



# **SPONSOR & VIRTUAL EXHIBITOR PACKET**

**January 27-28, 2021**

Sponsor or Exhibit at the 2021 Virtual Wisconsin Cranberry School to receive a 25% discount on a booth at the 2021 Summer Field Day!

Event Contact:

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# 2021 Virtual Cranberry School

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The health and safety of our cranberry community, speakers, and Cranberry School attendees is our number one priority. After careful consideration, in light of the COVID-10 global pandemic's current trajectory, the WCREF Board of Directors has decided to cancel the in-person event. To ensure the safety of our community, Cranberry School will now be held as a two-day virtual meeting, January 27-28, 2021, with a condensed program.

Both speakers and attendees will participate remotely. Attendees will be able to experience sessions in real time as they will be live-streamed along with live Q&A. The WSCGA Education Committee is developing a program tailored to an online format.

As part of the virtual event, WSCGA Associate Members will have the opportunity to sponsor the event or create a virtual exhibit space. Every cranberry school attendee will receive an individualized link to their virtual event platform that includes access to the conference sessions as well as exhibitor and sponsor information.

Virtual exhibitors will be able to create and customize a virtual booth including logos, photos, links, files, videos, etc. The cranberry school agenda will include set times for attendees to explore the virtual trade show, and staff can assist you with creating your personalized booth. See page 3 for more information on becoming an exhibitor.

Online sponsorship is all about name recognition! Sponsoring will place your branding in prominent locations within the conference website. You spoke and we listened – Associate members told us that they want exposure to an engaged audience. Our sponsorship packages and the ability to customize allow just that. See page 4 for more information on becoming a sponsor.

## Sessions:

The virtual exhibits and online sponsorships will be in conjunction with the sessions of the entire virtual event:

- Wisconsin Cranberry School: January 27, 1:00-3:00pm  
January 28, 9:00-11:00am and 1:00-3:00pm
- WSCGA Winter Meeting:  
& Industry Update Session January 27 from 9:00-11:00am (WSCGA members only)

## Registration:

- All registrations will be accepted online. [Click here](#) to register online.
- *Trade Show exhibits are only available to WSCGA Associate Members. Please renew your membership in advance or when you register as a sponsor or exhibitor.*

## Payment Options:

- All registrations will be accepted online.
- There are two payment options
  - Credit card payments will be accepted during registration on the online checkout page (MC, Visa, & AmEx).
  - Click the "Generate Invoice" button during registration to have an invoice emailed to you. Return the invoice and check payment to the WSCGA office within 3 weeks or your reservation will be released.

# 2021 Virtual Cranberry School

## Virtual Exhibit Booths

Options for booth customization include:

- Logo
- Categories: Areas of business
- Connect: Chat, website, social media, etc.
- About: Business information, photos, videos, etc.
- Resources: Literature, links, link to your video conference platform
- Staff profiles
- Business contact information

Virtual exhibit includes:

- Personalized virtual exhibit booth
- One complimentary conference registration
- Live chat feature with attendees
- Tracking of attendee visits, clicks, views, etc.
- Virtual scavenger hunt/bingo for attendees
- Set times for attendees to explore the virtual trade show with incentives to participate

Staff:

- Each staff member will receive a unique virtual platform link where they can access and update their profile.
- During the set trade show times, attendees can select a staff person's name to view their profile and chat with them directly.
- Virtual exhibit booths include one complimentary conference registration for a staff member. You can purchase up to 5 additional staff registrations during the checkout process according to the table on pg. 5

## Pricing

Virtual Trade Show Booth	
Registration window	Rate
Dec 1 - Jan 11	\$75
Jan 12 - Jan 20	\$100

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## Sponsorship Opportunities

	<b>Event Sponsor \$700</b>	<b>Daily Sponsor \$350</b>	<b>Session Sponsor \$150</b>
<b>Number of Sponsorships Available</b>	3	Unlimited	Unlimited
<b>Conference Registrations included</b> <i>Number of complimentary registrations that sponsor will receive</i>	2	1	1
<b>Logo on conference website</b> <i>Sponsors will be recognized with logo placement in various areas of the virtual event platform</i>	<b>Top tier placement</b> <i>Located at the top of all main webpages, in the sponsor section on the home page, on sessions sponsored and on sessions moderated</i>	<b>2<sup>nd</sup> tier</b> <i>Located in the sponsor section on the home page, and on session sponsored</i>	<b>3<sup>rd</sup> tier</b> <i>Located in the sponsor section on the home page and on session sponsored</i>
<b>Sessions moderated</b> <i>Sponsor will moderate one 2-hour conference session</i>	1	--	--
<b>Sessions sponsored</b> <i>Sponsor logo is placed on the session webpage, on the sponsor slide during the session, and announced by the host</i>	3	2	1
<b>In-session "commercial"</b> <i>Sponsor can play a promo video during their sponsored session</i>	2	1	--
<b>Virtual Exhibit Booth</b> <i>Sponsor can create a personalized info page for attendees to view- can include photos, videos, files, links, etc.</i>	✓	✓	✓
<b>Give-away sponsor</b> <i>Sponsor will donate an item of their choice as a prize for session games and contests- branded merchandise, charity donation gift cards, online service subscription, etc. (suggested value of at least \$50)</i>	✓	✓	*
<b>Virtual Tote Bag</b> <i>Sponsor can include one flyer or handout to pre-stuff the attendee's virtual tote bags</i>	✓	✓	*

### \*À La Carte: Add on to your package with à la carte options!

Item	Price
<b>Conference registration</b>	According to conference registration table (p. 5)
<b>Give-away Sponsor</b> <i>Sponsor will donate an item of their choice as a prize for session games and contests- branded merchandise, charity donation gift cards, online service subscription, etc.</i>	\$100 and one give-away item (suggested value of at least \$50)
<b>Virtual Tote Bag</b> <i>Sponsor can include one flyer or handout to pre-stuff the attendee's virtual tote bags</i>	\$50

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## *Additional Conference Registrations*

All sponsorships include complimentary conference registration(s), see the table on pg. 4 for details. Each virtual exhibit booth includes one complimentary conference registration.

Additional registrations can be purchased during the registration process according to the table below.

<b>Deadline</b>	<b>Cranberry School Registration Fee</b>
By Monday – January 11, 2021	<b>\$50</b> per person
On or after January 12, 2021	<b>\$60</b> per person
On January 27 or 28	<b>\$85</b> per person

## *Resources*

- [Click here](#) to view the online Sponsor & Virtual Exhibitor Guide
- [Click here](#) to view a sample Virtual Exhibit Booth

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