Annual Conference – Live Learning Center

OVERVIEW

The **Exhibitor-Sponsored Learning Center** events are scheduled to occur in lightly opposed times during the ACRM Annual Conference.

Each **Learning Center** will be 60 minutes with 45 minutes of pre-recorded content, followed by 15 minutes of Q&A Chat.

All will be displayed through the presenter portal on the ACRM conference website.

HOW THIS WORKS

- Closer to the conference, a task will appear in your Presenter Portal that will allow you to request a live "Q&A Chat" for your presentation.
- The Q&A Chat is not required, although it is highly recommended for attendee engagement.
- On the scheduled day of your event, the Q&A Chat feature will allow attendees to type in their questions and presenters will type responses through their Presenter Portal.
- This Q&A option is live after your presentation finishes and stays live/open until the conference is over.
- ACRM will only turn on your Q&A Chat at your request as we do want to provide an interactive experience for the attendees and want to ensure presenters are engaged in the chat.
- The presentation will be available to all attendees **through 30 June 2021**.

After the day and time of your Event is confirmed, and after payment is received, and your logo and information are officially provided, then the ACRM marketing team gets to work on the Event publicity and your recognition.

MARKETING

EVENT PUBLICITY

- Your Learning Center Event will be publicized in the *ACRM Conference Online Program* and *Conference App*.
- Two App pushes ($500 value)
- Your Event will receive a custom digital billboard "**badge graphic**" complete with your logo.
- Your Event will receive a custom landing page in the **Online Program**.
- Your Event will be promoted in **ACRM eNews**, the weekly e-newsletter.
- Your Event will receive amplification and boosts via the *ACRM Social Media Network* with dedicated tweets, LinkedIn, and Facebook posts, and extra support from 100+ social media channels.
- You will receive One World Pass Registration, One Core Conference Registration, and 50% off additional registrations for speakers related to the Live Learning Center.

VENDOR RECOGNITION — ACRM e365

- Your **Logo**, with a **Hyperlink** will be added to your Event landing page: www.ACRM.org/LearningCenter_yourname
- Your logo will be added to *ACRM's Vendor Exposure™*
  - your logo systemwide, across nearly all of ACRM media properties
  - **13.5M+** exposures annually

INVESTMENT OPPORTUNITIES
*all prices are subject to change without notice

- **One Live Learning Center Event: $7,500**
- **Two Live Learning Center Events: $13,999**
- **Each LLC event includes one complimentary registration for the day of the event.**

TURBO BOOST YOUR PRODUCT OR SERVICE

Extra amplification? Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

CONTACT OPTIONS

- Email ThreeSixtyFive@ACRM.org or complete this inquiry form: www.ACRM.org/salesform

CALL

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