

# 2021 Annual Virtual Conference Sponsorship Information

## What is the Annual NABITA Conference?

Now in its 13th year, the Annual NABITA Conference is the leading conference in the field of higher education threat assessment and behavioral intervention. Each year, the conference provides valuable, substantive, sustaining, and energizing dialogue for professionals from various disciplines who are engaged in the essential function of behavioral intervention in schools, on college campuses, and in corporations and organizations.

## Who attends this event?

Individuals from colleges, universities, school districts, local law enforcement, and mental health service agencies, among many others. These attendees will be representing a wide range of departments, professions, and programs, including: student affairs, campus law enforcement, public safety, counseling centers, residence life, human resources, case management, student conduct, offices of diversity and civil rights, general counsel, health services, and disability services.

## Why sponsor?

Our conference brings together representatives from not only hundreds of institutions, but also a rich cross-section of departments and disciplines that foster a unique opportunity for collaboration, networking, and the sharing of best practices. Becoming a sponsor of the NABITA Annual Virtual Conference will provide access and exposure to the network of the professionals outlined above. They are often key decision-makers with buying power for exactly the services and products you represent. Upon acceptance of your sponsorship application, your brand will also be aligned with one of the leading associations in the country, demonstrating our shared values and the worthy goal of making our schools and workplaces safer environments.

- Anticipated conference attendance of approximately 350 people
- Conference marketing outreach to approximately 10,000 people over the course of six months via email, social media, newsletters, and a dedicated conference webpage on [www.nabita.org](http://www.nabita.org).

## About Us

NABITA is committed to providing education, development, and support to school and workplace professionals who endeavor every day to make their campuses and workplaces safer through caring prevention and intervention, where development, education, and intervention are fostered and encouraged.

Whether it is to prevent violence, support individuals with disabilities, empower the success of those suffering from mental health challenges, conduct objective threat assessments, or assist those who are in crisis, our members are joined in common purpose and exploration of best practices.

## Apply to Sponsor

NABITA reserves the right to review sponsorship applications based on organizational fit and values alignment. Sponsor level availability is on a first-come, first-serve basis. Should we no longer be able to accommodate your request for registration, our team will contact you with additional details on other options available to you.

Sponsor registration deadline is **August 20th, 2021**, including receipt of any and all logo requirements and marketing copy.

[Click to Complete the Application](#)

Once your completed application has been received and reviewed by our conference team, we will send you a link to our payment portal to finalize payment and secure your spot as a sponsor.

# Available Sponsorship Opportunities

## Opening Keynote Sponsor (1 available) - \$2,000

The conference opening keynote is often one of our most highly attended sessions of the year. Secure this level of sponsorship and receive the following benefits:

- Exclusive sponsorship of the Opening Keynote Session of the 2021 NABITA Virtual Conference
  - Logo placement on all conference marketing, including splash slides, Guidebook mobile app, event lobby, and conference webpage
  - Recognition in any Opening Keynote Session marketing to NABITA clients, members, and registrants, including emails and NABITA social media
  - Opportunity to provide a three-minute welcome message before the start of the Opening Keynote Session
  - Two email marketing messages sent out to all conference attendees, before and after the Opening Keynote Session
  - Two complimentary registrations to the Annual Conference – includes access to the recordings – for 3 months post-conference
  - Post-event roster of attendees
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## Closing Session Sponsor (1 available) - \$2,000

Before the virtual conference concludes, this level of sponsorship allows you to be the final presence in front of NABITA's audience. Secure this level of sponsorship and receive the following benefits:

- Exclusive sponsorship of the Closing Keynote Session of the 2021 NABITA Virtual Conference
  - Logo placement on all conference marketing, including splash slides, Guidebook mobile app, event lobby, and conference webpage
  - Recognition in any Closing Keynote Session marketing to NABITA clients, members, and registrants, including emails and NABITA social media
  - Opportunity to provide a three-minute welcome message before the start of the Closing Keynote Session
  - Two email marketing messages sent out to all conference attendees, before and after the Closing Keynote Session
  - Two complimentary registrations to the Annual Conference – includes access to the recordings – for 3 months post-conference
  - Post-event roster of attendees
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## Guidebook Event App Sponsor (5 available) - \$2,000

Guidebook, the conference's event app, offers many opportunities for sponsored branding and messaging. The majority of our attendees will be using this app throughout the lead-up to and duration of the conference, so this opportunity has the potential to be seen by a majority of the attendees at any given time. Secure this level of sponsorship and receive the following benefits:

- Logo placement on all conference marketing, including event lobby and conference webpage
  - Company logo, website, and marketing blurb listed in event app
  - Company logo listed throughout the Guidebook app on branded pages, such as interactive messaging board and schedule
  - One complimentary registration to the Annual Conference – includes access to the recordings – for 3 months post-conference
  - Post-event roster of attendees
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## Featured Sessions Sponsor (10 available) - \$500

Before a session begins, this digital space provides an opportunity to feature a sponsor's logo and messaging. Package deals are available for multiple branded waiting rooms. Secure this level of sponsorship and receive the following benefits:

- Logo placement on designated splash slides, Guidebook mobile app, event lobby, and conference webpage
  - Recognition in any designated Featured Session marketing to NABITA clients, members, and registrants, including emails and NABITA social media
  - One complimentary registration to the Annual Conference – includes access to the recordings – for 3 months post-conference
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## Partner Level Sponsor (unlimited): For-Profit - \$200; Non-Profit - \$100

This opportunity will allow you to put your company logo and information in front of our captive audience, with minimal effort. Secure this level of sponsorship and receive the following benefits:

- Logo placement on conference webpage