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2021 Atlas® Convention **Preferred Supplier Information** **& Sponsorship Opportunities**



Atlas® Preferred Suppliers

Preferred Supplier Advantages	Platinum \$5,000	Gold \$4,000	Silver \$3,000
Recommended Atlas Preferred Supplier	Included	Included	Included
A page designated to your business on the Atlas Loop	Included	Included	Included
Featured content on the Atlas Loop <i>Optimize your business profile and reach Atlas Agents with featured content or collateral</i>	Included	Included	Optional
Highlight in the 2021 Winter Amplifier	Included	Optional	Optional

Convention Exhibitor Advantages San Antonio, TX Nov. 3 - Nov. 5			
Convention attendee registration	3	2	1
Booth space <i>Pipe and drape space with a table, trash can, plus electricity upon request only</i>	Larger Space Available	8 X 10	8 X 10
Preferred Supplier level recognition on name badge	Included	Included	Included
Recognition on signage throughout Convention	Included	Included	Included
Passport program <i>We'll drive attendees to your booth with a stampable passport card and a prize for one lucky winner</i>	Included	Included	Optional
Refreshment sponsor <i>Don't miss our additional sponsorship opportunities for these fun gatherings</i>	Ice Cream Social & Last Call	Beverage Breaks	Optional
Continental breakfast sponsor <i>Priced at \$200 for Gold and Silver suppliers.</i>	Included	Optional	Optional
Pre-Convention exhibitor newsletter to attendees <i>Reach all Convention attendees to let them know you'll be seeing them in San Antonio</i> <i>Priced at \$200 for Gold and Silver suppliers.</i>	Included	Optional	Optional
Spreadsheet of Convention attendees <i>Priced at \$200 for Gold and Silver suppliers.</i>	Included	Optional	Optional

Atlas Convention App Advantages			
Mobile app directory listing	Included	Included	Included
Preferred Supplier level designated in mobile app	Included	Included	Included
Featured content in mobile app listing <i>Add PDF, JPEG, or PNG files relating to your company or products</i>	Included	Included	Optional
Mobile push notifications sent to attendees phones	Included	Optional	Optional

* The Atlas Loop is an intranet that houses news and tools concerning the moving and storage industry for Atlas agents. It is sales and marketing focused, but offers articles, discussion threads, and events accessible by everyone in our agency network.

* The Amplifier is the corporate magazine of Atlas World Group. The print copy has a distribution of nearly 3,000, plus an online edition available to anyone at atlasamplifier.com.

Visit <https://convention.atlasloop.com> to view the agenda, register for the golf tournament, and learn more about exhibitor opportunities!

Available Sponsorship Opportunities

▪ Registration Sponsor

Registration is the first thing attendees do when they arrive. You have the option to work with us at the registration desk and handout co-branded bags with your company logo and even a piece of collateral or fun giveaway if you'd like. **Cost: \$2,000**

▪ Badge Lanyards

Every attendee will rock your logo throughout our 3 day event. The Convention badges and lanyards are more crucial than ever, as this year they'll list the entire agenda on the back. Eyes will constantly be on your brand as people check when and where they're supposed to be. **Cost: \$1,500**

▪ Golf Tournament Challenges

Let's start Convention off right by celebrating success on the course. Sponsor closest to the pin, longest drive, and longest putt competitions during the annual golf tournament on Wednesday, November 3. Each winner will receive a gift card and of course, bragging rights. You'll be recognized in preconvention emails, signage on the course, and through other announcements. The gift cards will be delivered to your booth in the exhibit hall for distribution to the winners.

Cost: \$1,000 for all 3

▪ Passport Program

Attendees are incentivized to visit exhibitors with this traditional exhibit hall game. Each participating attendee will stop by your booth to get their passport stamped, giving you the opportunity to educate them on your product or service. Attendees who get all the spaces on the card signed by the exhibitors will be entered into a grand prize drawing. This is included for Platinum and Gold Packages.

Cost to add to Silver Package: \$200

▪ Mobile Push Notifications

Reach all attendees right on their phone. Similar to text messages, these push notifications pop up with an alert and display a message from your company in attendees' inboxes. These are ideal if you're trying to drive traffic to your booth at a certain time to give away a prize or do a demo. We'll work with you to craft a message that will catch the attention of Convention guests and schedule it to send at an optimal time.

Cost: \$200 per message

▪ Wifi

Reach all attendees right on their phone with a customizable WiFi network password. This new and unique sponsorship opportunity allows you to expand your reach and broadcast your company name to all attendees through a WiFi password tailored to your specifications.

Cost: \$1,500

Contact **Madison Farr** at **800-638-9797 #2078** or **madfarr@atlasworldgroup.com** with your selection or questions. Sponsorship specific requirements, such as logo specs and payment information, will be communicated after you make your selection.

▪ **Dog Therapy Coffee Break**

Attendees will be able to enjoy their morning brew with some special furry friends. Paws for Service will be stationed in the foyer following the Opening General Session with dogs for guests to pet and take pictures with. Signage at the station and in the mobile app identifies you as a sponsor, plus there will be coffee cups sporting your logo. **Cost: \$1,500**

▪ **Bourbon Tasting**

Known for making the very first ever, legal Texas bourbon, Garrison Brothers Bourbon will be stationed throughout the reception to educate connoisseurs on their high-end product. This Lone Star state favorite is must for bourbon enthusiasts, as their product was made from a sweet mash bill and heat-forged in the scorching Texas sun, extracting all the flavor possible from the American white oak barrels, yielding a darker, richer, and fuller bourbon than any out there on the market. Signage at each station and in the mobile app identifies you as the sponsor, plus there will be beverage napkins sporting your logo. Got other ideas? Pour them on us.

Cost: \$1,500

▪ **Hotel Keycards**

Stay with Convention attendees wherever they go. No one leaves their hotel room without a key, this is a great opportunity for a little reminder of your company, too. Print your message on both sides of the keycard, which is the first thing attendees get when arriving at the hotel. It's roughly the same size as a business card, so why not use it in the same way? **Cost: \$3,000**

▪ **Golf Tournament Beverage Cart**

On the golf course, happiness means a few birdie putts and a couple cold drinks. You can't help their game, but you can sponsor the beverage cart that delivers refreshments to ease the pain after a bogey or three.

Cost: \$2500

***Sponsorship selection deadline is
September 24, 2021***



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