

CONFERENCE
SPONSORSHIP
& EXHIBITION
OPPORTUNITIES



PRISM

Seeing Board
Excellence In
A New Light



The PDA National
Conference

September 17-18, 2024

InterContinental Chicago
Magnificent Mile

EVENT OVERVIEW

Join us for the Private Directors Association 2024 inaugural annual conference & exhibition celebrating 10 years of implementing good governance practices and resources for independent board members.

Your event sponsorship will support the success and growth of PDA! The Private Directors Association (PDA) is an independent 501(c)(6) founded in 2014 and headquartered in Chicago, IL.

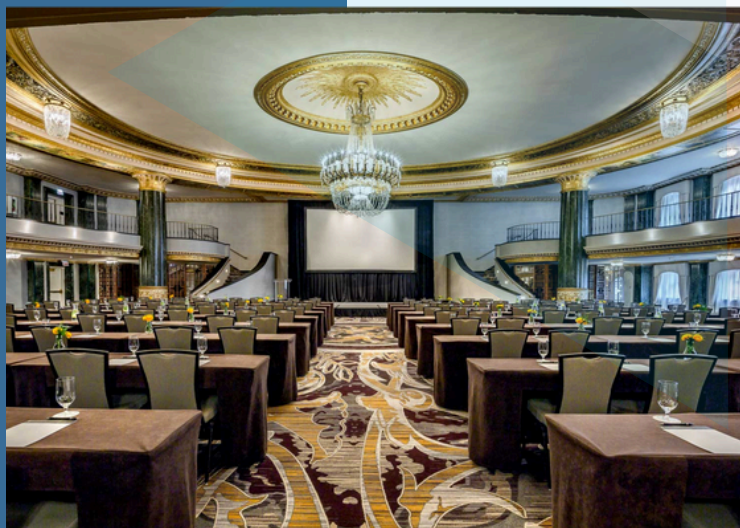
- PDA is the only national association dedicated exclusively to improving private companies' growth and sustainability through governance that adds value.
- Our over 3,500 members include current and qualified future board members, private company owners, and C-level executives of family-owned businesses, ESOPs, private equity owned, and early-stage and startup organizations.
- Our members engage across our more than 20 chapters nationwide to promote the mission of enhancing corporate value through high-performing boards.



- Includes Private Networking (champagne toast) with PDA Board/Chapter Leadership on Monday evening, September 16
- Two Complimentary Conference Registrations
- Moderator spot option for a session
- Logo included in Conference promotion, **mobile app, website page, marketing announcements, monthly PDA communications** (until conference date), onsite program/signage
- Recognition and acknowledgment of thanks included in event script & **scrolling PPT** in the general session meeting room
- **Social media** announcements
- Option to share limited collateral materials in welcome gift bag
- **Mailing list** of all Conference attendees (emails for those that opt-in)

PRISM CHAMPION \$10,000

Available to Multiple Sponsors



FEATURED SPEAKER \$7,500

Limited to Three

- Includes Private Networking (champagne toast) with PDA Board/Chapter Leadership on Monday evening, September 16
- One Complimentary Conference Registration
- Introduction of Featured Speaker as identified by PDA
- Logo recognition on **signage and Featured Speaker**
- Logo included in conference promotion, **mobile app, website pages, marketing announcements, monthly PDA communication (until conference date), onsite program/signage**

PDA LEADERSHIP LUNCH \$6,000

Open to One Sponsor

- By Invitation Only Leadership Lunch on September 16, 2024
- Includes Private Networking (champagne toast) with PDA Board/Chapter Leadership on Monday evening, September 16
- Two Complimentary Lunch Tickets
- Sponsorship introduction during lunch
- Logo included in conference promotion, **mobile app, website pages, marketing announcements, monthly PDA communication (until conference date), onsite program/signage**

PRISM SPONSOR \$5,000

Available to Multiple Sponsors

- Includes Private Networking (champagne toast) with PDA Board/Chapter Leadership on Monday evening, September 16
- One Complimentary Conference Registration
- Moderator spot option for a session
- Logo included in conference promotion, **mobile app, website page, marketing announcements, monthly PDA communications (until conference date), onsite program/signage**
- Recognition and acknowledgment of thanks included in event script and **scrolling PPT**

BREAKOUT SESSION \$1,000

One Sponsor Per Session

- Introduction of Breakout Session Speaker as identified by PDA
- Logo recognition on **signage & Breakout Session introduction, and mobile app.**
- Logo included in conference promotion, **mobile app, website page, marketing announcements, monthly PDA communications (until conference date), onsite program/signage**



NETWORKING RECEPTION \$10,000-\$20,000

One Exclusive at \$20,000, or Two Co-Sponsors each at \$10,000

- Includes Private Networking (champagne toast) with PDA Board/Chapter Leadership on Monday evening, September 16
- Two Complimentary Conference Registrations
- Reception to be held in historic “King Arthur Room” with 1920’s theme. Includes **logo recognition on signage** and opportunity to welcome reception attendees
- Logo included in conference promotion, **mobile app, website page, marketing announcements, monthly PDA communications (until conference date), onsite program/signage**

Note customized experience for all reception sponsors - i.e., distribute gift/products for attendees, custom cocktail napkins, etc.

- Includes logo recognition on **mobile app, signage**
- Table onsite for company collateral near photographer
- Headshots will also be offered during designated times
- Logo included in conference promotion, **mobile app, website page, marketing announcements, monthly PDA communications (until conference date), onsite program/signage**

**CONFERENCE
PHOTOGRAPHER
SPONSOR
\$4,500**

Available to Multiple Sponsors

- Sponsor recognition at the podium
- Includes logo recognition on **mobile app, signage & menu cards**
- Logo included in conference promotion, **mobile app, website page, marketing announcements, monthly PDA communications (until conference date), onsite program/signage**

**LUNCHEON
SPONSOR
\$4,000**

Available to Multiple Sponsors

- Includes logo recognition on **mobile app, signage & menu cards**
- Logo included in conference promotion, **mobile app, website page, marketing announcements, monthly PDA communications (until conference date), onsite program/signage**

**REFRESHMENT
BREAK SPONSOR
\$3,000**

Available to Multiple Sponsors

- Includes 6' ft skirted table & 2 Chairs
- Option to bring pull-up company banner or easel-back signage for table display
- Electric is optional at an additional cost
- Includes one complimentary conference registration
- Exhibitor agreement and guidelines to follow.

**TABLE TOP
EXHIBIT
\$2,000**

Available to Multiple Sponsors

A LA CARTE SPONSOR OPPORTUNITIES

MOBILE EVENT APP - \$4,000 (open to one sponsor)

HOTEL ROOM KEY SPONSOR - \$4,000 (open to one sponsor)

LANYARD SPONSOR - \$4,000 (open to one sponsor; plus cover production cost; product and content subject to PDA approval)

CHARGING STATION SPONSOR - \$2,000 (open to multiple sponsors)

WELCOME “GIFT BAGS” FOR ATTENDEES - \$5,000 (open to multiple sponsors)

PORTFOLIO/NOTEBOOK SPONSOR - \$3,500 (open to one sponsor; plus cover production cost; product and content subject to PDA approval)

PEN SPONSOR - \$2,500 (open to one sponsor; plus cover production cost; product and content subject to PDA approval)

PROGRAM SPONSOR - \$3,000 (open to one sponsor; production to be coordinated through PDA)

BENEFITS – INCLUDED WITH ALL ABOVE A LA CARTE SPONSOR OPPORTUNITIES

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

Please click [here](#) to select your preferred sponsorship option(s) and secure payment. Payment can be processed via invoice link or a check mailed to Private Directors Association, c/o Wendy Sech, 20960 South Frankfort Square Road, Suite B, Frankfort, Illinois 60423.

Are you interested in a sponsorship option not seen here? Please contact:



WENDY SECH

Director of Corporate Sponsorship

E: wsech@privatedirectors.org | p. 219.617.0270

privatedirectors.org