



# atd ATD DALLAS

Association for Talent Development

**P**artnering with the Association of Talent Development Dallas Chapter connects your business to more than 400 Workplace Learning and Performance Professionals

**Our members are your clients and potential clients. Sponsorship allows you and your team to stay top of mind throughout the year giving your company a competitive advantage.**

ATD Dallas is the local chapter of the international ATD professional association. ATD is the world leading organization focused on the promotion and advancement of workplace learning and performance.

Incorporated in 1980, ATD Dallas has over 400 members with a variety of backgrounds, including corporate directors, training managers, instructional designers, delivery facilitators, OD specialists, e-learning specialists, external consultants, and newcomers to our profession.

Member companies include Fortune 500 organizations, non-profits, government, and mid-size and small businesses.

Sponsorship and advertising with ATD Dallas allows you to reach a large targeted audience of Dallas talent development professionals in a cost-effective way.

Our members benefit in several ways:

- *Professional development experiences*
- *Access to talent development best practices*
- *Resources*
- *Involvement for personal growth*

If you offer product or service that supports Workplace Learning and Performance (WLP), choose ATD Dallas as your partner.

Our members are involved in recommending and approving expenditures within their organizations for your products and services.

# Southwest Learning Summit: August 23, 2018

Sponsor Pricing & Benefits	Platinum	Gold	Silver	Bronze
Booth size*	● Double	● Standard	● Standard	● Standard
Booth staff – includes meals and admission to breakout sessions*	● 4	● 4	● 2	● 1
Guest registration for event	● 4 Guests	● 2 Guests		
Chapter memberships	● 4 Transferable	● 2 Individual	● 2 Individual	● Renewal discount for exhibitor staff
Logo in PowerPoint at event	●	●	●	●
Logo included in chapter email announcing sponsors	● Priority Placement	●	●	
Logo on ATD Dallas chapter website	● Homepage, event & sponsor page	● Event & sponsor page	● Event & sponsor page	● Sponsor page
Promotional material (1 piece) to attendees in conference bag	●	●	●	
Recognition in opening remarks	● Until end of year	● 6 months	● 3 months	
Advertisement in printed program (horizontal)	● Full Page Ad	● Half Page Ad & 50% for full	● Quarter Ad & 35% for upgrade	● 20% Discount
Use of ATD Dallas Logo on website	●	●	●	●
Logo included on conference material	●			
Sponsor introduction of Keynote Speaker	●			
Preferred seating in main event room	●			
List of attendee emails	● Before	● After		
List of attendee USPS addresses	● Before	● After		
Logo inclusion on conference signage	● Large Outside Main Hall & Rooms	● Small Outside Main Hall & Rooms	● Small Outside Rooms	
Video advert on website	● 60 second	● 30 second		
Video during Day Of	● 30 second			
Investment	\$3,500	\$2,250	\$1,500	\$1,000

\*All booths are 10'x10', carpeted, with table, 2 chairs, and electricity. Optional equipment is available through venue.

\*Limit of 2 people per booth included – additional booth personnel must register as an attendee.

\*Giveaways (non-food) and drawings may be provided to attendees.



Association for  
Talent Development

We are also happy to create a CUSTOM SPONSOR PACKAGE to best meet the needs of your company. There are a la carte options available. To register as a sponsor please visit: [www.tddallas.org/event-2839574](http://www.tddallas.org/event-2839574)

To learn more and to sign up as a sponsor, please contact:

**Tracy Oosterman Thompson**  
One More Sponsor  
[tracy@onemoresponsor.com](mailto:tracy@onemoresponsor.com)  
404-803-0020