

ABOUT

The VO Atlanta Voiceover Conference started in 2013 with a goal of serving the voiceover community in the southeastern United States. In the years since, VO Atlanta has grown to be the world's largest voiceover industry gathering.

Sponsors and exhibitors return year after year to be a part of the growth of the conference as they establish and build relationships with members of the voiceover community.

WHEN AND WHERE

March 9-12, 2017 at the Atlanta Airport Marriott
4377 Best Road, College Park, Georgia

AUDIENCE

550+

Talent, Agents, and Directors; all looking to learn and make new connections in the voiceover community.

SPEAKERS

20+

Inspiring professionals from around the world including some of the most successful people in the voiceover industry.

SOCIAL MEDIA

20K+

With a social media reach of more than 20K, VO Atlanta maintains a consistent connection with the VO Community via Facebook and Twitter.

E-MARKETING

15k+

VO Atlanta has a subscriber base of over 15k with whom we communicate valuable information about the conference



SPONSOR OPPORTUNITIES

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SPONSOR BENEFITS

Sponsors are a vital part of the VO Atlanta experience. It's our goal to bring value to your conference involvement by treating you as a valuable part of the conference experience.

PROMOTE AND SHOWCASE

Present your brand, company and products to conference attendees face to face. Use the exhibition space to demonstrate your services and products to over 500 on-site attendees. We work with you every step of the way; creating the very best conditions for lasting meaningful connections with conference attendees.

NETWORK AND CONNECT

The VO Atlanta Voiceover Conference gives you the opportunity to connect with talent, agents, directors, and influencers from around the voiceover industry. Arrive early to be part of the opening session and stay till the wrap-up on Sunday as you share the value of your brand and organization.

PAST PARTNERS

You can find a sampling of our past sponsors below.



SPONSOR OPPORTUNITIES

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SPONSORSHIP OPPORTUNITIES

Sponsorships are accepted on a first-come basis

OPPORTUNITY DETAILS	Platinum	Gold	Silver	Bronze	Exhibitor
Opportunity to host opening or closing session	☑				
Inclusion in Conference Mailings	☑				
Speaking Opportunity	☑				
Commercial Advert in Live-stream	☑	☑			
NEW Attendee List (15 days following conference)	☑	☑			
Sponsored Article in Printed Program Guide	☑	☑			
Bonus Signage Placement	☑	☑			
Logo on conference step-repeat banner	☑	☑	☑		
NEW On-camera Interview and Video Profile	☑	☑	☑		
Show Bag Insert	☑	☑	☑		
Social Media Announcement	☑	☑	☑	☑	
Exhibit Space	8x16	8x10	8x8	8x8	8x8
Inclusion in Printed Guide and Mobile App	☑	☑	☑	☑	☑
Ad-space in Printed Program Guide	Cover	Full	1/2	1/4	1/8
Conference Passes (Valued at \$567 each)	4	3	2	1	[\$297ea]
List Price	\$7,500	\$4,995	\$3,495	\$1,995	\$995
Available Spots	3	4	6	8	12

In-Kind Sponsorships [barter] available based upon a 2-to-1 ratio compared with the standard cash sponsorship fees. For example, an in-kind contribution valued at \$5,000 would receive the sponsorship benefit offered to a \$2,500 cash sponsor. This is subject to conference needs.

Startup Exhibit: These are reserved to allow small businesses an opportunity to be a part of the conference. Only 4 available at a size of 4x6. Organization must have less than 5 organization members. No print ad is included with this level. Conference Passes available at [\$297ea] **Package Cost is \$500**



MORE REASONS TO SPONSOR

DIRECT INTERACTION

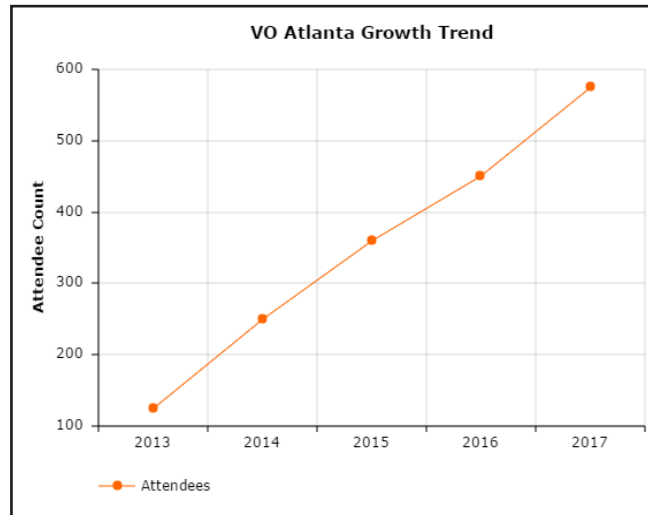
Unlike massive major trade shows, your organization won't be lost in the crowd. At VO Atlanta, you'll receive the respect and recognition you deserve while enjoying the benefit of spending quality time building your brand and customer base.

SPONSOR INTEGRATION

We understand the value of placement when it comes to your brand. Attendees don't want to feel as if they're part of a commercial, but they do appreciate well-placed branding and product demonstration at the event.

LONG-TERM VALUE

Starting with the 2017 conference, a select number of sponsors will be able to contract for multi-year sponsorships. This represents a great value and long-term relationship. Be a part of the ongoing growth of VO Atlanta.



ADDITIONAL OPTIONS

Perhaps you'd like to put your brand on something unique? We're offering the following limited sponsorship packages for your consideration.

MOBILE APP - \$4,000

The VO Atlanta Mobile App is accessed before, during, and after the conference as the primary source for information and updates. Keep your brand front and center. **(SOLD)**

LUNCH SPONSOR - \$1,500

Sponsor our Friday OR Saturday lunch and place your banners and cards at each table along with any promotional material. Attendees spend an hour at lunch and will see your brand the entire time. (2 available)

TEAM CHALLENGE - \$2,000

One of the most exciting activities during VO Atlanta is our Team Challenge. This sponsorship gives your brand prominent placement each time we mention the "Team Challenge Sponsored By..." (1 available)

NECK LANYARDS - \$2,500

Each attendee is required to wear a name badge to access the conference. Your brand will be seen by every attendee through the entire conference. This is a high visibility item. (1 available)

CONFERENCE SHOW BAGS - \$2,500

Show your brand to each attendee when they arrive at the conference when you sponsor the conference show bags. This sponsorship includes placing a product in each bag. (1 available)

LIVE-STREAMING (VOATLANTA.TV) - \$4,500

Receive ongoing exposure and advertising when you sponsor VO Atlanta TV. Your sponsorship provides for co-branding of the website, 1/2 page ad in printed

program guide and banner ads on conference website. (1 available)

VO ATLANTA SPANISH PROGRAM - \$1,500

The only voiceover event dedicated to the Spanish VO community, your sponsorship of the Spanish program puts you out-front with our marketing and promotion of the Spanish program. **(1 Remaining)**

COFFEE & TEA SERVICE - \$1,000

Can't have a conference without coffee, right? Help to keep everyone alert in the afternoon! (2 available)

VO ATLANTA YOUTH PROGRAM - \$1,500

VO ATLANTA doesn't leave out young people and offers the only youth focused conference experience for kids ages 7-15. Sponsor receives branding in program marketing, banners, and designation as "Official Sponsor of VO Atlanta Youth Program" (2 available)

SATURDAY NIGHT MIXER - \$3,500

Provide a great networking experience for conference attendees when you sponsor our Saturday Night Mixer. (1 available)

CONFERENCE T-SHIRTS- \$3,500

As a sponsor of our conference t-shirt, your brand is sure to be around for years as it's featured on the official T-Shirt sponsor of VO Atlanta. (1 available)

PRINTED PROGRAM GUIDE - \$2,500. Introduced in 2016, the printed program guide was a big hit. See your brand on the conference cover along with a FULL-Page ad inside the program.



INTRODUCING OUR CONFERENCE APP

New for 2017, VO Atlanta has upgraded its mobile platform to provide sponsor benefits usually reserved for conference with thousands of attendees.

See leads before the event, then get on-site lead retrieval from your smartphone.

- **Lead Retrieval** (attendees can request information from you directly)
- **Custom Landing Pages** (receive a unique link to your Online resource)
- **Private Meeting Scheduling** (arrange private meetings with attendees)
- **Push notifications** (push updates and special promotions to attendees)
- **Collateral Hosting** (post PDFs and other information directly in your profile)

Create a custom landing page, include your logo, description, video, collateral, staff profiles and more. A searchable index helps attendees find and connect with you.



pathable
social networking for events



PROGRAM GUIDE

The conference program guide for 2017 is being expanded to offer:

- **Larger Ad Space** (Smallest ad space is 1/8 page to highlight information)
- **Full Color Graphics** (All ads are Full-Color with high resolution graphics)
- **Archive Quality Printing** (Program guides are printed on premium paper)
- **Multi-Ad Discounts** (Discounts available for multiple ad buys)
- **Sponsored Articles** (Ask about submitting an article for our printed guide)

Each conference attendee receives a program guide in their welcome package with additional copies available as keep-sakes.



Print Ad Rates:

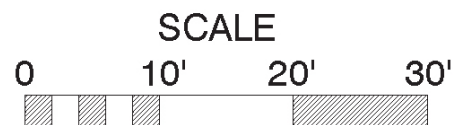
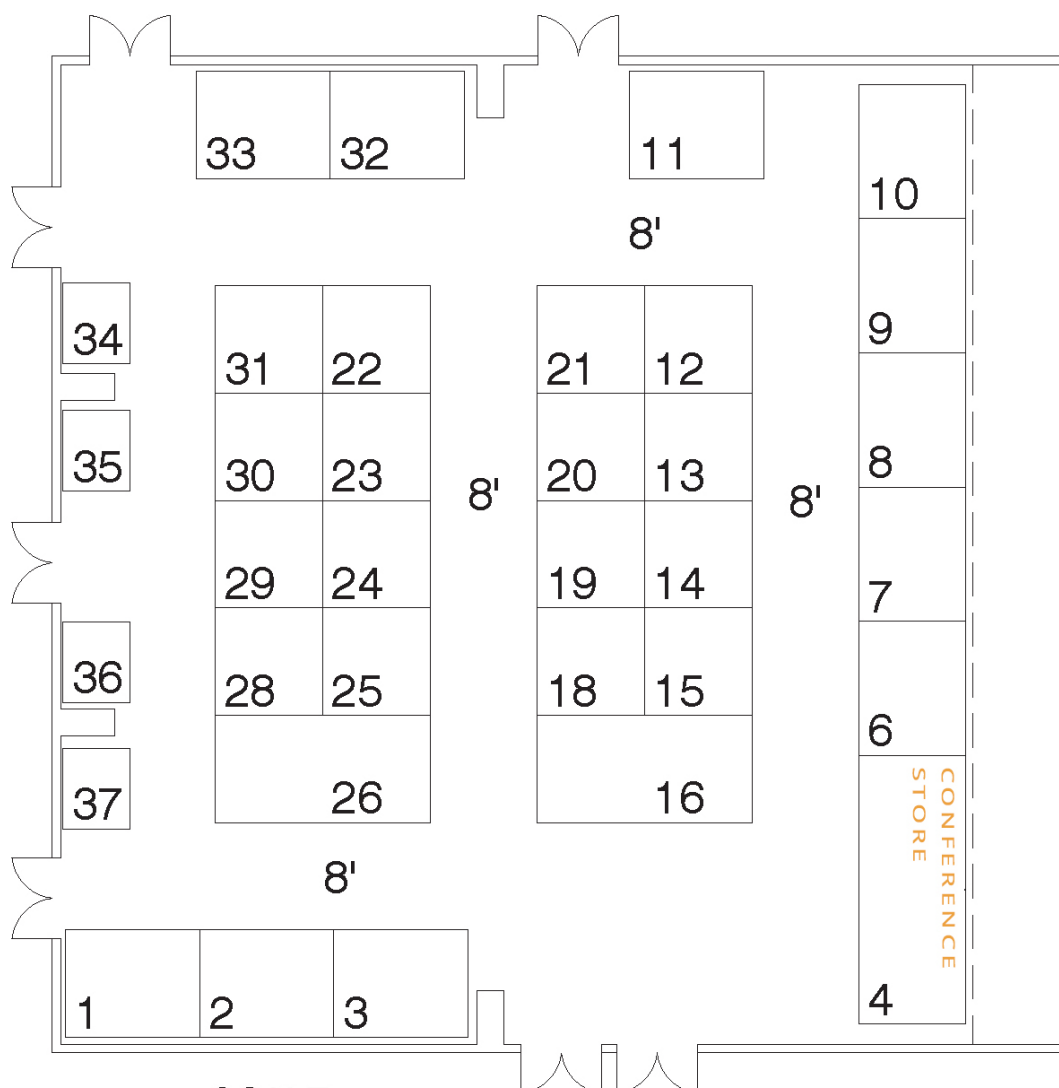
<i>Full-Page</i>	\$1,000
<i>Half-Page</i>	\$495
<i>1/4 Page</i>	\$255
<i>1/8 Page</i>	\$150

Save 25% off ad rates with any
conference sponsor package



VOICEOVER CITY 2017

ATLANTA MARRIOTT AIRPORT
GRAND BALLROOM / SALONS A-D - ATLANTA, GEORGIA



NOTE: The conference exhibit hall is fully carpeted. You do NOT need to purchase or rent carpet.

Our exhibit hall is setup to provide high visibility to each of our sponsors and exhibitors.

There are no bad spots in the exhibit hall.

Here are some things we incorporate to help generate traffic in the exhibit hall:

- Scheduled activities held in the exhibit hall including a 'Grand Opening'
- Coffee/tea station will be located in the exhibit hall
- Announcements specific promotions for sponsors
- Promote engagement between sponsors and attendees via conference app and QR Codes

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REGISTRATION FORM

Please complete the form below and email or fax to
VoiceoverCity, LLC at admin@voatlanta.me or Fax to 678-439-9490

Company Name: _____ Contact Name: _____

Mailing Address: _____

City/State/ZIP: _____

Phone: _____ Email: _____

Booth assignments are made on a first come, first-served basis with prior sponsors/exhibitors receiving priority over first-timers. At the same time, if you have a preference for a certain position in the exhibit hall, please indicate below. The deadline for reservations is January 1st, 2017. After January 1st, call for space availability.

Organizational signage name should read as follows (Name): _____

Business type is: _____ Requested Booth(s) #: _____, _____, _____

Please write below a short description (50 words or less) describing products and/or services you will exhibit.

Exhibitor Setup Information:

March 9th, 2017 Exhibitor Setup: 6:00 PM - 10:00 PM

Exhibit Hall Hours:

March 10th from 9:00am - 6:00pm (Grand-Opening at 10am)

March 11th from 9:00am - 5:00pm

IMPORTANT: FOR SAFETY AND LIABILITY REASONS, AS WELL AS TO MAINTAIN THE INTEGRITY OF THE SHOW, YOU WILL NOT BE ABLE TO BREAK-DOWN DISPLAY UNTIL AFTER 6:00pm ON March 11th, 2017 ***NO EXCEPTIONS**

INSURANCE: Commercial General Liability Insurance with limits not less than \$1,000,000 each occurrence aggregate any one occurrence, \$2,000,000 coverage shall include contractual, copyright infringement, operation of mobile equipment, and products. Our insurance "Preferred Provider" is [Rain Protection](#).

Cancellations: When space is canceled in writing (postmarked or email date) 90 days before conference date, a refund, minus a 25% cancellation fee will be made. A refund of 50% will be made for cancellations received 60 days before conference date. No refunds will be given for Sponsor/Exhibitor Contracts thereafter.



SPONSOR OPPORTUNITIES

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INVESTMENT SUMMARY

Please complete the form below and email or fax to
VoiceoverCity, LLC at admin@voatlanta.me or Fax to 678-439-9490

We want to be a sponsor at the following level (Select One):

- | | |
|---|--|
| <input type="checkbox"/> Platinum (\$7,500) | <input type="checkbox"/> Gold (\$4,995) |
| <input type="checkbox"/> Silver (\$3,495) | <input type="checkbox"/> Bronze (\$1,995) |
| <input type="checkbox"/> Exhibitor Only (\$995) | <input type="checkbox"/> Exhibitor Startup (\$500) |

Optional Selections: (NOTE: Receive 10% Off with Bronze or Higher Sponsorship)

- | | |
|---|--|
| <input type="checkbox"/> Mobile App (SOLD OUT) | <input type="checkbox"/> Lunch Sponsor (\$1,500) |
| <input type="checkbox"/> Team Challenge (\$2,000) | <input type="checkbox"/> Neck Lanyards (\$2,500) |
| <input type="checkbox"/> Branded Show Bags (\$2,000) | <input type="checkbox"/> Live Streaming (\$4,500) |
| <input type="checkbox"/> Spanish Program (\$1,500) | <input type="checkbox"/> Coffee/Tea Service (\$1,000) |
| <input type="checkbox"/> Saturday Night Mixer (\$3,500) | <input type="checkbox"/> Conference T-Shirts (\$3,500) |
| <input type="checkbox"/> Program Guide (\$3,500) | <input type="checkbox"/> OTHER: _____ \$ _____ |

Print Ad Option: (Receive 25% Off Secondary Ad With Any Sponsorship)

- | | |
|--|--|
| <input type="checkbox"/> Full-Page (\$1,000) | <input type="checkbox"/> Half-Page (\$495) |
| <input type="checkbox"/> 1/4 Page (\$255) | <input type="checkbox"/> 1/8 Page (\$150) |

Total:

Please check the type of payment that accompanies this application:

- ☐ Check ☐ Credit Card ☐ Invoice
(Credit Card or Invoice Payment will be Sent Electronic Invoice)

Make Checks Payable to:

VoiceoverCity, LLC, 1025 Rose Creek Drive, Suite 620-353, Woodstock, GA 30189

Payment of 50% required for amounts over \$2,000 with balance due by January 1st, 2017

Fully detailed [Terms and Conditions are available here](#)

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\$ _____

\$ _____

\$ _____

\$ _____

