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/2020-2021-conference-save-the-date/](https://www.pasfaa.org/2020-2021-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

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**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](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 dwray@pheaa.org. Provide your company’s name and website URL.