

ALLIANCE NORTHWEST

Where government and business connect

EVENT PROFILE | March 11, 2021 – VIRTUAL

For over 30 years, Alliance has been one of the largest business-to-government events in the Northwest, featuring subject matter experts and opportunities to connect buyers and sellers in the public marketplace. The 2021 event will be held virtually while still offering an opportunity for agencies and primes to connect with qualified small and diverse businesses as well as well as each other.

TARGET MARKET

Attendees includes businesses interested in the government marketplace, with historic attendance of over 1,000 people. Attendees represent a who's-who of the government contracting world: Federal and state government agency representatives, prime contractors, small businesses, and government contracting experts.

Alliance Northwest is coordinated by the Thurston Economic Development Council, in partnership with Washington Procurement Technical Assistance Center (PTAC), federal agencies and prime contractors to provide businesses opportunities to connect with government buyers and prime contractors.

THE VIRTUAL PLATFORM - Not Your typical Zoom Webinar!

Each year we hear from small firms that they were able to make connections that led to contracts and subcontracts. The 2021 event will be no different! The professional virtual conference platform will allow participants an opportunity to meaningfully connect throughout the conference. The Conference will be launched on March 8 or earlier to kick off the networking and provide participants ample opportunity to build out their attendee profiles and visit sponsor exhibit booths.

Sponsors will be able to track the connections made at the event, download contact lists into Outlook, be visible throughout the workshops and keynotes, and much more. If you're interested in a tour of the platform's capabilities, please contact us!



To become a sponsor, contact house@thurstonedc.com or 360-464-6040

	PLATINUM SPONSOR (\$7,500)	GOLD SPONSOR (\$5,000)	SILVER SPONSOR (\$2,500)	BRONZE SPONSOR (\$1,000)	Corporate /Agency Profile (\$300)
Pre-Conference Visibility					
Logo on event website, event platform, link to website, organization profile description	✓	✓	✓	✓	
Logo recognition in pre-event e-blasts.	✓	✓	✓	✓	
Sponsor profile in pre-event e-blasts	✓	✓			
Recognition via social media	✓	✓	✓	✓	
Personalized discount code to invite others	✓	✓	✓	✓	✓
Week of Conference Visibility					
Virtual Booth includes opportunity to build out a virtual booth that can include branded video, logo, detailed description, social media links, contact profile for team members, attachments and more.	✓	✓	✓	✓	✓
Special mention during morning and lunch presentations	✓	✓	✓		
Rotating ad in event virtual lobby	✓	✓			
1 minute auto-launching video commercial (you provide) viewed by all attendees	✓				
Promotional push notifications to all attendees	2	1			
Sponsors will be provided an opportunity to lead or facilitate a breakout session (topic must be related to government contracting and approved by planning committee)	✓	✓			
Alliance Northwest Event Tickets for your staff	15	6	5	5	5
Post Conference Visibility					
Post Event Conference Thank you email and recognition on website	✓	✓	✓	✓	
Expanded visibility: Event access to your booth and attendee profiles through December 2021	✓	✓	✓	✓	✓
Data report on engagements during the event, downloadable contact list (of contacts you made)	✓	✓	✓	✓	✓

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