

PRESENTED BY PRNEWS

MEDIA RELATIONS CONFERENCE 2021

————— DECEMBER 8-9, 2021 | PENTAGON CITY, VA —————

in-person event!

sponsorships

The Media Relations Playbook for PR/
Communications Professionals in the Age of New Media



LEADING BRANDS & THE BRIGHTEST AGENCIES



*SAMPLE OF PAST ATTENDEES

WHO ATTENDS?

PRNEWS' Media Relations Conference draws 150–250 PR and Communications professionals from top corporations, agencies and non-profits each year. Attendees are highly-engaged and hungry for partners who can help them strengthen their media relations strategies and navigate the age of misinformation. And 89% of attendees classify themselves as decision-makers.

KEY JOB TITLES:

- » Chief Communications Officers
- » VP, Media Relations
- » VP, Marketing and Communications
- » VP, Strategic Communications
- » Directors of Public Affairs
- » Directors of Corporate Communications
- » Director of Public Relations
- » Agency SVPs
- » Brand Reputation Strategists
- » External Relations Managers
- » Social Media Managers
- » Press Secretaries
- » Public Information Officers



THE YEAR-END CONFERENCE DESIGNED TO HELP YOU SURVIVE AND THRIVE IN THE YEAR AHEAD

Give your people, company and brand a lift in 2022—by partnering with PRNEWS' flagship event: Media Relations Conference.

Join us, IN-PERSON, in Pentagon City, December 8–9 for the largest gathering of media relations professionals. Our audience is eager to get back out there and meet in person for the post-pandemic media refresh their team needs to stay ahead of the way media coverage is consumed—and earned.

At the Media Relations Conference, you'll reach PRNEWS' highly engaged audience of leading communicators. Our reach has grown significantly since 2020 through our virtual events, bringing a brand-new audience of buyers into the PRNEWS community. We'd love to introduce you to them.

As an event sponsor, you can expect to:

- » **Generate leads of highly-engaged prospects**
- » **Fill your pipeline with brand new buyers**
- » **Reinforce relationships with high-value clients, partners and prospects—and cultivate new ones**
- » **Defend your market position—and demonstrate your leadership**

Act now to secure your tabletop booth space for 2021 at the lowest rates and explore sponsorship options that go beyond the booth and leave our attendees talking about you.

“The quality of the presentations was top-notch, and the ability to network with like-minded people during the breaks and at lunch was invaluable.”

DIRECTOR, GLOBAL MEDIA
RELATIONS, SAP

“Great conference, speakers and venue! Loved the clean, candid approach of all speakers towards the challenging environment of media relations.”

EXTERNAL RELATIONS, US OPERATIONS AND
MARKETING NORTH AMERICA,
PROCTER & GAMBLE

“I learned more in one day than I've learned all year!”

DIRECTOR, NEW MEDIA,
AMERICAN HEART ASSOCIATION

AVAILABLE SPONSORSHIPS

OFFICIAL KEYNOTE SPONSOR (1 AVAILABLE)

Your executive will take the stage to welcome attendees to the most high-profile experience at the show—a keynote presentation from HuffPost's Washington Bureau Chief, Amanda Terkel. Your 1-minute sizzle reel will play prior to the start, ensuring that you'll reach each and every attendee.

- » Six-foot tabletop display in networking common area (includes internet, electrical, company-branded sign)
- » Pre-show and post-show eblast to entire PRNEWS database and event attendees (\$10k value!)
- » Logo billing on all applicable pre-show marketing and distributed/displayed onsite materials
- » Includes 4 full-conference registrations (50% off additional)
- » Post-Show Attendee list (excludes emails)

COST: \$18,000

THOUGHT LEADERSHIP SPONSOR (3 AVAILABLE)

Demonstrate your expertise and showcase your work in front of a select group of 75–100 attendees by having your executive join the speaking faculty in one of our sessions or workshops. Our editors will help you select the perfect session to ensure you reach your target audience. (Opportunities go quickly—sign up early).

- » Six-foot tabletop display in networking common area (includes internet, electrical, company-branded sign)
- » Pre-show or post-show eblast to entire PRNEWS database and event attendees (\$5k value!)
- » Logo billing on all applicable pre-show marketing and distributed/displayed onsite materials
- » Includes 3 full-conference registrations (40% off additional)
- » Post-Show Attendee list (excludes emails)

COST: \$12,000

TABLETOP SPONSOR (4 AVAILABLE)

Get valuable face time with attendees in our high-traffic networking hub with our tabletop sponsorship. Our audience is eager to meet partners who can help them protect their brand, get their message heard and stay in front of potential crises.

- » Six-foot tabletop display in networking common area (includes internet, electrical, company-branded sign)
- » Post-Show eblast to entire PRNEWS database and event attendees (\$5k value!)
- » Logo billing on all applicable pre-show marketing and distributed/displayed onsite materials
- » Includes 2 full-conference registrations (25% off additional)
- » Post-Show Attendee list (excludes emails)

COST: \$6,500



LOOKING FOR A UNIQUE ACTIVATION... OR HAVE QUESTIONS ON SPONSORING?

We've got you. Ask about our custom packages, tailored to your specific marketing goals.

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PRNEWS

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