



## The Exchange

# Sponsorship Opportunities & Benefits Overview



**February 24 - 25, 2021 | Virtual**

The Exchange is the Chicagoland Chamber of Commerce's annual all-industry tradeshow, which typically draws more than 600 attendees and 100 showcasing businesses from all industries and of all sizes. The Exchange is being reimaged for 2021 as a two-day, virtual summit featuring outstanding speakers, engaging content and unique opportunities for connecting with other attendees and Chamber members in real-time throughout the event.

Businesses that participate in The Exchange leave with stronger connections to the Chicagoland business community and, in many cases, leads to help their business grow. Sponsorships create an additional spotlight on your business with benefits that amplify your marketing efforts.



## Sponsorship Levels

### Presenting Sponsor | \$12,500

#### The Exchange

- Dedicated sponsor Exhibitor Showcase (virtual booth), which includes live chat features, links to company website and social media, visitor contact info and more, and prominent placement
- Dedicated sponsor digital ads on technology platform
- 45 guest passes to The Exchange
- Inclusion of :30 company video, which will be aired daily before or after featured speaker presentations, panel discussion or networking session
- Inclusion of :05 digital ads or logo, which will be aired twice daily before or after featured speaker, panel discussion or networking session
- Verbal sponsor recognition during the virtual event (designation as Presenting Sponsor), which will be aired daily
- Invitation for company executive to introduce featured speaker

#### Marketing Promotions

- Sponsor recognition on event landing page (designation as Presenting Sponsor, including logo and hyperlink to company website)
- Sponsor recognition in email communications (designation as Presenting Sponsor, including logo) to Chamber database of 15,000+
- Sponsor recognition in social media promotions (designation as Presenting Sponsor, including logo) via LinkedIn, Twitter and/or Facebook to Chamber audience of 25,000+
- Sponsor recognition as part of video recap (designation as Presenting Sponsor, including logo)
- Opportunity for inclusion as part of Chamber Affinity & Member Discounts and Savings program
- Opportunities for additional marketing sponsorship

#### Additional Benefits

- Option to include promotional products and informational materials in packages sent to attendees
- Access to digital assets, including video and photos, for corporate use

### Technology Sponsor | \$10,000

#### The Exchange

- Dedicated sponsor Exhibitor Showcase (virtual booth), which includes live chat features, links to company website and social media, visitor contact info and more, and prominent placement
- Dedicated sponsor digital ads on technology platform
- 35 guest passes to The Exchange
- Inclusion of :30 company video, which will be aired daily before or after featured speaker presentations, panel discussion or networking session
- Inclusion of :05 digital ads or logo, which will be aired twice daily before or after featured speaker, panel discussion or networking session
- Verbal sponsor recognition during the virtual event (designation as Technology Sponsor), which will be aired daily

#### Marketing Promotions

- Sponsor recognition on event landing page (designation as Technology Sponsor, including logo and hyperlink to company website)
- Sponsor recognition in email communications (designation as Technology Sponsor, including logo) to Chamber database of 15,000+
- Sponsor recognition in social media promotions (designation as Technology Sponsor, including logo) via LinkedIn, Twitter and/or Facebook to Chamber audience of 25,000+
- Sponsor recognition as part of video recap (designation as Technology Sponsor, including logo)
- Opportunity for inclusion as part of Chamber Affinity & Member Discounts and Savings program
- Opportunities for additional marketing sponsorship

#### Additional Benefits

- Option to include promotional products and informational materials in packages sent to attendees
- Access to digital assets, including video and photos, for corporate use



## Supporting Sponsor | \$7,500

### The Exchange

- Dedicated sponsor Exhibitor Showcase (virtual booth), which includes live chat features, links to company website and social media, visitor contact info and more, as well as prominent placement
- Dedicated sponsor digital ads on technology platform
- 30 guest passes to The Exchange
- Inclusion of :15 company video, which will be aired before or after featured speaker presentations, panel discussion or networking session
- Inclusion of :05 digital ads (or logo), which will be aired daily before or after featured speaker, panel discussion or networking session
- Verbal sponsor recognition during the virtual event (designation as Supporting Sponsor), which will be aired daily
- Invitation for company executive to introduce featured speaker

### Marketing Promotions

- Sponsor recognition on event landing page (designation as Supporting Sponsor, including logo and hyperlink to company website)
- Sponsor recognition in email communications (designation as Supporting Sponsor, including logo) to Chamber database of 15,000+
- Sponsor recognition in social media promotions (designation as Supporting Sponsor, including logo) via LinkedIn, Twitter and/or Facebook to Chamber audience of 25,000+
- Sponsor recognition as part of video recap (designation as Supporting Sponsor, including logo)
- Opportunity for inclusion as part of Chamber Affinity & Member Discounts and Savings program
- Opportunities for additional marketing sponsorship

### Additional Benefits

- Option to include promotional products and informational materials in packages sent to attendees
- Access to digital assets, including video and photos, for corporate use

## Panel Discussion Host Sponsor | \$5,000

### The Exchange

- Dedicated sponsor Exhibitor Showcase (virtual booth), which includes live chat features, links to company website and social media, visitor contact info and more
- Dedicated sponsor digital ads on technology platform
- 20 guest passes to The Exchange
- Inclusion of :30 company video, which will be aired before or after featured panel discussion
- Inclusion of logo, which will be aired daily before or after featured panel sessions
- Verbal sponsor recognition during the virtual event (designation as Panel Discussion Host Sponsor)
- Invitation for company executive to introduce panel discussion

### Marketing Promotions

- Sponsor recognition on event landing page (designation as Panel Discussion Sponsor, including logo and hyperlink to company website)
- Sponsor recognition in email communications (designation as Panel Discussion Sponsor, including logo) to Chamber database of 15,000+
- Sponsor recognition in social media promotions (designation as Panel Discussion Sponsor, including logo) via LinkedIn, Twitter and/or Facebook to Chamber audience of 25,000+
- Sponsor recognition as part of video recap (designation as Panel Discussion Sponsor, including logo)
- Opportunity for inclusion as part of Chamber Affinity & Member Discounts and Savings program
- Opportunities for additional marketing sponsorship

### Additional Benefits

- Option to include promotional products and informational materials in packages sent to attendees
- Access to digital assets, including video and photos, for corporate use



### Networking Lounge Sponsor | \$3,500

#### The Exchange

- Dedicated sponsor Exhibitor Showcase (virtual booth), which includes live chat features, links to company website and social media, visitor contact info and more
- Dedicated sponsor digital ads on technology platform
- 15 guest passes to The Exchange
- Inclusion of :30 company video, which will be aired before or after networking session
- Inclusion of logo, which will be aired daily before or after networking sessions
- Verbal sponsor recognition during the virtual event (designation as Networking Lounge Sponsor)

#### Marketing Promotions

- Sponsor recognition on event landing page (designation as Networking Lounge Sponsor, including logo and hyperlink to company website)
- Sponsor recognition in email communications (designation as Networking Lounge Sponsor, including logo) to Chamber database of 15,000+
- Sponsor recognition in social media promotions (designation as Networking Lounge Sponsor, including logo) via LinkedIn, Twitter and/or Facebook to Chamber audience of 25,000+
- Sponsor recognition as part of video recap (designation as Networking Lounge Sponsor, including logo)
- Opportunity for inclusion as part of Chamber Affinity & Member Discounts and Savings program
- Opportunities for additional marketing sponsorship

#### Additional Benefits

- Option to include promotional products and informational materials in packages sent to attendees
- Access to digital assets, including video and photos, for corporate use

### Virtual Exhibitor Showcase | \$400 (member) \$600 (non-member)

#### The Exchange

- Dedicated sponsor Exhibitor Showcase (virtual booth), which includes live chat features, links to company website and social media, visitor contact info and more
- Dedicated sponsor digital ads on technology platform
- 5 guest passes to The Exchange

#### Marketing Promotions

- Sponsor recognition on event landing page (designation as Exhibitor, including company name)
- Opportunity for inclusion as part of Chamber Affinity & Member Discounts and Savings program
- Opportunities for additional marketing sponsorship

#### Additional Benefits

- Option to include promotional products and informational materials in packages sent to attendees
- Access to digital assets, including video and photos, for corporate use



## Sponsorships at a Glance

	Virtual Exhibitor Showcase	Networking Lounge Sponsor	Panel Discussion Host Sponsor	Supporting Sponsor	Technology Sponsor	Presenting Sponsor
	\$400 / \$600	\$3,500	\$5,000	\$7,500	\$10,000	\$12,500
Dedicated sponsor Exhibitor Showcase (virtual booth), which includes live chat features, links to company website and social media, visitor contact info and more	✓	✓	✓	✓	✓	✓
Dedicated sponsor digital ads on technology platform	✓	✓	✓	✓	✓	✓
Opportunity for inclusion as part of Chamber Affinity & Member Discounts and Savings program	✓	✓	✓	✓	✓	✓
Opportunities for additional marketing sponsorship	✓	✓	✓	✓	✓	✓
Option to include promotional products sent to attendees	✓	✓	✓	✓	✓	✓
Access to digital assets, including video and photos, for corporate use	✓	✓	✓	✓	✓	✓
Guest passes to The Exchange	5	15	20	30	35	45
Sponsor recognition on event landing page	Company Name	Logo	Logo	Logo	Logo	Logo
Sponsor recognition in email communications		Logo	Logo	Logo	Logo	Logo
Sponsor recognition in social media promotions		Logo	Logo	Logo	Logo	Logo
Sponsor recognition as part of video recap		Logo	Logo	Logo	Logo	Logo
Inclusion of company video, which will be aired before or after featured speaker presentations, panel discussion or networking session		:30, 1x	:30, 1x	:15, 1x daily	:30, 1x daily	:30, 1x daily
Inclusion of digital ad or logo, which will be aired before or after featured speaker, panel discussion or networking session		Logo	Logo	:05, 1x daily	:05, 2x daily	:05, 2x daily
Verbal sponsor recognition during the virtual event		1x	1x	1x daily	1x daily	1x daily
Invitation for company executive to introduce featured speaker or panel discussion			Panel	Featured Speaker		Featured Speaker

To learn more about sponsorship opportunities and benefits, please contact [Marianne Floriano](#), Vice President of Corporate Development at the Chicagoland Chamber of Commerce, via phone (312-494-6782) or email ([mfloriano@chicagolandchamber.org](mailto:mfloriano@chicagolandchamber.org)).