

# 2021 IACA Partnership Levels

Recognition and Opportunities	Donation (Any \$ Amount)	Copper (Conference Registration Fee Only)	Bronze (\$5000+)	Silver (\$10,000+)	Gold (\$15,000+)	Platinum (\$20,000+)
Partner Recognition on IACA Website and Virtual Conference Platform	X	X	X	X	X	X
Recognition During Opening Session of the Virtual Conference	X	X	X	X	X	X
Private video meeting capability on the Virtual Conference Platform	X	X	X	X	X	X
# of Conference Registrations Included			2	4	6	8
Exhibitor Booth on the Virtual Conference Platform				X	X	X
Advertisement, to be prepared by the partner, and played at the start of one conference session						X

## Additional Opportunities for Partnership:

1. Gamification - \$3,000 – This is an optional feature of the conference platform. This is a point-based system that allows attendees to receive points for actively participating in the conference. They will earn points for activities such as adding a profile picture, posting a message in a discussion, requesting information from an exhibitor, or attending a private meeting. All participants can view the leaderboard and compete for first place! Partner may award a prize to the winner.
2. iOS/Android App from Pathable – \$3,000 - There is an option to add an app to our package with the virtual conference platform allowing attendees to access the event, view and join sessions.
3. Advertisements - \$500 – A 90 second commercial, prepared by the partner, to be played for attendees at the beginning of one conference session.