Conference Sponsorship Chair Duties

1. Communicate with the sponsors about how to exercise their benefits, which are:
 a. Logos on conference banners
 b. ~~Logos on conference bags~~
 ~~c. Printed materials in conference bags~~
 ~~d. Logos and ads in printed handbook~~ (replaced by digital handbook, we should still include logos and ads)
 e. Exhibiting space
 f. Collect CVs from conference goers who are interested in being contacted about employment opportunities and send them to sponsors.

2. Take responsibility for managing the sponsorship elements of the ~~printed~~ digital handbook and conference banners, which means:
 a. Collecting and arranging the sponsors' printed ad.
 b. Collecting and arranging the sponsors' logos (in .eps or .pdf format) for the back of the handbook (don't forget D&I sponsors)
 c. Coordinating with whoever the General Chair designates as in charge of the handbook on dates, formats (color, size, etc).
 d. Be aware that printers have hard deadlines, so communicating a sufficiently earlier deadline for sponsors to send their materials is important.

3. Work with **Jenn Rachford** to create an exhibition guide for the exhibiting sponsors, and distribute it 2 months or 6 weeks before the conference. This should include:
 a. What the size of each exhibition space will be
 b. What materials will be provided (this could be as simple as tables, chairs and pasteboards, or as complicated as a "shell scheme" which we typically use local vendors for and the sponsors pay for themselves to work with that vendor)
 c. What the sponsors are allowed to bring (e.g. Meta will want to rent furniture and build a shell - does the conference venue allow this? If so, does it limit to particular vendors). Whether they are allowed to have amplified audio (no). One year one of the sponsors asked if they could bring a smart car.
 d. What the setup and teardown times will be.
 e. Where they should ship materials to, and what date the materials should arrive in (helps to have a shipping label that they print out – doesn't need to be pre-paid).
 f. Include instructions to mark the outside of the boxes as "For conference bags" for materials they want us to put in the conference bags.
 g. Set times when the exhibition booths should be staffed. Typically this is the full time that the conference is going on.
 h. If the exhibition hall is unlocked during non-staffed hours, you should arrange a locked storage space for companies to put their booth materials, and arrange for a person to have the key to lock and unlock it at designated times (probably good to give their telephone number to sponsors upon arrival).

       i. Much of this information requires input from the local organizers, so the Sponsorship Chair should be a local or should coordinate closely with them.

4. Work with **Jenn Rachford** to communicate instructions to sponsors on how to get their complimentary registrations.

       a. If you are using YesEvents to manage the conference registration, Jenn can have them generate a code for each sponsor for the number of complimentary registrations.

       b. If you're using another conference registration company, then they should be able to generate codes for complimentary registrations or tell you what the procedure is for having sponsors collect their complimentary registrations

       c. There are two types of complimentary registrations:

              (1) Full conference registrations + tutorials + workshops for the companies' researchers,

              (2) Registrations for 2 company representatives per day to staff the exhibition booths. This registration type typically does not include the scientific content, or the social events. Providing a way for companies to purchase extra tickets to the social events would be good.

5. Communicating the conference program schedule to the sponsors. This should include

       a. As early as is known, the starting and ending times of the conference program each day. Some sponsors like to host their own social events. They should be advised not to do this on evenings when there are official conference events like poster sessions or official social events.

       b. Companies like to know what papers are being presented by their researchers. Having the program co-chairs generate such a list is useful (can be done via email addresses or affiliation of accepted papers authors).

       c. Send the companies the full talk schedules when it is available.

       d. Liaising between companies and the people who are running the virtual component of the conference.

       e. For virtual exhibitors, the program committee should pick a few 2- hour blocks when the virtual exhibits should be open. These hours should be communicated to the virtual participants and to the virtual sponsors. I recommend setting the virtual exhibition hours to be the same as the virtual poster sessions. Underline provided this in the past; up to the general chair and program co-chairs if they want to have a virtual component to the conference. If so, then you can optionally open it up to virtual space to sponsors.

—Chris