



**South Dakota  
Engineering  
Society  
60th Annual  
Conference**

**April 14 - 16  
2021  
Virtual**

**Vendor,  
Partner  
and  
Sponsor  
Opportunities**

Following the success of our virtual 2020 Fall Conference and due to the ongoing health and safety concerns, the South Dakota Engineering Society is excited to announce our 60th Annual Conference will be held virtually — offering new opportunities for sponsors, partners and vendors!

Our virtual Fall Conference saw not only record attendance, but attendance by industry professionals who have never attended our conference before. We are looking forward to another conference with record breaking attendance and the opportunity for you to share your products, brand and information with even more people.

Included in this prospectus are a variety of ways for you to exhibit virtually at our conference, sponsor a portion of the conference, and advertise or partner with SDES. If you have an additional sponsorship idea, other than what we have included here, please don't hesitate to contact Nancy at the SDES office at 605.951.1004. Thank you!

The following Vendor, Partner and Sponsor Opportunities are available for the SDES 60th Annual Conference and throughout the year. Please view the following pages for complete information on each of the opportunities.

#### **PACKAGE OPPORTUNITIES**

- ◆ Virtual Vendor Package
- ◆ Annual Silver Partnership
- ◆ Annual Gold Partnership
- ◆ Annual Platinum Partnership
- ◆ Annual Advertising Package

#### **ALA CARTE OPPORTUNITIES**

- ◆ Swag Box Sponsor
- ◆ Keynote Speaker Sponsor
- ◆ General Session Sponsor
- ◆ Awards Ceremony Sponsor
- ◆ Door Prize Sponsor
- ◆ Conference Program Advertiser
- ◆ Swag Box Participant

# SDES 60th Annual Conference Opportunities

The following vendor, sponsor and partnership opportunities are available for the SDES 60th Annual Conference to be held virtually via WebEx.

- ◆ Register for your vendor, sponsor or partnership opportunity via the conference registration portal online at <http://www.sdes.org/event-4213056>
- ◆ If you have any questions, please call Nancy at the SDES office at 605.951.1004 or reach out via email to [sdengineeringsociety@gmail.com](mailto:sdengineeringsociety@gmail.com)

## PACKAGE OPPORTUNITIES

### VIRTUAL VENDOR PACKAGE \$375

Since we haven't been able to gather in person at our conference for two long years, the Virtual Vendor Package gives you the opportunity to get out in front of our SDES members and other conference attendees. In short, the Virtual Vendor Package is the virtual vendor booth, with a wide range of opportunities for you to promote your company, agency, products, areas of expertise or staff. The package includes:

- ◆ **Two-Minute Teaser:** A two minute (maximum), pre-recorded video to be played in between educational sessions during the virtual conference. Video can highlight your company, a new product, your staff, upcoming event or the like. Videos must be in MP4 format and must be supplied to SDES no later than close of business April 8th. SDES reserves the right to decline inappropriate material.
- ◆ **Inclusion in the Swag Box:** A Swag Box will be mailed out to all pre-registered conference attendees and will include a conference portfolio, conference program, vendor/sponsor information and company/agency swag. You may include a postcard, business card, flyer or the like (limited to one piece no larger than 8 1/2" x 11") promoting your company/agency, your expertise, a new product, your staff or upcoming event. You may also include swag. Swag may be your standard vendor booth giveaways – jump drives, pens, koozies, notepads and the like. All items must be acceptable to mail through U.S. Post (no liquids, etc.). Get creative, but if in doubt, give us a call. An estimated 250 pieces are needed. All information items and swag must be received at the SDES office no later than close of business April 2nd to be included .
- ◆ **Program Advertisement:** A 1/4 page, black and white advertisement will be included in the conference program. Horizontal ad size: 4 1/2" wide x 2" high. Vertical ad size: 2 1/4" wide x 4" high. Size may be upgraded for an additional cost. Ad must be received by SDES no later than close of business March 31st.
- ◆ **Conference Recognition:** Vendors will be recognized on the conference screen and announced during the live conference. Please send a digital ready logo to SDES no later than close of business March 31st.
- ◆ **One Free Conference Registration**

## PACKAGE OPPORTUNITIES (continued)

### ANNUAL PARTNERSHIP PACKAGES

The South Dakota Engineering Society (SDS) has several sponsorship and marketing opportunities throughout the year, including our Annual and Fall Conferences, *The South Dakota Engineer* quarterly newsletter, a website and other events. In order to streamline your sponsorship opportunities and to position your company to get the most outreach for your marketing investment, SDS has introduced Annual Partnership Packages. The Partnership Packages are as follows:

#### ANNUAL SILVER PARTNERSHIP \$1100 — Includes:

- ◆ Logo/Business Card on the SDS website's homepage banner
- ◆ Business Card Sized Ad in the SDS quarterly newsletter, *The South Dakota Engineer*
- ◆ Recognition as a Silver Partner on the SDS website's Partner Page, with a link to your website
- ◆ Recognition as a Silver Partner at the following:
  - Annual Conference: Logo and recognition as a Silver Partner on the conference website, in registration mailers, on the conference PowerPoint & announced recognition at the conference, plus inclusion in the Annual Conference Swag Box.
  - Fall Conference: Logo & recognition as a Silver Partner on the conference website, in registration mailers, on signage, on the conference PowerPoint & announced recognition at the conference
- ◆ 1 Annual Conference Registration
- ◆ 1 Fall Conference Registration
- ◆ 1/4 Page Advertisement in the Annual Conference Program

#### ANNUAL GOLD PARTNERSHIP \$1600 — Includes all items in the Silver Partnership Package, plus the following, with recognition as a Gold Partner:

- ◆ Upgrade to a 1/4 Page Advertisement in the SDS quarterly newsletter, *The South Dakota Engineer*
- ◆ Upgrade to a 1/2 Page Advertisement in the Annual Conference Program
- ◆ All the benefits of a Virtual Vendor Package for the 2021 Annual Conference
- ◆ An additional Annual Conference Registration (2 Total)

#### ANNUAL PLATINUM PARTNERSHIP \$2300 — (Limit 2 per Year — Only 1 Remaining!) — Includes all items in the Gold Partnership Package, plus the following, with recognition as a Platinum Partner:

- ◆ Upgrade to a 1/2 Page Advertisement in the SDS quarterly newsletter, *The South Dakota Engineer*
- ◆ Upgrade to a Full Page Advertisement in the Annual Conference Program, inside front or back cover
- ◆ An additional Fall Conference Registration (2 Total)
- ◆ Option to present a 1/2 hour PDH seminar at the Annual Conference. Must be an educational session worthy of .5 PDH with prior approval by the Conference Board.

## PACKAGE OPPORTUNITIES (continued)

### ANNUAL ADVERTISING PACKAGE \$450 — Includes:

- ◆ Logo/Business Card on the SDES website's homepage banner
- ◆ Business Card Sized Ad in the SDES quarterly newsletter, *The South Dakota Engineer*
- ◆ Business Card Sized Ad on the SDES website's Partner Page
- ◆ 1/4 Page Advertisement in the Annual Conference Program
- ◆ Inclusion in the 2021 Annual Conference Swag Box

## ALA CARTE OPPORTUNITIES

### ANNUAL CONFERENCE PROGRAM ADVERTISEMENT

A printed program will be sent to all pre-registered participants. Print ready black and white advertisements must be received by SDES no later than close of business March 31st to be included in the mailed program. Color, digital ready ads will be included in the online program.

- ◆ **1/4 Page Advertisement \$75** — Horizontal ad size: 4 1/2" wide x 2" tall. Vertical ad size: 2 1/4" wide x 4" tall.
- ◆ **1/2 Page Advertisement \$100** — Horizontal ad size: 4 1/2" wide x 3 3/4" tall. Vertical ad size: 2 1/4" wide x 7 1/2" tall.
- ◆ **Full Page Advertisement \$175** — Ad size: 4 1/2" wide x 7 1/2" tall.

### SWAG BOX SPONSOR \$500

A Swag Box will be mailed out to all pre-registered conference attendees and will include a conference portfolio, conference program, vendor/sponsor information and company/agency swag.

- ◆ Includes logo placement on inside flap of Swag Box and recognition as a Swag Box Sponsor
- ◆ A Swag Box Sponsor may include information on your company or agency promoting your company, agency, products, areas of expertise, upcoming event or staff, as well as swag. The included information piece may be a postcard, business card, flyer, etc. limited to one piece no larger than 8 1/2" x 11". Swag may be your standard vendor booth giveaways — jump drives, pens, koozies, notepads and the like. All items must be acceptable to mail through U.S. Post (no liquids, etc.). Get creative, but if in doubt, give us a call. An estimated 250 pieces are needed. All information items and swag must be received at the SDES office no later than close of business April 2nd.

### SPEAKER AND EVENT SPONSORS

The following Speaker and Event Sponsors will be recognized in the conference program and on the conference presentation, as well as announced during the virtual conference.

- ◆ **Keynote Speaker Sponsor \$300**
- ◆ **Awards Ceremony Sponsor \$200**
- ◆ **General Session Sponsor \$100**
- ◆ **Door Prize Sponsor \$50**

## ALA CARTE OPPORTUNITIES (continued)

### SWAG BOX PARTICIPANT \$100s

A Swag Box will be mailed out to all pre-registered conference attendees and will include a conference portfolio, conference program, vendor/sponsor information and company/agency swag.

- ◆ A Swag Box Participant may include information on your company or agency promoting your company, agency, products, areas of expertise, upcoming event or staff, as well as swag. The included information piece may be a postcard, business card, flyer, etc. limited to one piece no larger than 8 1/2" x 11". Swag may be your standard vendor booth giveaways – jump drives, pens, koozies, notepads and the like. All items must be acceptable to mail through U.S. Post (no liquids, etc.). Get creative, but if in doubt, give us a call. An estimated 250 pieces are needed. All information items and swag must be received at the SDES office no later than close of business April 2nd.