

41st Annual

AUTISM CONFERENCE



SPONSORSHIP & ADVERTISING OPPORTUNITIES

October 19 & 20, 2023 | Atlantic City

**EXPERIENCE OUR
POWER OF CONNECTION**

Since 1982, the conference has connected families and professionals with leaders in the field.



Audience Insights

The two-day conference attracts more than **1,300 attendees** each year.

- Educators
- Behavior analysts
- Psychologists
- Social workers
- Speech-language pathologists
- Parents

**GAIN SELECT BENEFITS
BY BECOMING A
SPONSOR!**

EXHIBIT SPACE*

ADVERTISEMENTS

STRATEGIC CORPORATE
LOGO PLACEMENT

SOCIAL MEDIA EXPOSURE

EVENT REGISTRATIONS**

AND MORE

**silver and gold level **gold level*

CONNECT WITH YOUR CONSUMERS

415K

CONFERENCE APP
SPONSOR
IMPRESSIONS

24K

AUTISM NEW JERSEY
SOCIAL MEDIA
FOLLOWERS

47.8K

ANNUAL CONFERENCE
WEBSITE PAGE
VIEWS

7.2K

E-NEWS TARGETED AUDIENCE
WITH 51%
OPEN RATE

NEARLY
TWICE THE
INDUSTRY
AVERAGE!

Sponsorship

Align your organization with this premier event for professionals and caregivers with significant promotional benefits before, during, and after the conference.

- Educational content
- Branded promotional items
- Refreshment stations
- Virtual platforms



MAXIMIZE YOUR MARKETING IMPACT

GOLD SPONSOR | \$4,500

BENEFITS

Autism New Jersey Website

- Logo/link on landing page, event post, registration confirmation page
- Top banner ad with live link

Whova Conference App

- Logo/link: home, agenda, profile, and on web app
- Customizable sponsor profile

E-newsletter Marketing

- Logo/link in at least 6 recruitment email footers
- Targeted recruitment top or mid banner
- Logo in email to BACB certificants in NJ and surrounding states

Printed Materials

- Logo in an exhibitor directory given to each attendee
- Logo printed on promotional post card
- Promotional signage at the event

Social Media

- Recognition on Autism New Jersey platforms
- Logo on Facebook event post cover image
- Additional shared social media post

Complimentary Conference Elements (\$2,000+ value!)

- In-person exhibit booth with one representative
- Two additional two-day registrations

SILVER SPONSOR | \$3,000

BENEFITS

Autism New Jersey Website

- Logo/link on landing page, event post, registration confirmation page
- Mid banner ad with live link

Whova Conference App

- Logo/link: home, agenda, profile, and on web app
- Customizable sponsor profile

E-newsletter Marketing

- Logo/link in at least 6 recruitment email footers
- Targeted recruitment top or mid banner

Printed Materials

- Logo in an exhibitor directory given to each attendee
- Logo printed on promotional post card
- Promotional signage at the event

Social Media

- Recognition on Autism New Jersey platforms

Complimentary Conference Elements (\$1,000+ value!)

- In-person exhibit booth with one representative

BRONZE SPONSOR | \$1,500

BENEFITS

Autism New Jersey Website

- Logo/link on landing page, event post, registration confirmation page

Whova Conference App

- Logo/link: home, agenda, profile, and on web app
- Customizable sponsor profile

E-newsletter Marketing

- Logo/link in at least 6 recruitment email footers

Printed Materials

- Logo in an exhibitor directory given to each attendee




Social Media

- Recognition on Autism New Jersey platforms

SPONSORED ADD-ON ITEMS

Add additional benefits to your sponsorship package.

A tiered level (Gold/Silver/Bronze) package must be purchased to add additional sponsored items. See page 7 for details and pricing.

| | |
|--|---|
| PROGRAM & EDUCATIONAL | Attach your organization's name to significant topics and presenters that offer our attendees a top-notch educational experience. |
| Keynote | Logo displayed on keynote session marketing material and signage |
| Workshop Block | Logo on workshop descriptions and room signs for selected block of up to 5 workshops |
| Workshop | Logo on workshop descriptions and room signs for selected workshop |
| PRINTED & CO-BRANDED | |
| Lanyard  | An exclusive logo on all attendee, exhibitor, and presenter lanyards (limit one sponsor) |
| Name Badge  | An exclusive logo on all attendee, exhibitor, and presenter name badges (limit one sponsor) |
| Tote Bag | Logo displayed on tote bag given to each attendee |
| Notepad | Logo displayed on notepad given to each attendee |
| CONFERENCE STATIONS | |
| Charging Station  | Logo displayed at 3 charging station locations in the main conference area |
| Meal & Coffee | Logo displayed at coffee and meal locations |
| Water Cooler | Logo displayed on 4 water cooler locations in the main conference area |
| DIGITAL APPS | |
| Whova Platform | Logo prominently displayed in Whova and on related marketing material |
| CEU Helper | Logo displayed on CEU Helper sign in/out QR code signage |

Multiple sponsors accepted for each item unless specified.

ADD ON PRICING

Sponsored item availability is limited to select sponsor tiers.

| ITEM | | PRICE | GOLD | SILVER | BRONZE |
|------------------|-----------------|---------|------|--------|--------|
| Keynote | | \$1,000 | ✓ | | |
| Workshop Block | | \$1,000 | ✓ | ✓ | |
| Workshop | | \$500 | ✓ | ✓ | ✓ |
| Lanyard | SOLD OUT | \$3,500 | ✓ | | |
| Name Badge | SOLD OUT | \$3,500 | ✓ | | |
| Tote Bag | | \$1,500 | ✓ | | |
| Notepad | | \$1,000 | ✓ | ✓ | |
| Charging Station | NEW | \$1,000 | ✓ | ✓ | |
| Meal & Coffee | | \$500 | ✓ | ✓ | ✓ |
| Water Cooler | | \$500 | ✓ | ✓ | ✓ |
| Whova Platform | | \$750 | ✓ | ✓ | |
| CEU Helper | | \$750 | ✓ | ✓ | |

10%

ADVERTISING DISCOUNT FOR
**ORGANIZATION
MEMBERS**

NOT A MEMBER?

Learn more at www.autismnj.org/membership

Advertising

Reach this specialized audience as a trusted source with print and digital advertisements on site or in our pre-event outreach.

- Reserve a spot on our most visited web page from May through October
- Take advantage of our highly-targeted e-mail lists
- Get in the hands of each conference attendee

website display ad



e-newsletter banner



directory print ads



REACH OUR SPECIALIZED AUDIENCE

ADVERTISING OPTIONS

Let us help you link your organization to significant elements of this top-notch educational experience.

| DIGITAL ADVERTISING | | |
|--|--|---------|
| AUTISM NEW JERSEY WEBSITE <i>5 placements available</i> | | |
| Rotating sidebar display ad | 250px wide x 350px tall includes a live URL | \$500 |
| E-Newsletter Banners <i>6 placement available of each banner</i> | | |
| Top Banner | 750px wide x 150px tall includes a live URL | \$400 |
| Mid Banner | 750px wide x 150px tall includes a live URL | \$300 |
| Bottom Banner | 750px wide x 150px tall includes a live URL | \$200 |
| PRINT ADVERTISING | | |
| CONFERENCE EXHIBITOR DIRECTORY <i>Deadline to reserve your print placement is September 1, 2023</i> | | |
| Inside Front Cover | 8" wide x 5" tall exclusive 2 placements | \$1,500 |
| At-A-Glance Centerfold Banner | 8" wide x 5" tall exclusive 2 placements | \$1,500 |
| General Banner | 8" wide x 2" tall 8 placements available | \$750 |
| Back Cover Grid | 2.5" wide x 3.5" tall 8 placements available | \$500 |
| TOTE BAG INSERT <i>1,500 copies of your insert must be sent to Autism New Jersey by September 15, 2023</i> | | |
| We will include your brochure, flyer, or other informative literature in our tote bags. | | \$1,000 |

Conference Scholarship Fund

Help offset the cost of registration for caregivers and self-advocates.

Our Anthony E. Meyer Conference Scholarship Fund is named in memory of beloved volunteer, Tony Meyer.

Tony loved attending the conference year after year. The fund helps offset the cost of conference registration for caregivers and self-advocates currently experiencing financial hardship who would otherwise not be able to attend the event.

Each year, dozens of caregivers and self-advocates attend the Annual Conference at little to no cost thanks to the generosity of donors.

Tony would be proud.



Donations of \$1,500
or more to the fund will
receive bronze
sponsor benefits.

**MAKE A DONATION
TODAY**

www.autismnj.org/scholarship

Let's Connect!

For more information or questions, email our team at conference@autismnj.org



AutismTM
NEW JERSEY

The Power of Connection

800.4.AUTISM | www.autismnj.org