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 reimagined 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**

<table>
<thead>
<tr>
<th>Virtual Exhibitor Showcase</th>
<th>Networking Lounge Sponsor</th>
<th>Panel Discussion Host Sponsor</th>
<th>Supporting Sponsor</th>
<th>Technology Sponsor</th>
<th>Presenting Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>$400 / $600</td>
<td>$3,500</td>
<td>$5,000</td>
<td>$7,500</td>
<td>$10,000</td>
<td>$12,500</td>
</tr>
</tbody>
</table>

- **Dedicated sponsor Exhibit 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**

- **Sponsor recognition on event landing page**

- **Sponsor recognition in email communications**

- **Sponsor recognition in social media promotions**

- **Sponsor recognition as part of video recap**

- **Inclusion of company video, which will be aired before or after featured speaker presentations, panel discussion or networking session**

- **Inclusion of digital ad or logo, which will be aired before or after featured speaker, panel discussion or networking session**

- **Verbal sponsor recognition during the virtual event**

- **Invitation for company executive to introduce featured speaker or panel discussion**

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).