On Demand
June 28th through August 27th
Why Participate in Virtual ADHA 2021?

ADHA's Virtual Annual Conference in 2020 had great attendance not just in the meeting but especially in exhibits, product demonstrations and the feature wall. Here is why you should participate:

- ADHA 2020 had 1,610 virtual attendee registrants!
- 90% of all attendees visited the exhibit hall at least once. The exhibit hall was visited a total of 18,221 times.
- On average, an exhibitor had 326 unique booth visitors.
- The Attendee Networking Lounge was visited by 1,066 unique attendees. The Lounge was visited an average of 6 times by each individual for a total of 6,082 visits.
- The Product Presentations had an average of 500 unique attendees.
- The Feature Wall which highlighted top supporters had over 1,003 unique attendee visits.
Exhibit Opportunities
With Full Attendee Engagement and Lead Generation
Platinum Booth Package
- limited to 3 supporters

**EXHIBIT BOOTH**
- Premium booth placement
- Booth design from Intrado's virtual template – choose 1 of 3 booth templates
- Ability to link your own virtual booth if desired
- Welcome message as attendees enter your booth
- Add information to share with attendees visiting your booth for full use of the platform (10 content tabs (includes 1 for group chat) with up to 9 pieces of information in each tab. Videos must be under 3 minutes.
- Ability to change coloring of the content tabs and marque messaging

**ATTENDEE ENGAGEMENT and METRICS**
- 1:1 chat and group chat capabilities
- Ability to link to your Zoom account or similar platform for one to one private conversations
- Valuable metrics. Full list of all who visits your booth and all downloaded assets
- Post show attendee mailing list
- “Contact Us” available for after hours and live show dates
- 15 Exhibitor Registrations with ability to purchase an additional 10 registrations for $25.00
- 2 Full Conference Registrations

**BRANDING AND VISIBILITY**
- One of three banner opportunities in high profile areas of the virtual platform (floor cling or banner in lobby or a banner on the registration page
- One pop up announcement directing attendees to your booth per day
- Your logo rotating in a high traffic area of the event platform
- Ability to add up a document in the virtual “briefcase”
- Traffic driver gamification, create a company specific badge that attendees must visit booth to earn
- Pre show attendee list

**Product Showcase**
- Add up to 3 products in the product showcase – either show specials or products you want to highlight
- Add a 30-sec commercial into the Showcase

**Participation Cost:**
- $16,500 for Virtual booth
- $14,000 if also participating in live event
Gold Booth Package
- limited to 5 supporters

EXHIBIT BOOTH
✓ Booth design from Intrado's virtual template – choose 1 of 3 booth templates
✓ Ability to link your own virtual booth if desired
✓ Welcome message as attendees enter your booth
✓ Add information to share with attendees visiting your booth. Includes 6 content tabs (+1 for a group chat feature) for a total of 14 pieces of information in each tab (videos must be under 3 minutes)
✓ Ability to change coloring of the content tabs and marque messaging

ATTENDEE ENGAGEMENT and Metrics
✓ 1:1 chat and group chat capabilities
✓ Ability to link to your Zoom account or similar platform for one to one private conversations
✓ Valuable metrics. Full list of all who visits your booth and all downloaded assets
✓ Pre show attendee mailing list
✓ “Contact Us” available for after hours and live show dates
✓ 8 Exhibitor Registrations with ability to purchase an additional 8 registrations for $25.00
✓ 1 Full Conference Registration

BRANDING AND VISIBILITY
✓ Your logo rotating in a high traffic area of the event platform
✓ Ability to add up a document in the virtual “briefcase”
✓ Traffic driver gamification, create a company specific badge that attendees must visit booth to earn
✓ Pre show attendee list

Participation Cost:
$8,750 for virtual booth only
$6,000 if also participating in live event
Silver Booth Package

- unlimited

EXHIBIT BOOTH

- Booth design from Intrado's virtual template
- Welcome message as attendees enter your booth
- Add information to share with attendees visiting your booth. Includes 3 content tabs (+1 for a group chat feature) for a total of 8 pieces of information in each tab (videos must be under 2 minutes)
- Ability to change coloring of the content tabs and marque messaging

BRANDING AND VISIBILITY

- Pre show attendee list including the name, city and state
- Listing as an exhibitor of the virtual meeting

ATTENDEE ENGAGEMENT and Metrics

- 1:1 chat and group chat capabilities
- Valuable metrics. Full list of all who visits your booth and all downloaded assets
- “Contact Us” available for after hours and live show dates
- 3 Exhibitor Registrations with ability to purchase an additional 3 registrations for $25.00

Participation Cost:
- $2,750 for Virtual booth
- $2,000 if also participating in live event
Booth Options Vary by Booth Package

Exhibit Booth Personnel shown here as well as all guests in your booth. Click on an attendee and start a private chat.

Booths will be built based on booth packages. Higher level booths will have up to 10 tabs as seen on the right. The tabs can contain a variety of information (up to 9 pieces of content and one tab can link to a virtual booth. A video, or a picture can be displayed on the center screen.

A group chat is shown on the left.
A Booth Based on a Different Level
Before Entering the Virtual Event

Emails, Banners and More
Pre Show / At Entry

Rotating Banner on Log In Page
• 3 Opportunities $2,500 each
• Exclusive $4,500

Attendee Confirmation Email $4,000
• Exclusive - Sent to all registrants
• Banner on the bottom

Tips Before You Click Email $4,000
• Exclusive - Sent to all registrants
• Company ad in the email with ability to link to website

Registration Log-in Email $4,000
• Sent the day before virtual meeting opens
• Exclusive opportunity
• Company ad in the email with ability to link to website
Branding and Promotional Opportunities

Within the Virtual Event
Lobby Opportunities

When attendees log in, they will enter the lobby. From the lobby they can navigate to sessions, exhibits, the lounge – anywhere on the platform.

Rotating Banners 1 and 2 are clickable to booth
Each Cost: $4,500

Your message will display here at select times. Cost: $1,500
Exhibit Hall Entrance and Directory

When attendees click the Exhibit Hall, they will first enter the Exhibit Hall Directory. There will be 2 exhibits halls based on alphabetical order and premium booths.

- Sponsor Logos: Limited, $1,000 each
- Clickable image 200x270 pix

Pop up messages appear here
- Limited, $1,000 each

Banner Opportunity
- Clickable to booth, website or microsite
- 200 x 270 pix
- $3,500 for one, $6,000 for Entrance and 2 Halls
Exhibit Hall (1 of 2)

Entrance to 2nd exhibit hall and product presentations

Banner Opportunity
- Clickable to booth, website or microsite
- 200 x 270 pix
- $3,500

Clickable Image
200 x 270 pix
Sponsorable Education Sessions

- CE Lecture: Fee $2,500
  - Support CE session to receive recognition and additional exposure
  - Logo and attribution
  - Just 5 sessions available
Traffic Driving Opportunities

• Gamification $500
  • Create a company specific badge
  • Attendees must Visit Booth to collect badge
  • Attendees collect badges to win prizes

• Marque Messaging $1,500
  • Ticker tape along the bottom
  • Short message – can direct to booth
  • During select hours

• Pop Up Announcement 1,000
  • Limited availability

• In Event Email $1,000
  • Limited availability

• Product Showcase / Show Special $1,000
Networking Lounges

The lounge provides an opportunity for attendees to gather, chat and have group discussions. Support includes:

- Naming rights to the Lounge
- 3 Ad spaces 120x125 pix
- Clickable and can rotate
- Group Chats
- 1:1 Chats
- Discussions

4 opportunities; Attendee, Student, speaker and Health and Wellness

Opportunity Cost: $10,000