

## **Sponsors / Exhibitors Chair(s)**

### **Basic Function:**

To identify and secure sponsors and exhibitors for the conference.

**Time Commitment:** Before conference- High, During conference – High (Wed, Thurs), After Conference - Low

### **Additional Duties:**

In general, the Sponsors / Exhibitors chair(s) will

- Review Sponsorship Packet prior to soliciting companies to ensure information is complete and clear.
- Solicit applicable companies to consider purchasing a sponsorship or purchasing a booth in the exhibit hall.
- Advertise sponsorship opportunities by working with the marketing team and app chair to have descriptions added to the website, app, and social media outlets.
- Be the Point of Contact for Businesses to monitor sponsor and exhibitor registrations and follow up with businesses to confirm levels and answer questions.
- Once sponsorship or a booth is purchased, forward information to Treasurer for invoicing.
- Work with the Treasurer to ensure payments are received. Follow up with businesses as needed to collect payment.
- Work with the venue/facilities to create the exhibit hall layout.
  - o Ensure booth décor
  - o Bar set up for Thursday evening Exhibitor Reception
  - o If there are special requests from sponsors that relate to food or beverage, make sure to communicate the expectations to the facilities team.
- Create a game to ensure attendees stop by exhibitor booths.
- Collect prizes and help to announce winners at the exhibit hall reception.
- Thank exhibitors in person during the event. Provide form and discount to each exhibitor for next year's conference. If they want to come back next year. A discount may be offered if they commit onsite.
- Prior to event, communicate check in process to all exhibitors.

### **At the event: (Must be available all-day Wednesday, Thursday, and Friday)**

- Check in exhibitors as they arrive. (Primarily Wednesday evening)
- Interact and be welcoming with exhibitors and sponsors during the conference.
- Answer questions that may arise.
- Collect prizes from exhibitors that are giving away prizes at the exhibit hall reception.

### **After the event:**

- Send a thank you to every exhibitor and sponsor, along with the list of attendees (name, business, email).
- Participate in the conference debrief.
- Forward any returning participants to the Conference Liaison for follow-up in January.

### **Additional Information:**

- This position is eligible for conference proceeds, assuming the conference makes money. The chair(s) will get a portion of the proceeds that are set aside for major conference chair positions and that may be given to his/her local chapter, the State Council, or a split between the two.