

2024 GENERAL ASSEMBLY SPONSORSHIP & EXHIBITS PROSPECTUS



JUNE 20 - 23, 2024



VIRTUAL



GAexhibits@uua.org

Connect with the GA Audience



From theological schools to specialty craft vendors, UUA staff groups to affiliate groups, the Virtual GA Exhibit Hall is a diverse marketplace of ideas and goods.



BENEFITS TO VIRTUAL SPONSORSHIP

1

REACH

Virtual events attract a nation-wide audience, allowing sponsors to reach a broader demographic.

2

COST

Virtual sponsorships allow exhibitors to take a year off from the expense of in-person events, travel, and concessions; Freeing up resources for the future.

3

FLEXIBILITY

The virtual exhibit hall is open 24-7! Chat in your booth from anywhere with internet, and choose from the Web Browser or Mobile GA App.



BENEFITS TO VIRTUAL SPONSORSHIP

4

BRAND VISIBILITY

Top sponsors will have their brand rotating in multiple areas of the GA and new opportunities to present before GA programs.

5

EXPOSURE

GA resources are available to registrants as early as June 1, through June 27. Sponsors and exhibitors will benefit from ongoing visibility before and after GA.

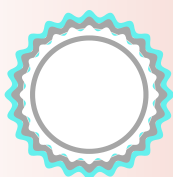
6

CONNECTIONS

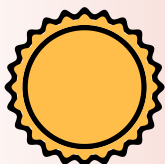
Gain leads, resources, and gain lifelong knowledge to grow with the Unitarian Universalist community



SPONSORSHIP PACKAGES



Platinum Sponsorship



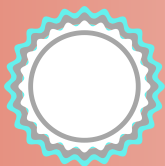
Gold Sponsorship



Silver Sponsorship



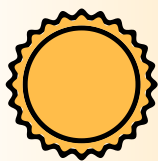
Bronze Sponsorship



Platinum Sponsorship

- NEW** • Your organization's 3-minute video played before a GA Featured Speaker
- NEW** • Appreciation on uua.org/GA homepage
- NEW** • (1) Social Media feature
 - (2) Direct Email Ads in May or June
 - (2) Push Notifications in GA App
 - Full Page PDF Program Book Ad
 - Acknowledgement in PDF Program Book
 - Logo banner ad in the GA App
 - Sponsorship Listing in GA App
 - Pre-Roll Slide
 - Virtual Exhibit Booth
 - Sponsorship page linked to any cohort, program or on-demand workshop

\$4,000



Gold Sponsorship

- (2) Direct Email Ads May or June
- (2) Push Notifications in GA App
- Full Page PDF Program Book Ad
- Acknowledgement in PDF Program Book
- Logo banner ad in the GA App
- Sponsorship Listing in GA App
- Pre-Roll Slide
- Virtual Exhibit Booth
- Sponsorship page linked to any cohort, program or on-demand workshop led by your organization

\$3,000



Silver Sponsorship

- (1) Direct Email Ad in May or June
- (1) Push Notification in GA App
- Half Page PDF Program Book Ad
- Acknowledgement in PDF Program Book
- Sponsorship Listing in GA App
- Pre-Roll Slide
- Virtual Exhibit Booth
- Sponsorship page linked to any cohort, program or on-demand workshop led by your organization

\$2,250



Bronze Sponsorship

- Half Page PDF Program Book Ad
- Acknowledgement in PDF Program Book
- Sponsorship Listing in GA App
- Pre-Roll Slide
- Virtual Exhibit Booth
- Sponsorship page linked to any cohort, program or on-demand workshop

\$1,200

NEW

SPONSORSHIP

FEATURES

PRE- PROGRAM VIDEO

Your 3-minute video will stream before a featured speaker or live event on the GA schedule.

Included in Platinum Sponsorship

SOCIAL MEDIA HIGHLIGHT

(1) Facebook and Instagram post to UUA GACS accounts, including text, photos /or video showcasing your organization. Design support included.

Included in Platinum Sponsorship

PRE- ROLL SLIDE

Featured before all General Sessions, accessible to all registrants and public attendees. Slides will be played alphabetically in order of sponsorship level.

Included in all Sponsorship Packages

NEW SPONSORSHIP FEATURES

LINK TO GA AGENDA SESSIONS

Any GA Sponsor leading a cohort, presenting an on-demand program, or featured workshop can link to sessions in the agenda section of the GA App.

→ Show Agenda

♥ 0 Likes

On-Demand Programming

📅 Thu Jun 20, 2024 ⌚ 8:00 AM - 9:00 AM 👤 0 Attending

📅 Add to My Agenda Like session 📝 Take notes

The programs listed here will be available for on-demand viewing before and during GA.

Subsession

About General Assembly

📅 Thu Jun 20, 2024 ⌚ 8:00 AM - 9:00 AM

Location: On Demand Video
Speaker: Betty Spaghetti

View details

📅 Add to My Agenda

Sponsored By 🏷️ Test Exhibitor 1

Write a reply

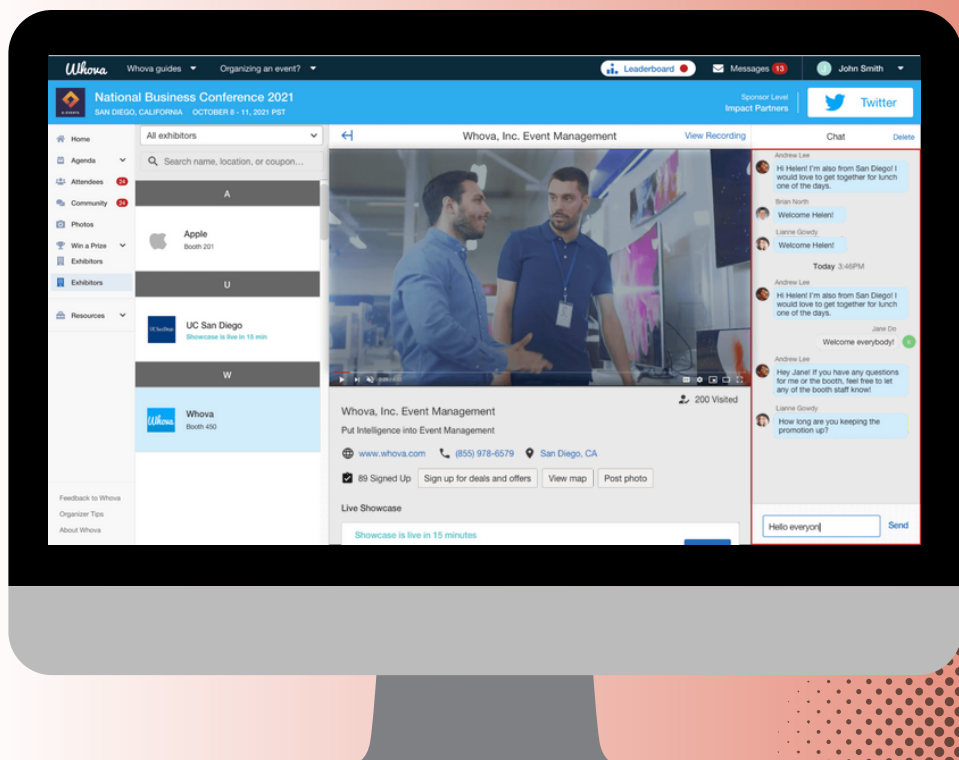
Included in all Sponsorship Packages

A LA CARTE OPTIONS

Virtual Exhibit Booth: \$500

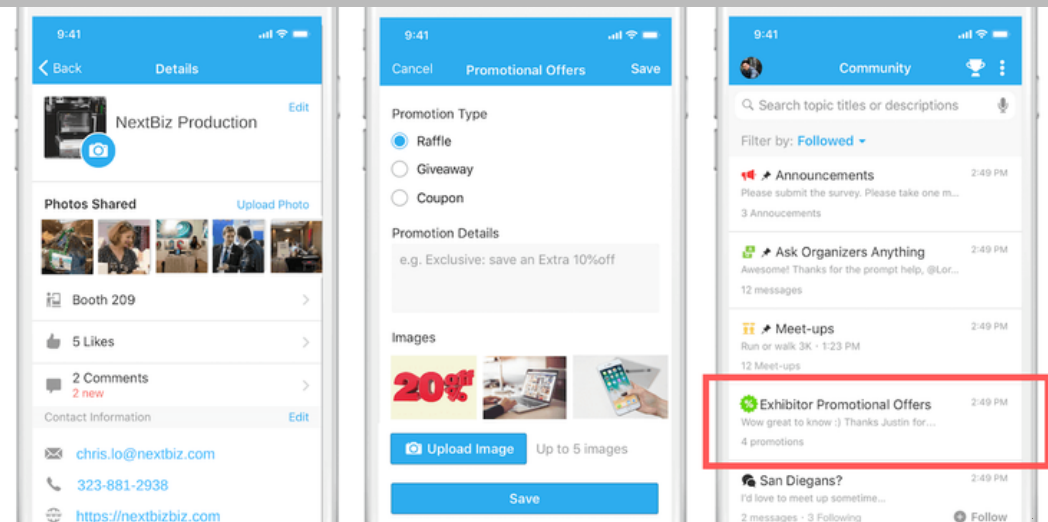
Virtual Exhibit Booths are fully customizable spaces in the GA App powered by Whova. You can feature video links, raffles, and virtual meet-ups. Collect attendee contacts effortlessly, track booth visits, and receive a customized lead report.

Let's make your booth an unmissable destination!



Virtual Booth Customizations

- Add text, links, photos, PDFs, and video links
- Create custom raffles, promotions, or giveaways to engage with attendees.
- Add up to (3) complimentary booth staff.
- Provide demonstrations and presentations through scheduled video livestreams
- Chat directly with attendees through embedded in-booth chat features



A LA CARTE AD OPTIONS

PDF Program Book Ads

The digital program book (PDF) will be distributed to all GA registrants and posted on uua.org/ga by mid May. Ads must be submitted as a press quality PDF. Advertisements, including borders, must fit within the dimensions below.

- Full Page - \$500
(7" width x 10" height)
- Half Page - \$350
(7" width x 4.875" height)
- Quarter Page Ad - \$250
(3.375" width x 4.875" height)

A LA CARTE AD OPTIONS

Direct Email Advertisements

\$500 each, sent in May or June

General Assembly emails GA Registrants with important announcements and event updates. We will include your sponsored message (up to 100 words, one image 240x240 pixels, web links) in an email we send to all registrants.

Contact meetingplanner@uua.org to inquire about including your sponsored message in other emails we send pre-GA and post-GA.

Please Note

Emails are sent on Fridays. Advertising content is due the Monday before.

A LA CARTE AD OPTIONS

Push Notification in the GA App

\$500 each

Discover the magic of Push Notifications: A fantastic real-time marketing tool. Imagine sending your sponsored message to event attendees effortlessly. You can schedule it to be delivered right to their devices. The Push Notification consists of a Subject and a Body, much like an email. The Subject is that initial teaser your users see when the notification pops up on their device. When they click on it, they'll dive into a more detailed message within the app, spanning up to 100 words and even accommodating external web links. You can even add an image to make your message truly stand out. Let's start crafting engaging and impactful notifications together!

MARK YOUR CALENDARS



- **Monday, April 1** - Deadline for Sponsorship reservations, Deadline for Exhibitor reservations, Deadline for Program book ad reservations
- **Wednesday, May 1** - PDF Program ad files due.
- **Wednesday, May 15** - Deadline for Push notification reservations
- **Friday, May 24** - Deadline to submit Pre-Roll Slides and content for Push notifications



LET'S COLLABORATE

The General Assembly and Conference Services (GACS) team is dedicated to assisting GA Exhibitors, Sponsors and Advertisers in achieving their return on investment (ROI) objectives and ensuring they meet our shared deadlines. In mid-November 2023, we'll host a Zoom Town Hall Meeting to discuss all options available for 2024 and answer your questions.

We also have a series of bi-monthly town hall meetings planned in the months leading up to GA.

As we transition to a fully virtual year, we are here to address any questions you may have regarding the utilization of the virtual tools provided through the GA App powered by Whova.

For inquiries about exhibiting, contact

Betty Clark: bclark@uua.org // (617) 948 4209

For inquiries about sponsorships and ads, contact

Donny Plante: dplante@uua.org // (617) 948 4208

JOIN US THIS JUNE!



GAexhibits@uua.org