



# 2024 INDUSTRY CONFERENCE

JAN 31 - FEB 2 • ORLANDO, FL

## SPONSORSHIP OPPORTUNITIES

### BRANDING

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#### LANYARDS // \$5,500 // **SOLD!**

Is name brand visibility important? Then this is the opportunity for you! Incorporate your company name and logo onto the official conference lanyard that will be provided to all conference attendees to display their badge.

#### BACK OF EVENT BADGE // \$7,000 // **SOLD!**

Exclusive opportunity to sponsor the backside of the official conference credential with your logo or design. Sponsor to provide approved artwork to Running USA. 2 designs maximum.

#### METER BOARDS (2-SIDED) // \$825/EACH OR \$2,400 FOR A SERIES OF 3

Promote your brand on the heavily trafficked path between general session and expo ballroom spaces at the conference venue. You provide the design and we do the rest.

#### ADDITIONAL BRANDING OPPORTUNITIES

Use your imagination to highlight your brand — from graphics on walls and floors to signage in the venue.

Email [Michael@runningusa.org](mailto:Michael@runningusa.org) to discuss.



Don't see what you're interested in to activate your brand? Call us and let's get creative together.

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**MICHAEL CLEMONS**



[michael@runningusa.org](mailto:michael@runningusa.org)



502-551-3738

# SPONSORSHIP OPPORTUNITIES



JAN 31 - FEB 2, 2024



CORONADO SPRINGS RESORT | ORLANDO, FL

## EXPERIENCE

### THURSDAY MORNING RUN SPONSOR // \$5,000/DAY

Category exclusivity applies

### FRIDAY MORNING RUN SPONSOR // \$5,000/DAY

Category exclusivity applies

### MOBILE APP PRESENTING SPONSOR - EXCLUSIVE // \$4,000

"Mobile app brought to you by:" with your company logo incorporated into the opening splash screen that appears each time a user opens the app. The Running USA conference app is the go-to source for all event information, social engagement, and notifications and has a 99% adoption rate. The conference app is launched at least one week prior to the event, making this one of the most engaging sponsorships even before the event begins.

### MOBILE APP PUSH NOTIFICATION // \$400/EACH (6 AVAILABLE)

Get noticed using the conference app with messaging of your choice sent to all attendees at a predetermined time during the event. One notification per purchase. (Subject to character restrictions.)

### SPONSOR IDEA LABS // \$2,000/EACH // SOLD!

4 opportunities to sponsor and speak at a 45-minute Idea Lab session. Running USA to determine the time slot of the presentation.

### KEYNOTE SPEAKER SPONSOR // \$10,000

Dedicated industry email announcing the presenting sponsor when keynote speaker is selected. Logo recognition on the website and appropriate signage during the conference. Conference app recognition in the form of one banner ad, recognition in the event app, and one push notification. *\*Please note that sponsorship does not include the selection of speakers.*



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### MICHAEL CLEMONS



michael@runningusa.org



502-551-3738

\*Contact michael@runningusa.org for specifics.

WWW.RUNNINGUSA.ORG

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## ENGAGE

### HOST HOTEL ROOM DROPS // \$500 BASE + \$15 PER ROOM

Coordinate with Running USA to have a special package delivered to the conference guests you select. Minimum of 10 drops is required to participate.

\*All items must be shipped in advance to the hotel by 1/29/24 - no exceptions.

### INNOVATION SHOWCASE // \$1,000 PER SLOT (8 AVAILABLE)

30-minute presentation slot. Unique opportunity to present and demonstrate your company and/or product. These opportunities will take place on Wednesday afternoon, 1/30/24. A/V will be provided.

### DEDICATED EMAIL SEND // \$2,000/EACH (4 AVAILABLE)

Running USA will send a dedicated email to conference attendees on your behalf. You supply the creative message and brand graphics and leave the rest to us. There will be specific dates to select from for your dedicated send.



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## LET'S GET SOCIAL

### KEEP 'EM CAFFEINATED: COFFEE BREAK SPONSOR // \$2,000/EACH

Help keep the attendees ready to learn throughout the event with a coffee break sponsorship. Includes one conference app push notification to announce the sponsored break and recognition in the event schedule. Includes signage and one push notification in the conference app announcing when the break will take place.

### MAKING WEDNESDAY WONDERFUL: HAPPY HOUR HOST\*\* // \$5,000 MINIMUM

As day one concludes, help our attendees unwind during this expo happy hour. Includes one push notification and recognition in the conference app, as well as event signage with a logo.

### BIDDING FAREWELL TO NEW FRIENDS: SPONSOR THE CLOSING RECEPTION\*\*

// \$5,000 MINIMUM

That's a wrap! The closing reception is always a special grand finale to an amazing conference and a chance to continue networking with colleagues. Includes one push notification and recognition in the conference app, as well as event signage with a logo.

### ENTERTAINMENT SPONSOR // \$TBD

Expo games, selfie stations, and more are all on the table. Let your company bring added fun to the event! Price to be determined based on experience.

### EXPO LOUNGE SPONSOR // \$15,000

Includes 3 conference registrations and standard blue or black carpet (16x30 area). All power and furnishings are the responsibility of the sponsor.



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\*\*Reception sponsorships require a minimum investment as Running USA will work closely with the individual sponsor to concept, coordinate and assist with activation.