

PASFAA 2020-21 Business Partner Tier 1 Package Options

Tier 1: Top Tier Partner \$1500 (Price Reduction due to Virtual Conference)

NEW: Opportunity to offer a Webinar: 1 of 3 Options: An all product/service webinar, or an educational/research webinar, or a combination of both.

Virtual Conference: Our Fall Conference is from October 26-28, 2020

- One Free Conference Registration. All conference attendees must register for the conference via the PASFAA website.
- **Exhibitors:** Interactive Booth: Options to add YouTube Video, Zoom link for Livestreaming, Company Information, 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/>

- Customized Social Media post for PASFAA to push to members either during the conference or regularly during the year.
- Electronic programs sent to each registrant with Tier 1 Business Partner ads
- Opening and Closing credits: recognition of only Tier 1 Business Partners

East and West PA Spring Training:

- Opportunity to exhibit in person for each site
- One complimentary registration for each site

Quarterly Newsletter (PASFAA Post) ads and listing in email messages to members

PASFAA.org Exposure:

- Website Link on the Business Partner Page
- Website links at the bottom of PASFAA emails; **ORDERING IS DETERMINED BY SIGN UP DATE AND TIME.** PASFAA generates approximately 200 email announcements each year. Please submit your website link to Dan Wray at dwrap@phea.org
- Banner advertisement on PASFAA Home Page: See below for specific information
- Appearance as a Monthly Spotlight on PASFAA Home Page (**LIMITED TO THE FIRST 12 PARTNER RESPONDENTS**). See instructions below
- Logo recognition in the PASFAA BP Brochure

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

Webinars (Tier 1 Only):

- 1 of 3 Options: An all product/service webinar, or an educational/research webinar, or a combination of both.
- All PASFAA webinars from October 1, 2020 to September 30, 2021 will recognize all Tier 1 Business Partners, unless it is individually offered by that Business Partner
- Logos that have been submitted to Dan Wray will be featured on a slide of the webinar presentation

Monthly Spotlight (Tier 1 Only):

- Tier 1 business partners will be featured with announcement and logo for a monthly PASFAA Home Page spotlight
- The Spotlights will begin November 1, 2020 and continue to October 31, 2021
- The Spotlight will consist of the logo and a 300-character announcement approximately 2 inches by 2 inches
- Monthly Spotlight Selection on the PASFAA website: Monthly selections will be based sign-up date and limited to **the first 12 Partners signing up**. In the event the number of Tier 1 partners is less than 12, the Spotlight can run randomly for the remaining un-selected months

Newsletter (The PASFAA Post) Advertisements (Tier 1 Only):

- The PASFAA Post is published quarterly (4 times per year)
- Ad Dimensions: 880W X 550L
- Submissions must be made to Keri Neidig at keri.neidig@salliemae.com
- Submission dates are as follows: Winter – November 14th; Spring – February 11th; Summer – May 13th, Fall – August 12th

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@phea.org. Provide your company's name and website URL. If a change or new listing is requested after the initial posting, there will be a \$50 charge