



VISION ²⁰/₂₀

THE FUTURE OF COMMUNICATIONS

APRIL 20-23, 2020

Hilton Beachfront Resort
Santa Barbara, CA

SPONSORSHIP OPPORTUNITIES



More than 700 member agencies take full notice of conference sponsors and exhibitors. The conference averages 400 attendees who make excellent customers and great referrals. Take advantage of person-to-person contact with influential parties or key decision makers in member organizations.

SCHEDULE

Monday, April 20

1-5 p.m. Pre-Conference Workshops
1-5 p.m. Exhibitor Set-Up
5-6:15 p.m. Welcome Reception

Tuesday, April 21

7-7:30 a.m. Exhibitor Set-Up
9 a.m.-5 p.m. Full Day of Sessions
5:30-6:30 p.m. Sponsor Mixer
6:30-8:30 p.m. Open Evening to explore Santa Barbara restaurants

Wednesday, April 22

9 a.m.-5 p.m. Full Day of Sessions
3:30-5 p.m. Exhibitor Tear Down
6-7 p.m. Awards Reception
7-9 p.m. Awards Dinner

Thursday, April 23

8-10 a.m. Educational Workshops

Note: Exhibit hours are Tuesday from 8 a.m.-6:30 p.m. and Wednesday from 8 a.m.-3:30 p.m. Peak times are during breakfast, morning and afternoon breaks, and Tuesday's mixer. We encourage you to participate in our lunches which provide additional networking opportunities.



▶ **NEW THIS YEAR!**
Every CAPIO sponsor receives at least one complimentary membership and a one-year listing on our vendor resource page on capio.org.

Sponsorship Registration: capio.org/sponsorship
or 844-CAPIO-55

Hotel Registration: capio.org/conference-hotel

Hotel Information: Hilton Beachfront Resort | Santa Barbara, CA
Room Rate: \$209/night plus taxes and fees

Price of sponsorship does not include hotel costs. Please make your housing arrangements at capio.org.

Early sponsorship commitment will give you priority in selecting your exhibit space. Sign up today at capio.org/sponsorship.

Additional badges and meals are available for purchase.

Additional badges (no meals): \$200 each

Additional badges with Tuesday and Wednesday breakfast and lunch: \$350 each (awards dinner additional cost)

	DIAMOND \$5,500	PLATINUM* \$3,500	GOLD \$2,000
Conference Recognition Benefits			
General Session Recognition (approx. 400 attendees) <ul style="list-style-type: none"> • Logo placement on tables • Recognition during one of our general sessions • Three-minute sponsor spotlight during that session • Option to present slideshow (six slides) or video (:30) 	✓		
Break-Out Session Recognition (approx. 75 attendees in each session) <ul style="list-style-type: none"> • Logo placement on conference room door and podium in session room for one day • Option to meet and greet attendees and provide materials • Option to introduce scheduled speakers 		✓	
Tuesday Exhibitor Reception Recognition <ul style="list-style-type: none"> • Logo placement at entry to Tuesday night event • Recognition during reception 			✓
Optional door prize or giveaway at end of general session with live announcement	✓	✓	✓
Logo and listing on conference mobile app	✓	✓	✓
One push notification on the conference mobile app	✓	✓	
Conference attendee list two weeks prior to conference (one-time use)	✓	✓	
Complimentary exhibit space with six-foot table, chairs and electricity	10-ft. space, premium location	10-ft. space	8-ft. space
Full conference registration	Four	Two	One
Recognition on back page of printed conference guide	Logo	Logo	Listing
Recognition on conference signage, CAPIO website, CAPIO's "Communicator" newsletter, and conference sponsor ribbon	Logo	Logo	Listing
Printed conference guide ad space	Half-page ad		
Awards Dinner Benefits			
Awards Dinner Recognition <ul style="list-style-type: none"> • Logo placement at entry • Logo placement on tables • Recognition during event • Option to place branded items on dinner tables 	✓		
Awards Dinner program ad space	Full-page ad	Quarter-page ad	
Awards Dinner tickets	Four (reserved table)	Two	One
Additional CAPIO Benefits			
Complimentary Annual CAPIO membership(s) - \$275 per membership	Three	Two	One
One-year listing on capio.org vendor resource page - NEW BENEFIT!	✓	✓	✓
Educational article (700 words) in CAPIO newsletter before or after conference	✓		
Logo visibility on CAPIO website horizontal scroll bar	✓		
Early Bird Bonus			
First right of optional add-ons available through January 20 <ul style="list-style-type: none"> ✓ Branded hotel key cards - \$2,000 (one available) ✓ Attendee lanyard - \$2,000 (one available) ✓ Speaker gift sponsor - \$2,000 (one available) ✓ Elevator clings - \$1,500 (one available) ✓ Recharge lounge - \$1,000 (one available) <p>After January 20, options are available as add-ons for all levels or stand-alone sponsorship items.</p>	✓	✓	

Non-exhibit sponsorship opportunities available on the next page.

Marketing Sponsorships

Interested in getting your name out there, but don't want to exhibit? Join us as a sponsor of these great opportunities below. All marketing sponsors receive one conference pass, one awards dinner ticket, a one-year CAPIO membership and a listing on CAPIO's new Vendor Resource Page on capio.org. Marketing sponsors can have their company name announced at the end of a general session with an associated door prize or giveaway from your company.

Note: Exhibit spots are not included for marketing sponsorships.

- ✓ WiFi Sponsor - \$3,000 (one available)
- ✓ Mobile App Sponsor - \$2,500 (one available)
- ✓ Registration Sponsor - \$2,500 (one available)
- ✓ Breakfast Sponsor - \$2,000 (two available)
- ✓ Break Sponsor - \$1,500 (two available)
- ✓ Monday Night Welcome Reception - \$1,500 (four available)



ABOUT CAPIO

The California Association of Public Information Officials (CAPIO) is the leading statewide organization dedicated to advancing public sector communicators across all levels of government. Our members represent public sector agencies and engage communities through honest and transparent communication. CAPIO provides education and networking that helps our members and their agencies develop and advance. CAPIO's annual conference draws more than 400 communications professionals from around the state for 4 days of education and networking.

We would love to answer your sponsorship questions!

For more information, please contact our sponsorship chair:

Jonathan Volzke
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Sign up today at capio.org/sponsorship.