AUA Annual Conference 2021
Sponsorship Opportunities

Monday, 29 to Wednesday, 31 March 2021

exhibitions@aua.ac.uk
What will my package include?

All packages will receive the following as standard:

- Inclusion in the sponsor section of the Conference App and the Conference Platform
- A welcome message on confirmation of your package across the AUA social media platforms reaching over 10,000 people
- Your logo uploaded to the AUA website with a link to your company site
- The option to write a blog in which the AUA will post and promote via our social media platforms*

*The blog should not be a direct sales pitch and will be moderated by the AUA. If you would like more information, please contact exhibitions@aua.ac.uk.
Exhibition booth - £800+VAT

The exhibition is a central part of the AUA Annual Conference.

It provides valuable networking and commercial opportunity for you, and enhances the overall conference experience for our delegates.
Exhibition booth - £800+VAT

A virtual exhibition booth includes:

- A personal video chat for instant networking or scheduled appointments
- The opportunity to upload various supporting documents and advertising materials for delegates to download onto their devices
- The opportunity to include multiple links to your website and beyond
- Two exhibitors per booth, per day
This is your chance to participate in the Conference programme.

A supplier showcase enables you to deliver a sponsored session to delegates who choose to attend your session. You will be required to complete a session proposal form (sent to you once we have received your booking form) detailing what your session will contain, and it will need to fit with the Conference theme, but otherwise, the options are limitless! A targeted and very limited opportunity!
Supplier showcase | Unavailable

As part of this package you will receive:

- A 60 minute slot to deliver your session*
- Your session advertised in the main conference programme
- Up to three people to deliver your session

*A Supplier Showcase is not a sales pitch opportunity, but a session that should offer attendees clear learning outcomes.
There are two opportunities to sponsor a plenary session:

Opening plenary | Panel debate

As part of this package you will receive:

- A marketing presentation slide created by the sponsor to be shown after the hotspot* during the session introduction
- Your logo on the presentation slides
- The opportunity to promote your company to the full delegation
- Attendance for two people in your sponsored session only
- Acknowledgement of and thanks for your sponsorship in the introduction

*This package is not part of the hotspot sponsorship package. The hotspot will take place first, followed by the plenary.
Working session sponsorship - £500+VAT

There are six opportunities to sponsor a set of working sessions:

Working session one | working session two | working session three
Working session four | working session five | working session six

Each set of working sessions will have six individual sessions within them for delegates to choose from and your sponsorship will cover five of the six sessions*.

*The sixth session is a Supplier Showcase and we cannot offer sponsorship on these sessions.

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Working session sponsorship - £500+VAT

As part of this package you will receive:

- A marketing presentation slide created by the sponsor to be shown as delegates enter each session*
- Your logo on the presentation slides*
- The opportunity to promote your company to the full delegation
- Attendance for two people to attend a session of choice from your set of sponsored working sessions only
- Acknowledgement of and thanks for your sponsorship in the introduction of each session

*Subject to approval from the speakers. We will adjust invoices accordingly.
Keynote session sponsorship - £600+VAT

There is one opportunity to sponsor the set of keynote sessions.

The set of keynote sessions will have four individual sessions within them for delegates to choose from and your sponsorship will cover all four sessions.
Keynote session sponsorship - £600+VAT

As part of this package you will receive:

- A marketing presentation slide created by the sponsor to be shown as delegates enter each session*
- Your logo on the presentation slides*
- The opportunity to promote your company to the full delegation
- Attendance for two people to attend a keynote of choice from your sponsored sessions
- Acknowledgement of and thanks for your sponsorship in the introduction of each session

*Subject to approval from the speakers. We will adjust invoices accordingly.
Hotspot—Unavailable

There are two opportunities to sponsor a hotspot: Opening keynote | Plenary debate

An ideal addition to an exhibition booth or supplier showcase, we have two hotspot opportunities available.

Taking place at the beginning of each plenary session*, a hotspot gives you maximum exposure to delegates.

*This package is not part of the plenary session sponsorship package. The hotspot will take place first, followed by the plenary.
Hotspot—Unavailable

As part of this package you will receive:

- Two minutes maximum to speak to the full delegation
- Opportunity for up to two people to deliver the hotspot

This package is not part of the plenary session sponsorship package. The hotspot will take place first, followed by the plenary.

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Upon evaluation of our 2019 Conference, we found some of the following metrics:

- 594 of our delegates logged into the App
- There were over 35,000 total number of actions across all users taken in the App
- The App was used for over 26,000 minutes throughout the Conference
- Users viewed the rolling banners a total of 134,000 times
- Users viewed the sponsored banners a total of 62,200 times and tapped through to the sponsored banners information a total of 256 times throughout the Conference
Take the opportunity to draw further notice to your brand by purchasing a full colour rolling banner advertisement within the Conference App. This opportunity allows your banner to be displayed on a continuous loop at the top of the App.

As part of this package, you will receive:

- One banner (to be created by the AUA and agreed with the sponsor), on a 5 second loop on the Conference App across the three days

This package does not include attendance at the conference.