

PASFAA 2020-21 Business Partner A la Carte Options

New this year, PASFAA is offering a la carte options, in order to give our Partners more choices.

Virtual Conference: Opportunity to Exhibit: \$800. Our fall conference is from Oct 26-28, 2020.

- **Exhibitors:** Interactive Booth: Add YouTube Video, Add Zoom link for Livestreaming, Add Company Information, Add Contact Information
 - Lead Generation: Coupons/Raffles/Giveaways
 - Live Chat
 - Push notifications sent through Whova conference app
 - Receives Conference Attendee Lists
 - Listed on Home Page of the Whova Conference App
 - Banner Advertisement: on the Web App, and on mobile app

NOTE: THE CONFERENCE COMMITTEE WILL REACH OUT TO ALL EXHIBITORS PRIOR TO THE CONFERENCE : <https://www.pasfaa.org/2020-conference-save-the-date/>

East/West PA Spring Training: Exhibit in person: **\$500** for both; **\$300** for one

PASFAA.org Exposure:

- Website Link on Business Partner Page: **\$300**
- Banner ad on PASFAA Home Page: **\$300**. See instructions below

General Instructions:

- Visit the Business Partner tab of the PASFAA.org website to sign up, **BEGINNING ON SEPTEMBER 15TH**, either as a Tier 1 Partner or to select an a la carte option:
<https://www.pasfaa.org/2020-2021-business-partner-sign-up>
- Payment can be made by credit card or by check. If paying by check, please make the check payable to PASFAA and send to:
Tynisa Muhammad, PASFAA Treasurer
Crystal Ondrick, PASFAA Treasurer-Elect
5246 Simpson Ferry Road #308
Mechanicsburg, PA 17050
Payments must be made **NO LATER THAN OCTOBER 9TH**.

- Please email any registration and payment questions to Tynisa Muhammad (Treasurer): pasfaa1968@yahoo.com

Thank you for your continued support of PASFAA! All Conference and Spring Training exhibitors must become members of PASFAA

Exhibiting at Spring Training:

- PASFAA offers two Spring Training events per year, East and West
- Spring Training, if in person, includes a simple table. No electric, pipe, or drape. Business Partners may bring a table skirt, handouts, and a small tabletop display
- Exhibit tables do not need to be staffed at all times

Banner Advertisement for website: PASFAA offers full color banner advertisement on its website. Advertisements appear on each page and rotate in random sequence every 8 seconds.

- Each banner advertisement links to the business partner's designated website. Banner advertisements will begin on October 1, 2020 and run through September 30, 2021.
- Technical Specification: 468 pixels wide by 60 pixels high; not to exceed 20k; accepted in .gif or .jpg format; may be black & white or full color; may be animated, as long as size does not exceed 20k
- Please submit to Dan Wray at dwwray@pheaa.org. Provide your company's name and website URL.