

RNLNC 2020



July 8-9 • Virtual Conference

BECOME A 2020 RNL VIRTUAL CONFERENCE SPONSOR!

Looking for innovative ways to connect with the higher education market in this new normal? Join us for a two-day, state-of-the-art enrollment marketing and retention virtual conference this summer!

SPONSOR PERKS

The RNL virtual conference will bring top industry experts, proven solutions, and data-driven research to life via a fully interactive web platform, **including a virtual expo where you will have unparalleled access and brand exposure to a highly targeted audience of higher education leaders and innovators.**

Sponsor visibility and attendee engagement extends well beyond the event—educational sessions and virtual expo available on demand 12 months post-conference.

Previous Sponsors



SPONSOR DETAILS

EXHIBIT BOOTH SPONSOR— INVESTMENT: **\$1,000**

SPONSORSHIP INCLUDES

OPENING RECEPTION

- Fully customizable virtual exhibit booth
- Showcase product videos, display white papers, and other content
- Interact with participants via chat
- Acknowledgment during opening keynote session by RNL President & CEO
- Electronic list of participants prior to event (name, title, institution)
- One (1) complimentary registration (\$300 value)
- Blog (to be posted within 3 months of virtual event)
- Logo and URL on conference site
- Company logo on conference emails and marketing materials
- Logo and URL to be included in "Meet the Exhibitors" email sent to conference attendees pre-event



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ADDITIONAL OPPORTUNITIES FOR RNLNC EXHIBIT BOOTH SPONSORS

Extend your visibility and interaction with RNLNC participants with these additional add-ons:

BREAKOUT ROOM SPONSOR BY TOPICAL AREA—INVESTMENT: **\$500**

SPONSORSHIP INCLUDES

- 20 second breakout room welcome video by sponsor
- Company name on the virtual lectern.
- Visibility to titles who are interested in topics specific to your product/services
- Choice of breakout room (first come, first serve basis)
- Recruitment Marketing
- Financial Aid
- Strategic Enrollment Planning
- Student Success
- Graduate and Online

Availability: One sponsorship per topical area.

VENDOR THEATRE ROOM SPONSOR— INVESTMENT: **\$1,000**

SPONSORSHIP INCLUDES

- Two (2) Comp registrations (\$300 value)
- Blog (to be posted within 3 months of virtual event)
- 20 second Vendor Theatre welcome video by sponsor
- One (1) pre-recorded 20 minute session in the vendor theatre
- Include RNL logo “sponsored by <Company Name>” on the virtual lectern.
- Visibility to titles who are interested in topics specific to your product/services

Availability: One room sponsorship.



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BONUS IN-TRACK SESSION— INVESTMENT: **\$1,000** (*limited availability*)

SPONSORSHIP INCLUDES

Drive more traffic to your exhibit booth! 60-minute content session featured on the RNLNC program. Pre-recorded webinar streamed live in your exhibit booth on specific date/time (July 8 or 9), then available on-demand in your exhibit booth for up to 12 months post-event.

Availability: Five bonus track sponsorships.

NETWORKING LOUNGE SPONSOR— INVESTMENT: **\$250**

SPONSORSHIP INCLUDES

- Branded lounge per sponsor
- Networking round tables per topical area featured here
- 20 second networking lounge welcome video by sponsor

Availability: One lounge sponsorship.

VENDOR THEATRE SESSION— INVESTMENT: **\$300** (*limited availability*)

SPONSORSHIP INCLUDES

Showcase your products and services! Pre-recorded 20 minute webinars that allow you to share your story to RNLNC participants. Vendor theatre will be featured on the RNLNC program and your webinar will be available on-demand 12 months post event.

Availability: 10 Vendor Theatre sponsorships.



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HAPPY HOUR KEYNOTE HOST— INVESTMENT: **\$1,000**

SPONSORSHIP INCLUDES

As happy hour keynote sponsor, you will lead a 20 second virtual toast to kick off a fun, interactive Engagement Economy keynote session. And for additional exposure, you will have the opportunity to include a memorable item in the RNL direct mail swag bag, delivered to participants prior to the conference. Participants will kick back, grab a cocktail or a soda, and enjoy this captivating session!

Availability: One keynote host sponsorship.

DISCOUNTED REGISTRATIONS

As a valued RNLNC exhibit booth sponsor, enjoy 50% off additional conference registrations: \$150 each (value \$300 each)

Considering hosting an online conference?
Ask us about our virtual event platform provider.

CONTACT

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