



VIRTUAL FALL NEARC

OCTOBER 17 - OCTOBER 20, 2021

Invitation to Participate

The Host Committee and NEARC Board of Directors invite you to participate as an exhibitor or sponsor at the 2021 Virtual Fall NEARC Conference! We're developing an innovative agenda for practitioners and users of GIS data to get connected, learn from each other, and gather knowledge on the benefits GIS technology has to offer. We hope you'll join us as a valued supporter and be a part of this networking and educational opportunity. Please review the enclosed information and consider these unique branding possibilities for your business. Thank you!

Overview

Formed in 1986, NEARC is an independent, regional organization that represents users of Geographic Information System software in the region of New England and New York. This group of volunteers is dedicated to helping users of Esri GIS software become more successful. The NEARC annual conference draws approximately 400 attendees, representing a broad spectrum of industries including urban and regional planners, educators, natural resource and utility professionals and government agencies.

Here's a glimpse at who attended last year's conference – decision makers, influencers and users from several industries:

Job Type	% of attendees
Analyst/Specialist/Coordinator	35%
Administrator/Manager/Director	19%
Educator	10%
CEO/President/Executive VP	5%
Engineer	4%
Student/Fellow/Intern	4%
Planner	3%
Other	6%

Organization Type	%
Education	21%
Government	42%
Industry	24%
Non-Profit	3%
Other	10%

Planning to purchase or implement the following: (based on 2019 survey data)	% of attendees
Software (ArcGIS Online, Data Collection, etc.)	21%
New Hardware (GPS, Tablet, Plotter, Drone)	16%
Services (Going mobile, Asset Management, Enterprise GIS, Open Data, etc.)	14%
Business System (Permitting, Asset & Work Order Management, CAMA, CAD (Computer Aided Dispatch), Utility Billing, ect.)	8%
Other or N/A	41%

ABOUT THE VIRTUAL VENUE

NEARC has partnered with **Whova** to develop a customized virtual platform complete with a virtual trade show. Vendors will be able to set up and customize their virtual exhibit booth, as well as interact face-to-face with attendees throughout the conference. **Once you register your company as an exhibitor or sponsor we will walk you through all of the details so that you get the most out of your investment in the virtual event.**

BENEFITS OF PARTICIPATING IN A VIRTUAL CONFERENCE

- Save money on travel!
- Save money on booth and giveaways!
- Similar interactions available—live chats, scheduled appointments, etc.
- More qualified leads—virtual events statistically bring more attendees.
- Analytical data tracked and information captured that is shared with you post-event.
- Virtual conference platform will be available well beyond the conference dates, prolonging your company's recognition and exposure.

SCHEDULE AT-A-GLANCE *(subject to change)*

[Click here](#) to view the current schedule.

Visit www.northeastarc.org/fall-nearc to sign up
as a Sponsor or Exhibitor!

SPONSOR & EXHIBITOR ENTITLEMENTS

Pricing & Benefits	Gold Level Sponsor \$2,000	Silver Level Sponsor \$1,500	Bronze Level Sponsor \$1,000	Virtual Exhibit Booth \$750	Underwriter/ Contributor \$300 or Other Amount
Advance email message sent to attendee mailing list on behalf of sponsor	✓				
Recognition as the Keynote Sponsor- company logo on backdrop during the Keynote	✓				
Verbal recognition at the Keynote	✓				
Ad on the Conference platform 5 minutes prior to the start of the Keynotes	✓				
Sponsor a meetup-social or product/technology focused	✓	✓			
Sponsor a session of your choice-logo recognition and brief welcome	✓	✓	✓		
Logo in advance promotion of conference (email blasts)	✓	✓	✓		
Push notification through the Conference app to encourage attendees to visit your booth	2	2	1		
Logo on main landing page of the virtual Conference platform	✓	✓	✓		
Logo on static "thank you to sponsors" slide shown throughout the conference	✓	✓	✓		Listing only
Logo on virtual Conference exhibit hall page with link to exhibit booth	✓	✓	✓	✓	
Virtual exhibit booth with ability to add video, logo, links, description, contact info, files, text Q&A and video chat time	✓	✓	✓	✓	
Company listing in sponsor directory-PDF available to download from the virtual platform	Enhanced listing with logo	✓	✓	✓	✓
Attendee mailing list post-conference	✓	✓	✓	✓	
Complimentary Conference registrations	5	4	3	2	

Visit www.northeastarc.org/fall-nearc for program details and to sign up as a Sponsor or Exhibitor!