



# PRISM

## 2026

The PDA National  
Conference  
& Exhibition

October 5-7, 2026

GRAND HYATT ATLANTA IN BUCKHEAD  
ATLANTA, GEORGIA

# Event Overview

Join us for **PRISM 2026**, the Private Directors Association's premier annual conference and exhibition. This pivotal event will take place **October 5-7, 2026**, at the prestigious **Grand Hyatt Atlanta in Buckhead**.

Your sponsorship is vital to advancing PDA's mission and driving the continued success of private company boards nationwide. As the nation's only association dedicated solely to private company governance, the Private Directors Association has been a catalyst for boardroom excellence since 2014.

PDA stands apart as the exclusive national association committed to strengthening private companies' growth and sustainability through high-impact governance practices. Our dynamic community of 3,400+ members across 21 chapters includes current and aspiring board members, private company owners, and C-suite executives from:

- Family-owned businesses
- ESOPs
- Private equity-backed companies
- Early-stage and startup organizations

Together, we're shaping the future of private company governance through high-performing, diverse boards. Don't miss your chance to be part of this landmark event and connect with the leaders building tomorrow's boardrooms.



# PRISM Marquee Sponsor

## \$25,000

One exclusive sponsor opportunity at \$25,000 or two co-sponsors at \$12,500

### Opening Welcome Reception

**Monday, October 5, 2026**

- Reception welcome opportunity (5 minutes)
- Event signage
- Four full conference registrations for individual sponsors
- Two full conference registrations for each co-sponsor
- Mailing list of all Conference attendees (emails for those that opt-in)
- Logo included in Conference promotion, mobile app, website page, marketing announcements, monthly PDA communications (until conference date), onsite program/signage Recognition on the 2026 National Conference website
- One custom push notification per day sent from conference app



# PRISM Champion

## \$15,000

### Networking Happy Hour

**Tuesday, October 6, 2026**

- Located in Conference Exhibit Area
- Two full conference registrations
- Mailing list of all Conference attendees (emails for those that opt-in)
- Logo included in Conference promotion, mobile app, website page, marketing announcements, monthly PDA communications (until conference date), onsite program/signage
- Recognition on the 2026 National Conference website



# PRISM Supporter

**\$7,500**

## Session Keynote

### Three opportunities:

- Session introduction (3 minutes)
- One full conference registration
- Mailing list of all Conference attendees (emails for those who opt-in)
- Logo included in Conference promotion, mobile app, website page, marketing announcements, monthly PDA communications (until conference date), onsite program/signage Recognition on the 2026 National Conference website



## Plated Networking Lunch

### Two opportunities:

- **Tuesday, October 6**
- **Wednesday, October 7**

### Includes:

- Luncheon Welcome (3 minutes)
- One full conference registration
- Mailing list of all Conference attendees (emails for those that opt-in)
- Logo included in Conference promotion, mobile app, website page, marketing announcements, monthly PDA communications (until conference date), onsite program/signage Recognition on the 2026 National Conference website

# Friend of PRISM

## Friend of PRISM Educational

### *Sponsorship Opportunities*

#### **\$1,500      Breakout Session Sponsor**

- Multiple sessions available
- Includes Sponsor recognition signage during session



## Friend of PRISM Meals and Breaks

#### **\$5,000      Continental Breakfast**

- Includes Sponsor recognition signage during meal
- **Two opportunities:**
  - **Day One:** Tuesday, Oct. 6
  - **Day Two:** Wednesday, Oct. 7



#### **\$3,000      Conference Networking Break**

- Includes Sponsor recognition signage during break time
- **Four opportunities:**
  - **Day One (Morning):** Tuesday, Oct. 6
  - **Day One (Afternoon):** Tuesday, Oct. 6
  - **Day Two (Morning):** Wednesday, Oct. 7
  - **Day Two (Afternoon):** Wednesday, Oct. 7



# PRISM Tabletop Exhibitor

**\$2,500**

Tabletop Display Only

- Six Foot Tabletop, located in high traffic, dedicated Exhibitor area
- One full conference registration
- Attendee roster of all Conference attendees (emails for those that opt-in) 7-10 business days prior to event start.
- Logo included in Conference promotion, mobile app, website page, marketing announcements, monthly PDA communications (until conference)



# PRISM A La Carte

- **CONFERENCE WIFI - \$4,000**
- **MOBILE EVENT APP - \$4,000**
- **HOTEL ROOM KEY COVER SPONSOR - \$4,000**
- **LANYARD SPONSOR - \$4,000**
- **CHARGING STATION SPONSOR - \$3,000** (open to multiple sponsors)

## BENEFITS INCLUDED WITH PRISM A LA CARTE SPONSORSHIPS

*Company logo on event mobile app, website page, all event marketing announcements, monthly PDA communications (until conference date), onsite program/signage.*

*Recognition & acknowledgment of thanks included in the event script & scrolling PPT in the general session meeting room.*

*NOTE: Procurement, Design and Production of branded items to be provided by PDA.*



Contact Us:



## Chris Flood

Director of Sponsorships  
& Strategic Alliances

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