# HINDSIGHT 2020

## CONSERVATION, DISRUPTION & THE FUTURE OF HERITAGE

### 2020 JOINT VIRTUAL CONFERENCE
### EDMONTON·OCTOBER

# SPONSOR PROSPECTUS

APT INTERNATIONAL

National Trust for Canada

CAHP

Building on the success of Ottawa 2017, the Association for Preservation Technology International (APT) and the National Trust for Canada (in association with the Canadian Association of Heritage Professionals (CAHP)) are collaborating again to present a virtual heritage and preservation conference October 5-7, 2020 rooted in Edmonton, Alberta. This ambitious virtual event will provide broad global access, compelling online experiences, and additional platforms for conference attendees to share insights, learn, and network.

Edmonton's captivating mix of cultural heritage will continue to play a prominent role in this virtual conference. Its heritage districts, icons of the early modern era, and the nearby Ukrainian Cultural Heritage Village – a Canadian leader in conserving vernacular buildings and craft techniques – will provide an ideal setting to inspire collaborative conversation throughout the conference.

Over the course of three days, policy makers and planners, crafts-people, architects, engineers, and volunteers will gather to discuss cutting-edge approaches to renewing and preserving our heritage places. The previous Joint Conference in 2017 exceeded expectations, bringing a record number of attendees and sponsors together and showcased the best of our organizations.

With the leading North American organizations in this industry coming together once again this time virtually, conference sponsors can expect excellent visibility, increased traffic throughout the virtual exhibit hall, new ways to network with attendees, and exciting new sponsorship opportunities.

We look forward to welcoming you this year!
Sincerely,
**Stefan Cieslik and Chris Wiebe**
**Hindsight 2020 Co-Chairs**

The 2020 APT & National Trust for Canada Joint Conference is organized in association with the Canadian Association of Heritage Professionals.

# HINDSIGHT 2020

## CONSERVATION, DISRUPTION & THE FUTURE OF HERITAGE

### APT & NATIONAL TRUST FOR CANADA
### 2020 JOINT VIRTUAL CONFERENCE • EDMONTON • NOVEMBER

**Get ready to network virtually with an estimated 500+ conference participants, connect with new clients and profile your company's brand to a large, diverse audience.**

**Visibility:** APT and the National Trust are combining the best marketing opportunities of our typical in-person conferences to offer this year's conference sponsors with an unprecedented opportunity to connect with delegates in a new and exciting virtual platform. The 2017 Joint Conference was a tremendous success, and we anticipate another great event in 2020!

**Audience:** Participants will come from a wide range of backgrounds: architects, conservators /preservationists, engineers, contractors, developers, educators, planners, students, and government representatives. Everyone shares a commitment to saving, preserving, and renewing historic places for future use and appreciation.

**Opportunity:** Designed to maximize your time and investment, this conference allows for valuable interaction with participants, professionals, and industry leaders during the Virtual Exhibit Hall, and our new virtual platform offers more opportunities than ever for branding and advertising that will put your company front and center.
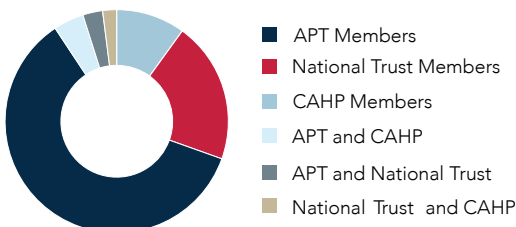
We'll see you in October!

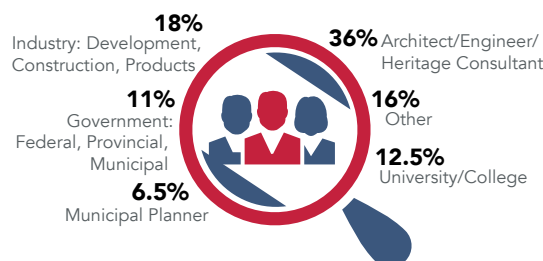Marti Smith
703-261-5025
Exhibits@apti.org

Kevin Parker
613-237-1066 Ext. 234
kparker@nationaltrustcanada.ca

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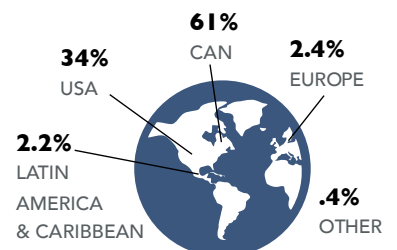## 2017 Ottawa Joint Conference Snapshot

### 1091 Participants



- APT Members
- National Trust Members
- CAHP Members
- APT and CAHP
- APT and National Trust
- National Trust and CAHP

### Expertise*



**18%** Industry: Development, Construction, Products

**36%** Architect/Engineer/ Heritage Consultant

**11%** Government: Federal, Provincial, Municipal

**16%** Other

**12.5%** University/College

**6.5%** Municipal Planner

*Based on % of attendees that indicated expertise.

### Geographic Breakdown



**61%** CAN

**34%** USA

**2.4%** EUROPE

**2.2%** LATIN AMERICA & CARIBBEAN

**.4%** OTHER

# PLATINUM SPONSOR

## $10,000 - Limited

Standard package, but customization is available.

### Visibility

- Logo and link featured on Conference website sponsor page
- Logo on scrolling banner (Welcome Page of Conference website)
- Logo on sponsor vertical banner (Conference home page with other Platinum sponsors)
- Vertical banner ad (Conference home page, will rotate with other Platinum sponsor ads)
- Logo and link on all E-Conference communications (APT and National Trust)
- Logo and link on Conference Mobile App
- Logo on introduction slides during lobby before live joint events (10 minutes before main presentations)
- Horizontal banner ad on key joint events (will rotate with other banners)
- Provide a one to two minute video to showcase at lobby before live joint events (10 minutes before main presentations)

### Networking

- Premium booth space at Virtual Exhibit Hall
  - Sponsor banner and logo
  - 1,000 word count for company description, products and/or services
  - Resources Tab: Include a slideshow of images, Introduction video, PDFs, and up to three external links
  - Virtual Sales Booth: Offer video chat sessions! This feature allows attendees to view sales reps, their availability, the ability to immediately begin chatting.
  - Option to have "Giveaway" button
  - Pick up to 7 (seven) categories in the 'Exhibitor Categories' task (for attendee search purposes)
- 5 (five) Conference Registrations (access to virtual conference sessions and educational content)
- 4 (four) Booth Rep Registrations (access to booth during breaks)

### Marketing & Engagement

- Push notification from mobile app to attendees to visit booth (up to 2 per day during official conference days)
- Access metrics ( booth traffic, impressions) in the Exhibit Harvester which can be downloaded as a report
- Lead retrieval: see detailed info on who visited your booth*, a "Request Information" button so attendees can contact you, and a "Like" button so you can see which attendees liked your booth the most
- Include PDF brochure or flier for Virtual Grab Bag
- Participate in Scavenger Hunt
- Upload images and descriptions of six (6) products visible in the online Product Showcase

**Upcoming benefit in development available only to Platinum and Gold:**

- Matchmaking option to attendees based on sessions and interests selected

*Based on what attendee makes visible

# GOLD SPONSOR
## $5,000

Standard package, but customization is available.

## Visibility

- Logo and link featured on Conference website sponsor page
- Logo on scrolling banner (Welcome Page of Conference website)
- Logo on rotating vertical banner (Conference home page with other Platinum and Gold Sponsors)
- Logo and link on all E-Conference communications (APT and National Trust)
- Name and link on membership emails
- Logo and link on Conference Mobile App
- Logo on introduction slides during lobby before live joint events (10 minutes before main presentations)

## Networking

- Premium booth space at Virtual Exhibit Hall
  - Sponsor banner and logo
  - 1,000 word count for company description, products and/or services
  - Contact information, and up to 3 (three) links
  - Resources Tab: Include a slideshow of images, Introduction video, PDFs, and up to three external links
  - Virtual Sales Booth: Offer video chat sessions! This feature allows attendees to view sales reps, their availability, the ability to immediately begin chatting.
  - Option to have "Giveaway" button
  - Pick up to 4 (four) categories in the 'Exhibitor Categories' task (for attendee search purposes)
- 3 (three) Conference Registrations  (access to virtual conference sessions and educational content)
- 3 (three) Booth Rep Registrations (access to booth during breaks)

## Marketing & Engagement

- Access metrics ( booth traffic, impressions) in the Exhibit Harvester which can be downloaded as a report
- Lead retrieval: see detailed info on who visited your booth*, a "Request Information" button so attendees can contact you, and a "Like" button so you can see which attendees liked your booth the most
- Include PDF brochure or flier for Virtual Grab Bag
- Participate in Scavenger Hunt
- Upload images and descriptions of four (4) products visible in the online Product Showcase

**Upcoming benefits in development available only to Platinum and Gold:**

- Matchmaking option to attendees based on sessions and interests selected

*Based on what attendee makes visible

## SILVER SPONSOR $2500

### Visibility
- Logo and link featured on Conference website sponsor page
- Name and link on all E-Conference communications (APT and National Trust)
- Name and link on membership emails
- Name and link on Conference Mobile App
- Logo on introduction slides during lobby before live events (10 minutes before main presentations)

### Networking
- Standard booth space at Virtual Exhibit Hall
  - Banner at top of booth
  - Logo, link and contact information
  - 500 word count for company description, products and/or services
  - Contact information, company link
  - Pick 2 (two) categories in the 'Exhibitor Categories' task (for attendee search purposes)
- 2 (two) Conference Registrations  (access to virtual conference sessions and educational content)
- 2 (two) Booth Rep Registrations (access to booth during breaks)

### Marketing & Engagement
- Access metrics ( booth traffic, impressions) in the Exhibit Harvester which can be downloaded as a report
- Participate in Scavenger Hunt
- Upload images and descriptions of two (2) products visible in the online Product Showcase

## BRONZE SPONSOR $1200

### Visibility
- Logo and link featured on Conference website sponsor page
- Name and link on all E-Conference communications (APT and National Trust)
- Name and link on Conference Mobile App

### Networking
- Standard booth space at Virtual Exhibit Hall
  - Banner at top of booth
  - Logo, link and contact information
  - 500 word count for company description, products and/or services
  - Contact information, company link
- 1 (one) Conference Registrations (access to virtual conference sessions and educational content)
- 1 (one) Booth Rep Registration (access to booth during breaks)

### Marketing & Engagement
- Access metrics ( booth traffic, impressions) in the Exhibit Harvester which can be downloaded as a report

## FRIEND $500

### Visibility
- Name and link featured on Conference website sponsor page
- Name  on all E-Conference communications (APT and National Trust)
- Name and link on Conference Mobile App

# VIRTUAL EXHIBIT HALL

This year, the Exhibit Hall will be an engaging virtual event that will allow you to connect with attendees and showcase your brand, products and services. We will be encouraging participants to visit the exhibit hall during key events and also promote the event through social media and push notifications. In addition, for sponsors participating in the scavenger hunt, the game will encourage attendees to visit your booth and scan your QR code to access the scavenger hunt questions. A leader board will show the top point achievers that will qualify for prizes!

In addition, exhibitors will have access to see and download information on who visited their booth. Premium booth sponsors can also host a video chat, share resources and even offer their own prizes.

## Standard Booth

1. Banner at top of booth
2. Company Logo
3. Link to company website
4. 500 word count for company description, products and/or services

## Premium Booth

1. Banner at top of booth
2. Company Logo
3. 1,000 word count for company description, products and services
4. Introduction video message
5. Footer: Include link to company, a "Request Info" (attendees can contact you and share their information and interests) and "Like" button and social media channels. May also include "Giveaway" button for added engagement.
6. Left Navigation: Include resources tab to videos, PDFs, and external links, show link to a Virtual Sales Booth which allows attendees to view sales reps, and the ability to begin chatting. Attendees can jump into your video chat, just like when they walk up to a booth at a live event.
7. Searchable categories are viewable here

# UNIQUE OPPORTUNITIES

For Bronze sponsors and above only.

## Conference Website

| | |
|---|---|
| EXCLUSIVE Left side Navigation Ad shows on every page of website | $1,500 |
| Session Break Sponsor, 10-minute promotional video | $2,000 |
| Live Feed Top Rotating Banner Ad (featured with other banners) | $ 500 (per event) |
| Chat Room Banner  (limit 3 per session) | $ 300 (per chat room) |
| Virtual Grab Bag (Provide an electronic brochure, offer, or product flier) | $ 300 |
| Sponsor Ad on Website Homepage  Tiles | $ 500 |
| Field Session Branding (max of 3 companies per Field Session) | $ 500 |

## Key Events: (limit of 3 per event)

| | |
|---|---|
| Joint Opening Keynote Sponsor | $1,500 |
| Symposium Sponsor | $1,500 |
| College of Fellows Keynote Sponsor | $1,500: SOLD |
| Joint Special Plenary Sponsor | $1,500 |

## Mobile App

| | |
|---|---|
| Mobile App Sponsor | $7,000 |
| EXCLUSIVE Home Screen Sticky Banner (screen footer) with link Visible on every screen of mobile app | $1,500 |
| EXCLUSIVE Activity Feed Banner | $1,500 |
| EXCLUSIVE Exhibitor Page Banner Sponsor | $1,000 |
| EXCLUSIVE Agenda Banner Sponsor | $1,000 |
| EXCLUSIVE Scavenger Hunt Sponsor | $1,000 |
| EXCLUSIVE Leader Board Sponsor | $ 500 |

# AT-A-GLANCE SPONSORSHIPS

**Sponsors must sign up at** *http://bit.ly/2020APTNTSponsorship*
You will create a profile or log in with your prior credentials. Payments for sponsorships and/or exhibiting can be made by credit card with a 50% deposit online, or by check that must be paid in full.

Unique opportunities, or items that have limited availability, will be confirmed on a first-come, first-served basis. **There are no refunds.**

Canadian Sponsors should direct payments (check or credit card) to the National Trust for Canada (190 Bronson Ave., Ottawa, ON, K1R 6H4) 613-237-1066 ext. 234 to avoid any transaction fees.

American Sponsors should send checks to the Association for Preservation for Technology, International (P.O. Box 7317, Springfield IL, 62791), 217-529-9039, ext. 101.

| | Platinum $10,000 Limited | Gold $5,000 | Silver $2,500 | Bronze $1,200 | Friend $500 |
|---|---|---|---|---|---|
| **🔍 Visibility** | | | | | |
| Conference Website Sponsor Page | Logo/Link | Logo/Link | Logo/Link | Logo/Link | Name/Link |
| Conference Welcome Page Scrolling Sponsors | Logo | Logo | | | |
| Vertical Banner with sponsor logos on Conference Home Page | Logo | Logo | | | |
| Vertical Banner Ad on Conference Home Page | ● | | | | |
| Conference Mobile App | Logo/Link | Logo/Link | Name/Link | Name/Link | Name/Link |
| Featured on opening presentation before key joint events | Logo | Logo | Logo | | |
| Conference E-blasts | Logo/Link | Logo/Link | Name/Link | Name/Link | Name/Link |
| Pre and/or Post APT Membership Bulletin | Logo/Link | Name/Link | Name/Link | Name/Link | |
| Horizontal Banner Ad on live key joint events | ● | | | | |
| One to two minute video showcased during conference | ● | | | | |
| **💬 Networking** | | | | | |
| Conference Registration(s) | 5 | 3 | 2 | 1 | |
| Booth Rep Registrations | 4 | 3 | 2 | 1 | |
| Exhibit Booth | Premium | Premium | Standard | Standard | |
| **@ Marketing and Engagement** | | | | | |
| Access metrics in Exhibit Harvester dashboard | ● | ● | ● | ● | |
| Include PDF brochure or flier for virtual grab bag | ● | ● | | | |
| Participate in Scavenger Hunt | ● | ● | ● | | |
| Online Product Showcase | 6 items | 4 items | 2 items | | |
| Push Notifications | ● | | | | |

# ENHANCED FEATURES FOR THIS YEAR'S VIRTUAL CONFERENCE!

**Additional Details on Sponsorship Deliverables:**
- **Right side Banner ad** - (Platinum sponsors) Visible on the Conference Home page, the vertical banners will rotate between the Conference Platinum and Gold sponsors as and vertical banner ads for Platinum sponsors.
  **Specs:** 320w x 1200h, .eps, .png, or .psd files accepted.



- **Logo on Scrolling Banner** - Visible on the Conference Welcome page, logos will scroll by level. For best resolution, logos should be uploaded as an .eps.



- **Conference E-Blasts** - Electronic conference newsletter, distributed to each organization's mailing lists, and will feature logos and/or name and links of sponsors, based on sponsorship level.
- *APT Membership Communiqué* - An electronic newsletter distributed to the organization's members. Eligible sponsors will be featured with their logo or name and link in a pre and/or post-conference issue.
- **Live Event Top Banner Ad** on key events (will rotate with other Platinum sponsors).
  **Specs:** 1,280 pixels wide x 200 pixels high
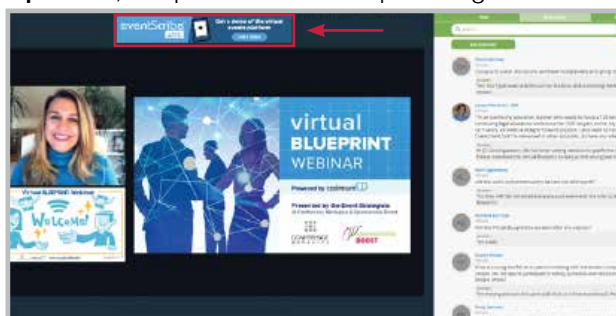


- **Promotional Video** - (Platinum sponsors) Provide a one to two minute video that will be running during the lobby portion of live events (10 minutes prior to main program).

**Networking:**
- **Giveaway Button** ( (Platinum sponsors) ) - Host Giveaways at your Virtual Booth! Drive more interaction by offering a giveaway. This button will be visible on the Expo Popup window no matter which tab you are on.
- **Scavenger Hunt** (Silver and above) - Can be just as fun as being on the real expo floor. Attendees can scan an exhibitor's individual QR code to access the scavenger hunt question. A leader board will show points accumulated and top point achievers will qualify for prizes.



- **Searchable Categories** - When setting up your virtual booth, you can choose what category and keywords your product or services falls under which will be searchable by attendees.

**Engagement and Marketing:**
- **Metrics and data** - An enhanced Exhibit Harvester dashboard gives you access to metrics on who visited your booth or requested follow up information. Report can be downloaded!

**Unique Opportunities to enhance your visibility!**
Silver sponsors and above may purchase these additional items. Pricing on page 6.

**Conference Website**
- **Left Side Navigation Ad** ( Exclusive) - **$1,500** The ad is featured on left side and will show on all pages of the event website and can include a link.
  **Specs:** 280w x 280h, .eps, .png, or .psd files accepted.

- **Session Break Sponsor** (Limited) - **$2,000** Scheduled in between key event and paper sessions, the breaks will offer conference updates and news followed by your 10 minute promotional video.
- **Live Feed Rotating Banner Ad** - **$500** Prior to any live events, attendees can log on to the lobby portion of the event, and see who else is in the session and reach out with questions. During this time, we will be featuring rotating banners on the screen and any conference news. Banners will also be visible on the mobile app! **Specs:** 1,280 pixels wide x 200 pixels high
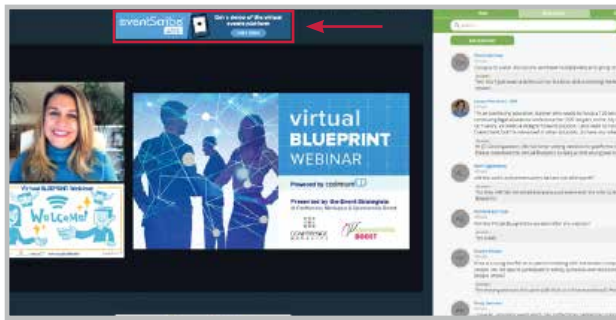


- **Chat Room Banner** - **$300 per chat** Viewable during break-out chats at the top of the screen **Specs:** 1,280 pixels wide x 200 pixels high
- **Virtual Grab Bag Insert** 1 item per sponsor **- $300**
- **Sponsor Ad on Conference Home Page Tile** - **$500**



- **Field Session Branding - $500** Your logo will appear in the session description pop-up window with other sponsors. Logo can be linked to external website.
- **Key Event Sponsor** - **$1,500** Your logo will appear in the introduction slideshow, and the session description pop-up window, which can be linked to an external website. You may submit a 2-minute video to be played during the lobby portion of the event.

**Unique Opportunities - Mobile App**
- **Mobile App** (Exclusive) - **$7,000** Features full screen splash ad following Conference launch page, rotating banner ad (shared with Conference banner ad), opportunity to send a push notification via the mobile app (1x per day), and the option to host a sponsored break session with a 10 minute promotional video. Your logo is featured on sponsor page of Conference website.

- **Home Screen Sticky Banner** (Exclusive) - **$1,500** The banner is located at the foot of the mobile app screen and stays in place throughout all the screens of the mobile app.



- **Activity Feed Banner** (Exclusive) - **$1,500** The banner is featured at base of activity feed on mobile app and website, and can link to external website.
- **Exhibitor Page Banner** (Exclusive) - **$1,000** Banner is located at the top of the screen, can link to external website. **Spec:** Provide both vertical and horizontal format for phone views: Horizontal: 1920w x 152h Vertical: 1080w x 152h
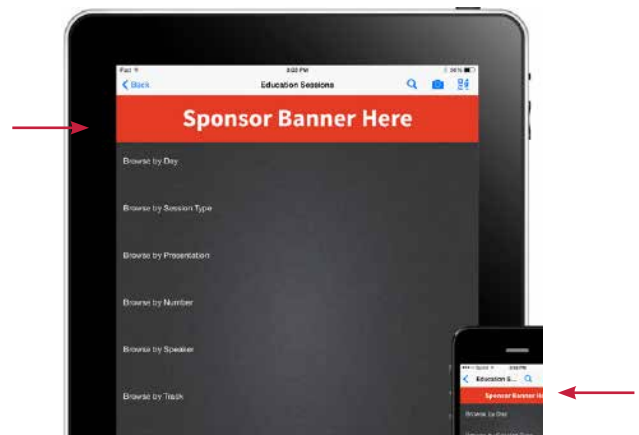


- **Agenda Page Banner** (Exclusive) - **$1,000** Banner is located at the top of the screen, can link to external website. **Spec:** Provide both vertical and horizontal format for phone views: Horizontal: 1920w x 152h Vertical: 1080w x 152h
- **Scavenger Hunt Sponsor** (Exclusive) - **$1,000** Logo is featured on Scavenger Hunt page and company name is mentioned when promoting the event.



- **Leader Board Sponsor** (Exclusive) - **$500** Logo is featured on top of Leader Board.

For questions regarding sponsorships, contact:

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