

Benefits	EXCLUSIVE EXHIBITOR	PREMIER EXHIBITOR	SELECT SPONSOR	SUPPORTING SPONSOR
PTI Member	\$1,350	\$1,100	\$900	\$600
Non-Member	\$1,600	\$1,350	\$1,100	\$800
1. Your company's BOOTH (for Exhibitors only) or SPONSOR PAGE (Sponsors) on virtual convention platform (EXHIBITOR and SPONSOR areas are separate from one another); includes logo, contact info, description, marketing video, 2 PDF downloadable handouts, and ability to schedule and market your own live showcase or product demo using your own video conferencing account (i.e. Zoom, GoToMeeting, Facebook Live, YouTube Live, and more) YOUR BOOTH OR SPONSOR PAGE IS VISIBLE AND ACCESSIBLE FREE TO PTI'S ENTIRE CONTACT DATABASE (120,000+)	✓	✓	✓	✓
2. A dedicated 30-minute LIVE FEATURED SESSION added to the main Convention Agenda and open for free to PTI's entire contact database You will receive the names, e-mail addresses, and affiliation of all who attend your Session	✓	✓	✓	
3. A dedicated e-mail blast from PTI, to 120,000+ e-mail contacts, promoting your dedicated LIVE FEATURED SESSION (see #2 above); e-mail will include an opt-in feature for interested parties to request more information about your company, and you will receive the e-mail addresses of those who opt-in (limited availability; first come, first served)	✓			
4. A dedicated social media post from PTI to more than 7,800 followers on Facebook, Twitter, and LinkedIn promoting your BOOTH and FEATURED SESSION (see #2 above)	✓	✓		
5. A dedicated social media post from PTI to more than 7,800 followers on Facebook, Twitter, and LinkedIn promoting your SPONSOR PAGE			✓	
6. Your company marketing video added to PTI's Facebook video page with more than 3,600 followers	✓	✓	✓	✓
7. Your company marketing video embedded (via YouTube) on PTI's website for the remainder of 2020	✓	✓		
8. Number of complimentary Full Convention Registrations (additional BOOTH staff are free but have limited access on the Convention platform and cannot attend Meetings or Technical Sessions)	✓✓	✓		
9. Participate in Exhibitor Passport Contest to boost BOOTH traffic and gain more leads	✓	✓		
10. Ability to chat live "IN-BOOTH" in real-time with visitors	✓	✓		
11. Ability to collect more leads by offering a raffle, giveaway, or coupon; you will instantly receive the contact information for those who participate in your offer	✓	✓		
12. Participate in the Convention's Community Board and Social Wall: search attendees, request to chat, set-up a virtual meet-up, post articles, and start discussion topics for all attendees to view	✓	✓	✓	✓
13. Participate in the Career Fair; post job opportunities, accept applications, and schedule a virtual meet-up with candidates	✓	✓	✓	
14. Number of places your logo appears as a banner ad in high-traffic areas of the Convention platform			✓✓✓	✓
15. Recognition at Opening Session, Awards Ceremony, Closing Session, PTI website, and PTI JOURNAL	✓	✓	✓	✓
16. Ability to collect and download leads from your BOOTH	✓	✓		

FREQUENTLY ASKED QUESTIONS

When it comes to EXHIBITOR BOOTHS, do they need to be staffed 24/7? Booths do not need to be staffed during any certain hours; in fact, they are already and receiving activity right now, before the Convention has even started! We encourage Exhibitors to download the Whova app on their smart phones - doing so allows booth staff to receive a push notification from Whova when someone is active in your booth (sends a message, asks a questions, etc.). If you miss the notification, it will be there for you next time you log in.

It's the week before Convention - isn't it too late to participate? No! PTI staff can add you as an Exhibitor at any time before or during the Convention; plus, if you already have marketing collateral available (PDF brochures, marketing video, photos, etc.), it takes less than 30 minutes to build your Exhibitor or Sponsor page.

We'd like to support PTI and the Convention, but we really can't build out a booth and chat with visitors. No problem - the Supporting Sponsor level allows your brand to be displayed multiple times during and after the Convention. It's the most hands-off option but still includes PDF marketing collateral + marketing video if you wish to upload.

I have a Featured Session; what is this and what should we talk about? This is your company's chance to shine! Featured Sessions are part of the PT Resource Showcase and are open and free to all of PTI's 120,000+ contacts. We recommend planning for a 20-minute live Zoom presentation followed by about 10 minutes for Q&A. Talk about whatever you want!

How many attendees do you expect throughout the Convention week? As of 10/13, we have 500 paid and free attendees registered. Paid attendees are regular attendees with access to all parts of the Convention including Technical Sessions and Committee Meetings. Free attendees only have access to Exhibitor/Sponsor areas + Featured Sessions by you. We expect approximately 1,000 unique attendees to peruse the Convention space by the end of the event, which is about 3 times more than the number of attendees who usually attend in-person Conventions!