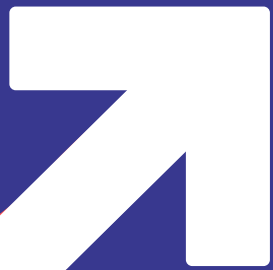




**afa**

Celebrating 75 Years



**EVOLVE** →

**AFA HYBRID CONFERENCE  
21st & 22nd September 2021**

**Pre-record session  
Sponsorship proposal**

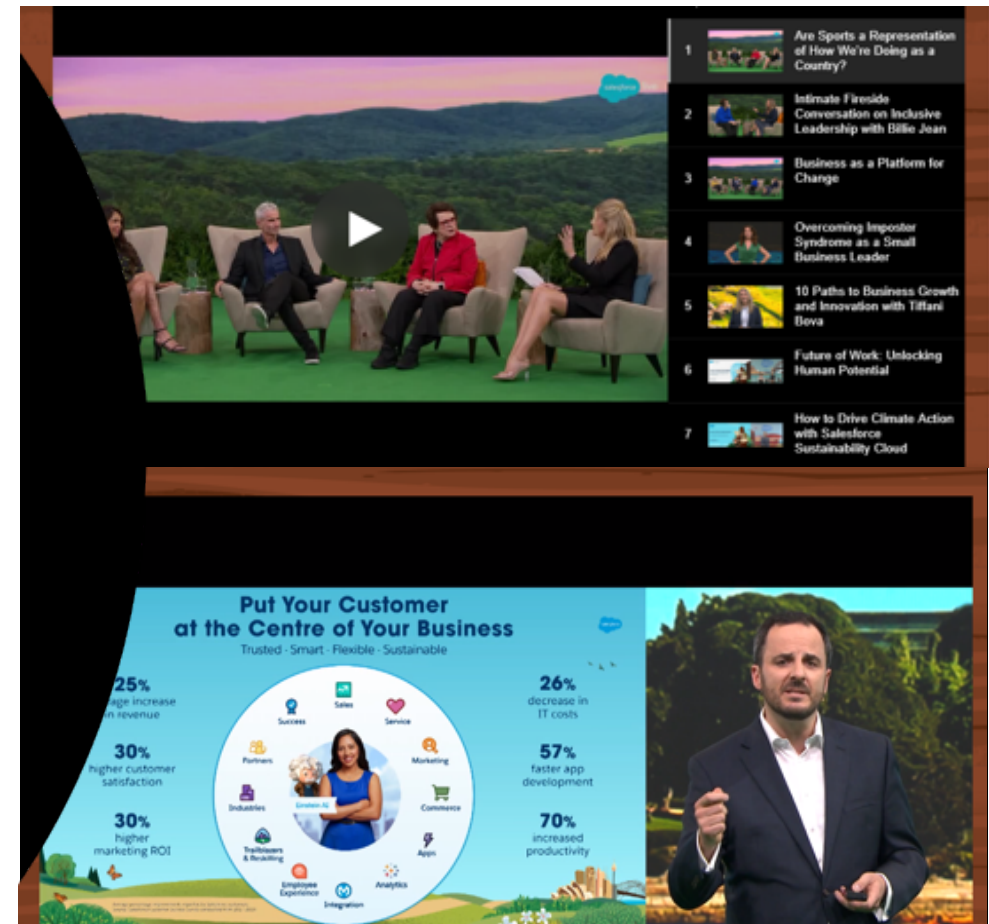
JOIN THE CONVERSATION [#AFAEVOLVE2021](#)



### Virtual Conference Partner Benefits

#### BENEFITS

- A new and powerful way to connect with AFA adviser members
- Opportunity to host your own tailored content session (up to 60mins), CPD accredited
- Conference content is ever green content - available on demand during and post conference
- Greater reach to a bigger and more diverse (e.g. regional) adviser demographic
- Deep and actionable analytics on engagement, interests and intentions of advisers (including polls, surveys during conference)
- Position on exhibition floor with branding, adviser engagement opportunities and own curated content (incl video upload, graphics, white papers, contact channels, competitions)
- MC Introductions
- Vastly enhanced on-screen branding opportunities
  - Logo onscreen throughout presentations (live & on-demand)
  - Pre &/or post reels (15-30sec) for each sponsored presentation
  - Branding opportunities for virtual breakout rooms
- Direct marketing opportunities pre & post event with click-thru to your website / call to action
- Post-event analytics report: session engagement (live or on-demand), questions asked, poll responses, direct survey feedback to assist with lead opportunities & follow-up actions.



### Pre-Record Session Sponsorship Package: \$10,000 (+ GST)

#### INCLUSIONS

**Conference:** Four (4) Full Delegate Passes

##### (1) One hour pre-record session

- a. Professional recording to camera in-studio or via remote filming
- b. Content to cover one of the four FASEA learning categories
  - i. Technical
  - ii. Client Care & Practice
  - iii. Regulatory Compliance & Consumer Protection
  - iv. Professionalism & Ethics
- c. Your session available on-demand to all delegates for 4 months following conference

##### (2) One virtual exhibition booth

- a. Hosted on conference platform for duration of 2-day conference event
- b. Customisable for your marketing content and branding:
  - i. Videos
  - ii. Presentations
  - iii. Marketing flyers
- c. Digital business card - visitors can leave their details for you to contact them

##### (3) Conference platform branding:

- a. *Your logo* on conference platform as conference partner
- b. *Your brand* on pre-record sessions playlist and on the virtual exhibition for duration of 2-day conference event
- c. *Your logo* on conference website and program for pre-conference marketing

##### (4) Marketing

- a. *Your logo* included on conference website and program, hyperlinked to nominated URL
- b. *Conference Virtual Satchel* - one marketing item (PDF flyer, coupon, link to video/advertisement or downloadable item) for inclusion
- c. *Direct delegate communication* - one marketing communication, either:
  - i. Pre-conference (delegate list provided 2 weeks prior)
  - ii. During or post-conference (delegate list provided on conference eve)
- d. *Conference app* - your brand, pre-record session and virtual exhibition booth details included in conference app, with direct access to attendees

##### (5) Detailed delegate analytics

- a. Deep data on engagement of conference delegates for your content including:
  - i. Delegate duration of viewership for pre-record session
  - ii. Delegate numbers visiting virtual exhibition booth and clicks per media/collateral
  - iii. Delegate demographics (state/suburb)
  - iv. Delegate poll responses (separate sponsorship package)
- b. Data analytics tracked for 4 months post conference for pre-record sessions.

**For all Virtual Conference Session enquiries, please contact:**

**Cameron Burne**

General Manager, Partnerships, Association of Financial Advisers

**P:** 0400 818 283

**E:** [cameron.burne@afa.asn.au](mailto:cameron.burne@afa.asn.au)

