

Business Partner Options 2022-2023

	TIER 1 - \$2,500	TIER 2 - \$1,500	EXHIBIT-ONLY \$500(Conference) or \$800 (Conference & Spring Training)	RESOURCE PAGE LINK - \$500
WEBINAR				
Product/Service Sales-type, educational info-type, or combination webinar, announced by PASFAA to all members and hosted by PASFAA.	Y			
PASFAA POST				
Quarterly advertisement	Y			
Personal interview of partner representative in one edition	Y			
Text-only acknowledgement of all Tier 2 partners in each edition, all in one article.		Y		
ACKNOWLEDGEMENT AT PASFAA EVENTS				
Inclusion in a 2022 Conference "Welcome Bag" distributed to attendees on-site*	Y			
Included in verbal recognition of Tier 1 and Tier 2 business partners at PASFAA events, to include Fall Conference, Spring Training, and Don Raley Institute	Y	Y		
Verbal recognition at events where exhibiting	Y	Y	Y	
A full-size icon on the event and/or save the date page(s) created in addition to inclusion in the event Attendee Hub. Includes Fall Conference, Spring Training and Don Raley	Y			
A half-size/thumbnail-size icon on the event and/or save the date page(s) created in addition to inclusion in the event Attendee Hub. Includes Fall Conference, Spring Training and Don Raley		Y		
Institution's name with hyperlink listed on each selected event's web page (text only) in addition to inclusion in the event Attendee Hub.			Y	
Inclusion in Looping PowerPoint recognizing Business Partners prior to Conference and Spring Training sessions.	Y			
One informational flyer, brochure or ad, no larger than 8.5" x 11", inserted into PASFAA event registration packets. For Fall Conference 2022 this will be included in the attendee "Welcome Bag".	Y			

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REGISTRATION AND MEMBERSHIP BENEFITS				
One free registration at the Fall Conference (For 2022-23 PASFAA offering one-time discounted rate AND an early bird rate at approximately \$150 - \$100)	Y			
One free registration at Spring Training (approximately \$45 for in-person).	Y	Y		
One complimentary PASFAA individual membership (approximately \$50)	Y	Y		
EXHIBITING				
Preferential exhibit slot at Fall Conference and Spring Training	Y			
Randomly-assigned exhibit slot at Fall Conference and Spring Training events		Y		
Randomly-assigned exhibit slot at Fall Conference and/or Spring Training events (\$500 if Conference-only, \$800 if Conference and Spring Training)			Y	
List of event registrants, including email addresses, prior to the event	Y	Y		
List of event attendees, including email addresses, after the event			Y	
EMAILS TO PASFAA MEMBERS				
Organization's name with hyperlink you designate at the bottom of all Association-generated email messages (based upon time stamp of cart checkout).	Y			
PASFAA WEBSITE ACKNOWLEDGEMENT				
Individual partner specific links on the "Resources for students and families" PASFAA page: https://www.pasfaa.org/student-resources/	Y			Y
Full-size linked icon on Current Business Partners page and in Business Partner Brochure.	Y			
Half-size linked icon on Current Business Partners page.		Y		
Hyperlinked institution name on Current Business Partners page.			Y	
Rotating banner ad on all pages of pasfaa.org (8 seconds), with GIF capability (20k max size).	Y			
SPOTLIGHT article on the homepage Limited to the first 12 Tier 1 business partners who sign up. Consists of logo and an article. Text to include hyperlink; photos which can be linked; video links; standard PDF with embedded links, photos and/or videos. Size should be 1021 pixels x 640 pixels.	Y			