

Virtual Fall Series Sponsorship

The 2021 Virtual ASIC Series offers an opportunity to showcase your business and work in front of a captive audience of 250+ participants.

The nine Virtual Summer and Fall Series sessions hosted May-October had 250-400 participants each during the live sessions. In addition to that there were an additional 50+ viewers of the on demand recording hosted on our website within 2 weeks. On top of these viewers, the email marketing of each session went out to a campaign list of over 5,000 emails with a +20% open rate and +30% click through rate. The first of our virtual sponsors sent an email directly to our attendee list that resulted in a 47% open rate and a 30% click rate of the 857 participants.

Your organization can cash in on this audience ready for knowledge and be the sole sponsor of one of five upcoming sessions during the 2021 Virtual Series or host your own webinar that offers training on an ASIC topic. Review the lead sponsorship benefits included to understand the impact your participation will hold.

Each Sponsor Receives:

- ❖ Recognition of your organization and sponsorship level in the session and in promotions to prospective attendees.
- ❖ Promotional opportunities with attendees through social media, video presentation, sponsored email and web discussions.

Session Sponsorship Basic Benefits (\$1,000)

- 3 Minute promotional video played during a break of the research presentations (watched by 250-400 people)
- Organization's profile on website with session content
- Organization's profile on email with session content (opened by 1,100+)
- "Sponsored by..." on session introduction slide and verbal thank you
- (+\$1,000) - Direct email to registrants crafted by your marketing team, sent through AQRC email service Constant Contact.

DIY Air Quality Sensor Training (\$5,000)

- 30 minutes solely for your organization with a captive Air Quality Sensor audience.
- Design your own Air Quality Sensor training for our audience! Confer with conference manager on best practices in developing a virtual training that will bring your organization right to people's home office. Must be based around a 2020 topic – confer with Sandra for details.
- AQRC/ASIC team will host and market the training to our air quality sensor audience through email and social media.
- Organization's profile on website with session content
- Organization's profile on email with session content (opened by 1,100+)
- (+\$1,000) - Direct email to registrants crafted by your marketing team, sent through AQRC email service Constant Contact.

*Note: All content will be identified as sponsored

To learn about all sponsorship opportunities and create a customized package, contact Sandra Hall, Conference Manger at sehall@ucdavis.edu