

SPONSORED SESSIONS

THE OPPORTUNITY
<p>Virtual AIHce EXP will feature a series of sponsored-content sessions daily during conference via our Rise & Shine and Lunch & Learn Series. These pre-recorded hour-long sessions will be scheduled to run during non-education hours in the AM before education tracks begin and during the mid-day lunch break. Sponsors will be required to submit a Sponsored Content Session Presentation worksheet and a pre-recorded video of their presentation as outlined below. Sessions will be promoted via our published online education schedule, digital Final Program, select attendee communications, social media, and during the week of the conference via the Virtual Platform.</p>
<p>KEY BENEFITS:</p> <ul style="list-style-type: none"> • Opportunity to deliver sponsored content to our attendees during their scheduled times and recordings will be available via the On Demand Package each registered attendee will have access to through December 31, 2021. • Sponsors will receive a lead list of attendees from their scheduled session time including full contact details up to, and including, email addresses of those attendees who have not opted-out to be contacted by the sponsor. • Sponsors will be recognized as thought-leaders and receive branding in pre- and post-event marketing, digital Final Program, and social media.
<p>DEADLINES & DELIVERABLES:</p> <ul style="list-style-type: none"> • High-resolution vectored EPS file of sponsor’s logo due with signed agreement. • Sponsor’s completed Sponsored Content Session Presentation Worksheet no later than April 20, 2021. • Sponsor’s pre-recorded session must be submitted by May 4, 2021. <p>Best practices & tips:</p> <ul style="list-style-type: none"> ❖ Please visit our Speaker Resources page to download the official conference branded Power Point template and explore other helpful tips & tricks. ❖ Be sure to leverage the power of social media and note our hashtag: #AIHceEXP for maximum visibility to our followers. More ways to promote your session. ❖ If utilizing Teams or Zoom to record these, be sure to put up your branded background

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FILE SUBMISSION

Acceptable file formats: MP4, MOV, AVI Video files should be delivered via Dropbox, WeTransfer, or Google Drive

Download links should be sent to Laura Garcia at lcgarcia@aiha.org and Bethany Chirico at bchirico@aiha.org.

Questions? Please contact Laura Cilano Garcia @ lcgarcia@aiha.org