

Where
government
and business
connect

ALLIANCE NORTHWEST

MARCH 10, 2022

EVENT PROFILE **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 2022 event will be held virtually while still offering an opportunity for agencies and primes to connect with qualified small and diverse businesses and 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 Webinar!

Each year we hear from small firms that they were able to make connections that led to contracts and subcontracts. The 2022 event will be no different! The professional virtual conference platform will allow participants an opportunity to meaningfully connect throughout the conference. The Conference platform will provide participants ample opportunity to build out their attendee profiles, visit sponsor and exhibit booths and request day of meetings.

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!

For sponsorship opportunities, contact Holly House at (360) 464-6040 or hhouse@thurstonedc.com

**Find more information
at alliancennorthwest.org**

SPONSORSHIP LEVELS

	Platinum Sponsor \$7,500	Gold Sponsor \$5,000	Silver Sponsor \$2,500	Bronze Sponsor \$1,000	Corporate Profile \$300
Pre-Conference Visibility					
Recognition on event website and platform	•	•	•	•	
Access to 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 logo, detailed description, social media links, contact profile for team members, attachments and more	•	•	•	•	•
Marketplace items	3	2	1	1	1
Special mention during morning and lunch presentations	•	•	•		
Rotating ad in event virtual lobby	•	•			
Promotional push notifications to all attendee's	2	1			
Sponsors will be provided an opportunity to lead or facilitate a breakout session or round table* includes specific sponsorship marketing to session attendees	•	•			
Alliance Northwest Event Tickets for your staff	10	8	5	4	3
Post-Conference Visibility					
Thank You email and recognition on website	•	•	•	•	
Expanded visibility: Event access to your booth and attendee profiles through December 2022	•	•	•	•	•
Data report on engagements during the event, downloadable contact list (of contacts you made)	•	•	•	•	•

*Topic must be related to government contracting and approved by planning committee

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Advertising Opportunities

Marketplace Listing

\$100 included in Booth and Sponsor registrations

Includes:

Images, size: 400x400 px - Mark primary image and 3 highlight images, allowed up to 20 images for your listing

2000-character description (about 300 words) no frills, just text

link for more details or download document

[Sample](#)

Event notifications

\$200 included in Platinum and Gold Sponsorship

Promotional push notifications to all attendee's

Limited availability

Included in sponsorships

Send a 160 character message to all participants during the event. Include a redirect to a URL you provide or your exhibitor booth.

A great way to invite participants to connect with you after the event.

Email marketing

\$300 included in Platinum and Gold Sponsorship

Profile in pre-event e-blasts

include an advertisement in our marketing efforts for Alliance Northwest

full image or image and text with redirect link

your advertisement will be included in one or more email blasts to our community of close to 20,000 email addresses in Constant Contact campaign and registered participants