2021
Sponsorship Prospectus

www.pascv.org
WHY SPONSOR PASCV?

As a corporate sponsor, you are an integral part of PASCV and fundamentally important to its success. Your partnership helps the Society build and maintain its portfolio of medical and technological programs that increase understanding of all aspects of human viral diseases. Corporate sponsorship is also an opportunity for you to access clinical virology practitioners and leaders that comprise our membership and outreach cohorts. Discover new markets, drive demand, and capture leads. Leverage the momentum of PASCV meetings to announce new products and expand brand awareness. Share the innovative ways members can use your solutions and services to achieve outstanding patient care.

We are happy to work with you to customize a sponsorship package that best represents your vision. Please contact PASCV directly to help customize your sponsorship package to your company’s needs and priorities.

Matthew J. Binnicker, PhD
PASCV President

Contact Us

Jess Warner | Administrative Director
E: jess@pascv.org
P: 412.983.1158

www.pascv.org
Diamond Sponsor | $15,000

- Logo recognition on:
  - PASCV homepage and MVW sponsor page
  - All marketing emails promoting MVW
  - Virtual platform
  - MVW program
- One time use of registrant mailing list (opt-in only)
- Full page color ad in MVW program
- (3) complimentary registrations
- Virtual exhibit booth space to include:
  - Participation in gamification option for attendees
  - Direct communication opportunities with attendees
- Sponsorship of Career Achievement Award (limited opportunities available)
- Virtual corporate workshop
- Exclusive sponsorship of social/networking event (limited opportunities available)
Platinum Sponsor | $10,000

- Logo recognition on:
  - PASCV homepage and MVW sponsor page
  - All marketing emails promoting MVW
  - Virtual platform
  - MVW program
- One time use of registrant mailing list (opt-in only)
- Half page color ad in MVW program
- (2) complimentary registrations
- Virtual exhibit booth space to include:
  - Participation in gamification option for attendees
  - Direct communication opportunities with attendees
- Virtual corporate workshop

Gold Sponsor | $5,000

- Logo recognition on:
  - PASCV homepage and MVW sponsor page
  - All marketing emails promoting MVW
  - Virtual platform
  - MVW program
- Quarter page color ad in MVW program
- (1) complimentary registration
- Virtual exhibit booth space to include:
  - Participation in gamification option for attendees
  - Direct communication opportunities with attendees

Exhibitor | $1,500

- Logo recognition on:
  - PASCV homepage and MVW sponsor page
  - MVW program
- Virtual exhibit booth space to include:
  - Participation in gamification option for attendees
  - Direct communication opportunities with attendees
- (1) complimentary registration
Diamond Sponsor | $10,000

- Logo recognition on:
  - PASCV homepage and Fall Meeting sponsor page
  - All marketing emails promoting the Fall Meeting
  - On-site signage at the Fall Meeting and/or virtual platform
  - Fall Meeting program
- One time use of registrant mailing list (opt-in only)
- Full page color ad in Fall Meeting program
- (3) complimentary registrations
- (1) 6ft tabletop exhibit booth or virtual booth space
- Choice of (1) auxiliary sponsorship opportunity

Platinum Sponsor | $5,000

- Logo recognition on:
  - PASCV homepage and Fall Meeting sponsor page
  - All marketing emails promoting the Fall Meeting
  - On-site signage at the Fall Meeting and/or virtual platform
  - Fall Meeting program
- One time use of registrant mailing list (opt-in only)
- Half page color ad in Fall Meeting program
- (2) complimentary registrations
Gold Sponsor | $2,500

- Logo recognition on:
  - PASCV homepage and Fall Meeting sponsor page
  - All marketing emails promoting the Fall Meeting
  - On-site signage at the Fall Meeting and/or virtual platform
  - Fall Meeting program
- Quarter page color ad in Fall Meeting program
- (1) complimentary registration

Exhibitor | $1,000

- Logo recognition on:
  - PASCV homepage and Fall Meeting sponsor page
  - Fall Meeting program
- (1) 6ft tabletop exhibit booth or virtual booth space
- (1) complimentary registration

Auxiliary Sponsorship Opportunities*

Program Ad | $100-200
- Pricing based on full, half, or quarter page full color ad

Corporate Workshop | $750
- Ability to host pre-meeting function to connect with attendees
- Food and beverage and AV (if desired) to be provided by sponsoring company
- Limited opportunities available

Custom Question in Post-Event Attendee Survey | $150
- Opportunity to provide post-event attendee survey question
- Follow-up reporting to be provided to sponsor

*Available for individual purchase or to accompany a sponsorship package.
Corporate webinars offer an opportunity to directly connect with members and provide product education. Our webinars are recorded and maintained on our website, allowing your sponsorship to be recognized long past the live webinar. Corporate webinars are free to all registrants and approximately one hour in length.

For information on sponsoring our educational webinars through an educational grant, please contact Jess Warner at jess@pascv.org.

$3,000

PASCV provides:

- Acknowledgement of sponsor on marketing announcements and associated webpages
- Management of all logistical aspects of webinar including registration, webinar set-up and scheduling, technical support, speaker rehearsal, and live webinar production and recording
- Marketing of the webinar to PASCV members and its extensive database
- Year-round hosting of webinar on www.pascv.org
- One time use of registrant mailing list (opt-in only)
- Logo recognition on PASCV homepage

Sponsor provides:

- Webinar title, description, content, and speakers
- Company logo for marketing purposes
- Full rights for PASCV's use and retention of the webinar
- Single point of contact for all communication with speakers
Social Media Post

Connect with laboratory directors, practicing physicians, research virologists, postdoctoral fellows, laboratory technologists and technicians throughout the world in just 280 characters!

$100-$250
- 280-character post to be featured on PASCV’s Facebook, Twitter, and LinkedIn accounts
  - 1 post | $100
  - 5 posts; one each day for the week | $250
- Logo recognition on PASCV homepage
- Post may reflect your company’s products/services, but must provide technical and educational substance
- Post may include text, links, photos, and video and are subject to approval by PASCV

Pulse Advertisement

The Pulse allows you to advertise to PASCV’s extensive contact database. This communication, sent every other week, promotes member engagement while highlighting PASCV’s educational offerings and clinical practice efforts.

$250
- (1) 570px x 265px jpg file advertisement with hyperlink
- Logo recognition on PASCV homepage
- Post may reflect your company’s products/services and include text and photos
Policies

The COVID-19 pandemic has created unique challenges and opportunities for all of us. In an effort to quickly adapt to this continually evolving world, PASCV reserves the right to amend and modify sponsorship benefits with notice to sponsor. Please note that some sponsorship opportunities may sell out and others may be added or modified as new challenges and opportunities present themselves throughout the year.

Our goal is to remain flexible to best serve our corporate partners, members, and the healthcare community. In addition to the previously mentioned sponsorship options, PASCV also offers exclusive, customized sponsorship opportunities. These customized sponsorship opportunities can be added to any of the sponsorship options or purchased separately.

If you have any questions regarding our sponsorship packages or if you would like to customize a sponsorship package, please reach out to Jess Warner at jess@pascv.org.

We look forward to partnering with you.

Contact Us

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