

ata2021 SPONSORSHIPS

VIRTUALLY, TUESDAYS AND THURSDAYS IN JUNE 2021

Sponsorship at the ATA2021 Annual Virtual Conference and Expo provides a platform to reach thousands of decision-makers in the telehealth industry around the world. More than 2600 telehealth stakeholders attended ATA2020.

GOTELEHEALTH.ORG

PLATINUM SPONSOR - \$25,000

9 Exclusive Opportunities

Exclusive Platinum Sponsor of Selected Date

(availability is first-come, first-served)

- Prominent logo placement on all content on sponsored date
- 2-3 minute advertorial segment that demonstrates the sponsor's product, markets their service, or provides thought leadership for the industry
- Insertion of sponsor-provided commercial of up to 30 seconds to be featured during ATA2021 live programming on sponsored day
- Sponsor's logo in opening animation of sponsored video on sponsored date

Speaking Opportunity

- One (1) Main Program Speaking Opportunity
 - Fifteen (15) minute Executive Spotlight or Fireside Chat

Thought Leadership and Content

- Contribute to thought leadership blog series hosted on ATA2021 and ATA websites (2 blog posts) (Blogs must be submitted no later than April 19th for pre-event promotion. Post-event blogs are an option)
 - Social amplification throughout ATA network (per blog):
 - 2 Tweets, 1 LinkedIn Post (pre-event)
 - 1 Tweet during event
- Contribute to ATA2021Podcast Series: The Source from the ATA
 - Executive level podcast interview (pre-event) with ATA leadership
 - Social amplification throughout ATA network:
 - 2 Tweets, 1 LinkedIn Post (pre-event)
 - 1 Tweet during event

Press/Media

- Inclusion in ATA's daily media update distributed to 400+ reporters
- Amplify announcements/press releases through social channels

Branding/Outreach/Social

- Sponsor recognition includes:
 - StoryVine Interview for Provider to be featured during ATA2021 programming
 - Logo & description on ATA2021 website
 - Logo recognition as Platinum sponsor in pre-event marketing materials, email outreaches, etc.
 - One (1) pre-conference social media post
 - One (1) during conference social media post

Registration and Additional Benefits

- Twelve (12) complimentary registrations to ATA2021
- Discount code for \$50 off registration price to share with clients/customers/partners
- 15% Discount off additional event registrations

Sponsor Listing

- Company Name, Address, Phone, URL and Logo
- Extended Company Description (2000 characters)
- Display of product categories, press releases and social media links in showroom
- Access to opt-in leads
- Slotted Listing as Featured Sponsor in search results
- Product/service/tech presentation – up to 15 minutes
- 15 product images and/or videos for inclusion in Technology Gallery
- 25 Downloads or links to your collateral such as news releases, case studies, white papers, brochures, catalogs, etc.
- Digital Business Cards, with chat functionality, includes contact information, headshot, email and social links to make networking simple
- Networking with attendees via chat

KEY STATS FROM 2020

2,634

ATTENDEES

320

SPEAKERS

88

EXHIBITING
COMPANIES

1,117

COMPANIES IN
ATTENDANCE

74%

OF VISITORS SURVEYED WERE SATISFIED
WITH THE OVERALL STRUCTURE &
ORGANIZATION OF THIS VIRTUAL EVENT

36

COUNTRIES IN
ATTENDANCE

2,542

MEETINGS SET IN
NETWORKING
PLATFORM

144

LIVE & ON DEMAND
SESSIONS

27,222

LIVE & ON DEMAND
SESSION VIEWS



ata2021

SPONSORSHIPS

GOLD SPONSOR - \$12,500

18 Exclusive Opportunities

One of Two Gold Sponsors of Selected Date

- Insertion of sponsor-provided commercial of up to 30 seconds to be featured during ATA2021 live programming on sponsored date
- Sponsor's logo featured during live programming on sponsored date

Speaking Opportunity

- One (1) speaking slot on panel in general program

Thought Leadership and Content

- Contribute to thought leadership blog series hosted on ATA2021 and ATA websites (2 blog posts) (Blogs must be submitted no later than April 19th for pre-event promotion. Post-event blogs are an option)
- Social amplification throughout ATA network (per blog):
- 2 Tweets, 1 LinkedIn Post (pre-event)
- 1 Tweet during event

Press/Media

- Inclusion in ATA's daily media update distributed to 400+ reporters
- Amplify announcements/press releases through social channels

Branding/Outreach/Social

- Sponsor recognition includes:
- 30-second video to play at start of sponsored day; will also be included in pre-event outreach
- Logo & description on ATA2021 website
- Logo recognition as Gold sponsor in pre-event marketing materials, email outreaches, etc.
- One (1) pre-conference social media post
- One (1) during conference social media post

Registration and Additional Benefits

- Eight (8) complimentary registrations to ATA2021
- Discount code for \$50 off registration price to share with clients/customers/partners
- 10% Discount off additional event registrations

Sponsor Listing

- 10 product images and/or videos for inclusion in Technology Gallery
- 15 Downloads or links to your collateral such as news releases, case studies, white papers, brochures, catalogs, etc.
- All Sponsor Listing deliverables included in the Silver Package

SILVER SPONSOR - \$5,000

Sponsor Listing

- Company Name, Address, Phone, URL and Logo
- Extended Company Description (2000 characters)
- Display of product categories, press releases and social media links in showroom
- Access to opt-in leads
- Slotted Listing as Featured Sponsor in search results
- Product/service/tech presentation – up to 15 minutes
- 6 product images and/or videos for inclusion in Technology Gallery
- 10 downloads or links to your collateral such as news releases, case studies, white papers, brochures, catalogs, etc.
- Digital Business Cards, with chat functionality, includes contact information, headshot, email and social links to make networking simple
- Networking with attendees via chat

Press/Media

- Inclusion in ATA's daily media update sent to 400+ reporters
- Amplify announcements/press releases through social channels

Branding/Outreach/Social

- Sponsor recognition includes:
 - Logo & description on ATA2021 website
 - Logo recognition as Silver sponsor in pre-event marketing materials, email outreaches, etc.

Registration and Additional Benefits

- Four (4) complimentary registrations to ATA2021
- Discount code for \$50 off registration price to share with clients/customers/partners

BRONZE SPONSOR - \$2,500

Sponsor Listing

- Company Name, Address, Phone, URL and Logo
- Extended Company Description (1000 characters)
- Display of product categories, press releases and social media links in showroom
- Access to opt-in leads
- Slotted Listing as Featured Sponsor in search results
- 3 product images and/or videos for inclusion in Technology Gallery
- 5 Downloads or links to your collateral such as news releases, case studies, white papers, brochures, catalogs, etc.
- Digital Business Cards, with chat functionality, includes contact information, headshot, email and social links to make networking simple
- Networking with attendees via chat

Branding/Outreach/Social

- Sponsor recognition includes:
 - Logo & description on ATA2021 website
 - Logo recognition as Bronze sponsor in pre-event marketing materials, email outreaches, etc.

Registration and Additional Benefits

- Two (2) complimentary registrations to ATA2021
- Discount code for \$50 off registration price to share with clients/customers/partners

Amplify your message, build brand awareness, share your unique story with the ATA community.

Questions? Contact Paul Samargedlis at psamargedlis@americantelemed.org or call 774-343-5168.



TWITTER
19K followers



LINKED IN
8.8K followers
13.8 group members



FACEBOOK
5.8K followers



INSTAGRAM
680 followers

@AMERICANTELEMED



Health. Virtually. Everywhere.