



**2021**  
**VIRTUAL ANNUAL**  
**CONFERENCE**  
**Sponsor &**  
**Vendor**  
**Opportunities**



*The Voice of the Industry*

## **2021 Virtual CALSAGA Annual Conference** **Tuesday, October 19th, Wednesday, October 20th & Thursday,** **October 21st**

Due to the COVID-19 pandemic, the CALSAGA Board of Directors have elected to hold the 2021 CALSAGA Annual Conference in a virtual format. This decision was made as a safety precaution for our attendees, speakers, sponsors, exhibitors, staff and the public. This also provides the opportunity to expand our program to a broader audience.

CALSAGA has served as a voice for the private security industry for over twenty-five years. Virtual conference attendees can expect great programming and information to help run their businesses and make necessary adjustments during these unprecedented times. Virtual conference sponsors and vendors can expect interaction with conference attendees through our Virtual Exhibitor Hall.

### **2021 VIRTUAL ANNUAL CONFERENCE OPPORTUNITIES**

#### **GOLD SPONSOR \$750**

- Virtual Vendor Booth
- Virtual Admission to the conference for 4 people
- Acknowledgement in the video bumper of each speaker session
- Company recognition during Opening Session
- Scrolling banner ad during sessions, agenda and attendee profiles
- Recognition in *The Californian: The Quarterly Newsletter of CALSAGA*
- Attendee contact list following the event

#### **SILVER SPONSOR \$500**

- Virtual Vendor Booth
- Virtual Admission to the conference for 3 people
- Acknowledgement in the video bumper of each speaker session
- Company recognition during Opening Session
- Scrolling banner ad on agenda and attendee profiles
- Recognition in *The Californian: The Quarterly Newsletter of CALSAGA*
- Attendee contact list following the event

#### **EXHIBITOR \$250**

- Virtual Vendor Booth
- Virtual Admission to the conference for 2 people
- Attendee contact list following the event



## *The Voice of the Industry*

### **ADD-ON OPPORTUNITIES**

**~~SESSION SPONSOR \$500 (Available to Gold and Silver Sponsors)~~ **SOLD OUT****

- ~~• 30 Second Video Commercial to play prior to the session of choice~~

**Video Commercial to be provided by the sponsor.**

#### **Session Sponsor Video Specifications**

- Maximum 30 seconds
- 1920x1080 resolution or 4k resolution
- ProRes 422 or higher

### **WHAT IS A VIRTUAL VENDOR BOOTH?**

Even though attendees can no longer walk through the exhibitor hall to check out different booths, it is our intent to give them a centralized location to browse different exhibits. The Virtual Exhibitor Hall will enable attendees to ask questions and get more information, in turn allowing sponsors and vendors to gather leads.

We encourage you to make your virtual booths as visual as possible, featuring pictures, videos, logos, and posters to stand out. Consistent branding can have a big impact on attendees, and strong visuals that represent the goods and/or services you offer can make an impression and assist in acquiring new leads. You will be able to offer giveaways and coupon codes through your Virtual Vendor Booth. The Virtual Vendor Hall will be visible to conference registrants beginning September 27<sup>th</sup> and there will be dedicated time for attendees to visit the Virtual Vendor Hall during the conference program on October 19<sup>th</sup>, 20<sup>th</sup> and 21<sup>st</sup>. In early-September CALSAGA Staff will conduct a training session to assist sponsors and vendors with setting up the Virtual Vendor Hall.

### **CONFERENCE PLATFORM**

We are excited to be powered by the Whova Event Management System for this year's virtual conference. The conference may be accessed via computer browser and on mobile devices through the Whova App. The app is available in the App Store and the Google Play Store.

### **CONFERENCE SESSIONS**

Sponsors and vendors will have access to conference sessions, live Q&A sessions and session replays.



*The Voice of the Industry*

Please contact our staff at [conference@calsaga.org](mailto:conference@calsaga.org) with any questions or to register as a sponsor or vendor.