

PRESENTED BY PRNEWS

In-Person Event!

CRISIS MANAGEMENT — SUMMIT 2022 —

MARCH 8-9, EDEN ROC MIAMI BEACH

SPONSORSHIPS

Leading Crisis Management Strategies & Case Studies for PR and
Communications Professionals



LEADING BRANDS & THE BRIGHTEST AGENCIES



*SAMPLE OF PAST ATTENDEES

WHO ATTENDS?

PRNEWS' Crisis Management Summit draws 200-300 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 crisis management strategies and brand reputation. And 89% of attendees classify themselves as decision-makers.

KEY JOB TITLES:

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



THE IN-PERSON CONFERENCE DESIGNED TO SHIFT YOUR PIPELINE INTO HIGH GEAR

Give your people, company and brand a lift in 2022—by partnering with PRNEWS' flagship event: Crisis Management Summit. Join us, IN-PERSON, in Miami, March 8-9 for the largest gathering of crisis management and brand reputation professionals. Our audience is eager to get back out there and meet in-person for the post-pandemic refresh their team needs to develop the most comprehensive crisis management strategy for the year ahead.

At the Crisis Management Summit, 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 2022 at the lowest rates and explore sponsorship options that go beyond the booth and leave our attendees talking about you.

“It was a very informative and effective crisis event. The conversations were engaging and included helpful tips I can pass along to our team,”

2021 ATTENDEE

“Great event, great content and speakers! Amazing takeaways and the roundtables were extremely valuable and engaging,”

2021 ATTENDEE

“This was my first time attending a PRNews conference and I was very happy to have the opportunity to connect with other PR professionals across different industries. I look forward to bringing the many takeaways back to my team and returning next year!”

2020 ATTENDEE

AVAILABLE SPONSORSHIPS

KEYNOTE SPONSORSHIP

(2 AVAILABLE)

Visibility doesn't get bigger than our Official Keynote Sponsorship. One of your executives will take the stage to welcome attendees to the most high-profile single gathering at the show, ensuring he/she gets face-to-face with every attendee. Establish your company as an industry thought-leader and align yourself with the biggest content at this year's event. Includes:

- » Ability to play a short (2 min max) sizzle reel or opening video prior to the start of the Keynote
- » Ability for one executive to give 2-minute welcome remarks and keynote speaker introduction
- » Collateral material or gift distributed on all seats in room
- » Ability to display any free-standing signage at registration during entire event and in the keynote area (banners provided by sponsor)
- » Six-foot draped table in high-traffic area (sponsor sign, internet and electric provided)
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to event)
- » Platinum-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 60,000 and onsite sponsor signage, event collateral and event app
- » Distribution of company marketing collateral at registration desk
- » 7 full conference passes, plus 50% discount on up to 7 additional passes
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event.

Additional Marketing Exposure:

- » Pre- and Post-show email blast to the PRNEWS full database (60,000 contacts)
- » 3-month banner ad on PRNEWS website — reach: 68,000 unique visitors per month.
- » 4x banner ad in the Daily Insights eletter (60,000 subscribers)

COST: \$19,495

THOUGHT-LEADERSHIP SPEAKING SPONSORSHIP

(2 AVAILABLE)

Establish yourself as an industry expert and become a part of this year's speaking faculty. As a thought-leadership sponsor, we'll work with you to design a session that brings to life your point of view, your top executive or a topic only you can rock! Highlight your industry know-how while speaking in tandem with a satisfied client provided by you. Session lasts 30 minutes in length during our existing education and will be promoted to attendees before, during, and after the event!

- » One-on-one consultation with editorial to design a session that reaches this powerful audience. (Session to be approved prior to event by editorial team. No sales pitches allowed.)
- » Post-show attendee list of those who attended your specific session (list to include email and phone of those who opt in)—perfect for lead-gen and follow-up.
- » Six-foot draped table in a high-traffic area (sponsor sign, internet and electric provided)
- » 6 full conference passes, plus a 50% discount on up to 6 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior event)
- » Platinum-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 60,000 and onsite sponsor signage, event collateral and event app.
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event.
- » Distribution of company marketing collateral at registration desk

Additional Marketing Exposure:

- » 1-month banner ad on PRNEWS website — reach: 68,000 unique visitors per month.
- » 4x banner ad in the Daily Insights eletter (60,000 subscribers)

COST: \$19,495

NETWORKING BREAK SPONSORSHIP (2 AVAILABLE)

Make our networking break... your networking break—capture all of the benefits of the tabletop experience and engage attendees on a more social level while they take a break at the event. This is your chance to get creative, catch their attention, think outside the box with a game or a giveaway. Let us help create something special!

- » Sponsor of one of the refreshment breaks taking place during this year's event (choice of break based on order of contract receipt).
- » Includes branding on signage at the break and on-screen in refreshment area.
- » Logo placement on napkins and cups during the designated break and ability to display/distribute company collateral and or gift during the designated break.
- » Six-foot draped table in a high-traffic area (sponsor sign, internet and electric provided)
- » 5 full conference passes, plus 50% discount on up to 5 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Gold-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 60,000 and onsite sponsor signage, event collateral and event app
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.
- » Distribution of company marketing collateral at registration desk

Additional Marketing Exposure:

- » 1-month banner ad on PRNEWS website — reach: 68,000 unique visitors per month.
- » 4x banner ad in the Daily Insights eletter (60,000 subscribers)

COST: \$14,495

SILVER “TABLETOP EXHIBIT” SPONSORSHIP (3 AVAILABLE)

Expand upon your onsite presence with additional marketing exposure, before, during and after the event—all designed to help you maximize your interactions with attendees and the PRNEWS Audience.

- » Six-foot draped table in a high-traffic area (sponsor sign, internet and electric provided)
- » 4 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Silver-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 60,000 and onsite sponsor signage, event collateral and event app
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.
- » Distribution of company marketing collateral at registration desk
- » 1-month banner ad on PRNEWS website — reach: 68,000 unique visitors per month.

COST: \$8,995

BRONZE “TABLETOP EXHIBIT” SPONSORSHIP (5 AVAILABLE)

This entry level program is designed to provide you the chance to network and connect with this powerful audience all while building your sales pipeline for 2022 and beyond.

- » Six-foot draped table in a high-traffic area (sponsor sign, internet and electric provided)
- » 2 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Bronze-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 60,000 and onsite sponsor signage, event collateral and event app
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.

COST: \$6,495

NETWORKING LUNCHEON SPONSORSHIP (1 AVAILABLE)

It's Miami, it's March—and unlike the rest of the world we will be enjoying the sunshine as we dine al fresco at our annual networking lunch. Connect with attendees and on a more social level while they take a break and enjoy the beautiful sunshine together.

- » Sponsor designation during the Luncheon taking place at this year's event.
- » Ability to work with show management to design a signature "mocktail" to be distributed to attendees in a company branded glass.
- » Logo placement on the bar cards describing the signature "mocktail"
- » Luncheon sponsorship includes exclusive branding on signage and napkins during the lunch and ability to display/distribute company collateral and or gift during the lunch.
- » 4 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Silver-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 60,000 and onsite sponsor signage, event collateral and event app
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.

COST: \$7,995



COCKTAIL RECEPTION SPONSORSHIP (1 AVAILABLE)

Make it the ultimate experience at our networking reception! Engage attendees on a more social level while they take a break and grab a cocktail and mingle with you at the event. This is your chance to get creative, catch their attention, and think outside the tabletop!

- » Sponsor designation during the Cocktail Reception taking place at this year's event.
- » Ability to work with show management to design a signature cocktail to be distributed to attendees in a company branded glass.
- » Sponsoring company can activate a game or giveaway during the reception (any added cost for a special activation is the sole cost of the sponsor)
- » Sponsor to receive shout out and recognition from the entertainment group during the luncheon.
- » Logo placement on the bar cards describing the signature cocktail
- » Ability to play a company video or sizzle reel during the reception
- » Reception sponsorship includes exclusive branding on signage during the reception and on-screen in the reception area.
- » Logo placement on napkins during the Reception and ability to display/distribute company collateral and or gift during the Reception.
- » 4 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Silver-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 60,000 and onsite sponsor signage, event collateral and event app
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.

COST: \$8,995



WIFI SPONSORSHIP

Drive premium traffic back to your website by sponsoring the event WIFI. Your company name will have high recall as the official WIFI password. Once logged in users will be redirected to a URL of your choosing.

- » 3 full conference passes, plus a 50% discount on up to 1 additional pass
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Silver-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 60,000 and onsite sponsor signage, event collateral and event app
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.

COST: \$5,995

ROOM DROP SPONSORSHIP

(1 AVAILABLE)

This is your opportunity to welcome attendees to this year's event in style. Drop a gift, company information or both to really get attendees excited for 2022 or help them wind down after an engaging event.

- » Bronze Level logo placement on all applicable sponsor signage, event collateral, website and pre-event promotions
- » Distribution of company marketing collateral at registration desk
- » 1 full conference pass, plus a 50% discount on up to 2 additional passes
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post eve
- » Show management will pay for the per room fee of \$5 per room to the hotel any and all costs associated with the room drop beyond that including but not limited to item itself, shipping, etc. are the responsibility of the sponsor. All items must be packaged as "one parcel."

COST: \$4,695

LANYARD SPONSORSHIP

(1 AVAILABLE)

Have your company hung around the necks of all our attendees—literally wrap them in your branding!

- » One color logo placement on the lanyards distributed to all attendees as they check in at registration (lanyard provided by show management)
- » Bronze Level logo placement on all applicable sponsor signage, event collateral, website and pre-event promotions
- » Distribution of company marketing collateral at registration desk
- » 1 full conference pass, plus a 50% discount on up to 2 additional passes
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.

COST: \$3,995



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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