

2021 CWSAA Online Spring Conference Showcase Member Opportunities

Showcase Levels	Diamond \$2,000 +	Gold \$1,200 +	Silver \$500 +
Benefits			
Choose 1 conference session to be featured as Showcase Member	2 minute exclusive feature during conference session (eg video)	2 minute exclusive feature during conference session (eg video)	Feature Logo / mention (moderator to thank partners) <i>Showcase feature is not exclusive and may be shared with multiple members.</i>
Social event feature ‘what’s new’ live (2 min TedTalk style opportunity)	✓	✓	Limited quantity. <i>Available on a first come, first serve basis.</i>
Conference Webpage/emails	Featured Logo & Link + Ad box on webpage	Logo & Link + Ad box on webpage (limited quantities)	Web: Logo Emails: Name & Link
Email Confirmations for each Participant Registration	Feature Logo	name	n/a
Business Listing on event app (Whova) <i>logo, contact info, links, and upload video/docs</i>	✓	✓	✓
CWSAA to send Whova app push notifications about visiting the showcase member’s chatroom/listing	2 notifications per Showcase member	1 notification per Showcase member	n/a
Banner ad on event app (Whova)	✓	✓	Available to purchase
Presentation slide during each session – A slide will recognize all Showcase members by level during all sessions (this is a combined recognition with all showcase members not individual)	Feature Logo	Logo	Logo
Newsletter feature	1 feature article (up to 400 words)	1 article (up to 150 words)	n/a
Online Industry Sessions (outside of Spring Conference)	Choose 1 additional OIS to sponsor	Choose 1 additional OIS to sponsor	n/a

The Showcase is a new concept to provide opportunities for CWSAA members to share their brands and showcase their products/services during the new online conference format.

- One logo/brand per Member – If more than one company/brand is sharing a showcase, the value of each company’s individual contribution will define their benefits.
- Showcase Members must be an active member of CWSAA. Activation of benefits will not take place until payment is received.
- Each Showcase application must be approved by CWSAA. All opportunities are provided on a first-come, first-served basis.
- CWSAA reserves the right to limit the number of Gold and Diamond Showcase Member participants.

To participate in as a Showcase Member in the 2021 CWSAA Online Conference, please complete the Expression of Interest form >> [HERE](#).