surveys, members will be directed to return to your booth to redeem whatever prize you are giving as the sponsor. This notification will be displayed on the social media feed educators will be following throughout convention and will be a component of the new social media wall.

- **Social Wall Post-** Drawing from Twitter, Instagram and Flickr, SocialWall displays our members' social feeds from convention to spark excitement and engagement at convention. Your company's logo or messages will be displayed on an interactive full-screen at convention, and you can have a promoted post included in the never-ending feed of members' social posts. This feature highlights your company in real-time during convention. Your custom post can be inserted in the social wall by making announcements or highlighting "what's next" on your agenda. The cost of the post is \$100, and we ensure that your post will be scheduled at least three times during convention within the social network feeds.
- **Enhanced Exhibitor Profiles-** Think of these as much like the exhibitor ads last year. Every company will be listed in the exhibitor directory. However, the enhanced exhibitor profile gives you the ability to upload your logo to your profile with a link to your website, include additional contact information, upload videos and brochures, and include photos. The cost to add enhanced features to your company's listing is \$200.00. Because TDEA has contracted the app for multiple years, members have access to the content on the app from previous year. As a result, they will be able to go back to previous conventions housed on the app and access whatever information you included in your profile.
- **Photo Booth Sponsors-** TDEA will have 3 differently themed photo booths with props for its 40th Anniversary. Your company has the opportunity to sponsor one of the booths. The company's name will be clearly displayed in the photo booth, appearing in the photos taken by the members. Members will be encouraged to upload their selfies to the social media feed, providing multiple exposure opportunities for your company. The cost to sponsor a photo booth is \$300.00. Your company does not need to supply any of the props, backdrops, or materials.
- **Push notifications-** This is a good option for exhibitors to send messages directly to the phones of every app user. You write the message, and we send the notification during convention. For example, a company could send the following: "Are you enjoying your director tote bag? Stop by _____'s booth to see how you can get a set for your team." Because we don't want to overload our educators' phones and we want these to be effective for the company, we are limiting the total number available to 5 exhibitor push notifications throughout convention. The cost of the notification is \$400.00, and a company is limited to purchasing 1 notification.
- **Convention Workshop Sponsor-** Do you have a resource to teach a fantastic, high-end movement workshop to educators? Sponsoring a workshop allows you to bring in that individual to teach attendees and publicize that your company has provided that learning opportunity. If you don't have a resource but would like to sponsor a workshop, your company can pay for a high-end instructor to be brought in for you. The instructor should be one that would typically cost at least \$1500 to hire out.

Marketing Opportunities Solely Included in the Exhibitor Recognition Program:

- **Advertising Banners-** These are banner ads at the top of each page within the app that showcases your company. The banners have a click through capability that takes members directly to your website. This feature is going to be included as part of the exhibitor recognition program for all companies listed as “Line of Gold.” Because we want the banner ads to be effective for the companies being displayed, we are only allowing our “Line of Platinum” companies the opportunity to purchase this feature in addition to the other features that come with the Line of Platinum distinction.
- **Click Game-** This is a game built within the app that members will compete in throughout convention by completing specific tasks to gain points towards a prize that one member will win at the end of convention. We think this will be a fun addition to the convention excitement. Members are challenged to visit your booth and take a picture with you in exchange for points in the game. Images and posts from members will be projected on a wall, increasing visibility for your company and products. This feature is only going to be included as part of the exhibitor recognition program and will only be available to “Line of Platinum” companies because of the increased traffic to your booth that this feature will bring and the increased opportunity for face to face conversations. In addition, members will be required to gain points by visiting your booth on Friday morning when the exhibit hall tends to slow down, giving you a second opportunity to have those important discussions with potential clients.