Partnership Opportunities

ARCS 2021 Biennial Conference
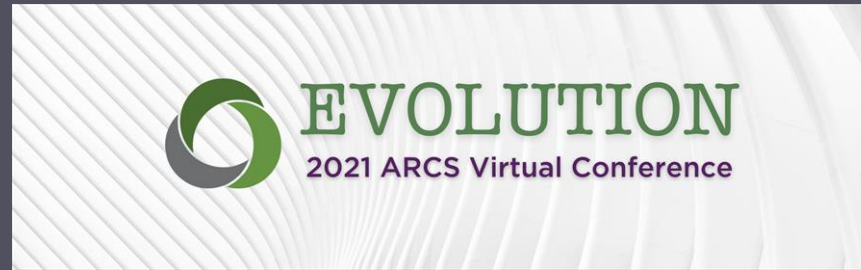
November 8-19, 2021

EVOLUTION
2021 ARCS Virtual Conference

Why Participate

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2021 ARCS Virtual Conference

ARCS
ASSOCIATION OF REGISTRARS AND COLLECTIONS SPECIALISTS

- Gain time with key decision-makers

- Develop new product ideas by attending ARCS Virtual educational sessions

- High exposure time through the duration of the event and/or archive

- Individualized virtual booth space

- Inclusion within the conference platform and on ARCS website

- Opportunity to host your symposium, board meeting or roundtable meeting

- Opportunity to increase your exposure through a conference sponsorship

The mission of ARCS is to represent and promote registrars and collection specialists, to educate the profession in best practices of registration and collections care, and to facilitate communication and networking.

Vision
To be the authoritative resource and advocate for professionals in collections care.

Core Purpose
We educate and advocate for registrars and collections specialists.

Values
- Demonstrate the Ethics of the Profession
- Accountability to Membership
- Model Transparency
- Promote Inclusivity

Dashboard

The Dashboard includes the following reports:

Overview Statistics

Visitors
- Total Booth Visitors / Top Booth Visitors
- Top Booths Visited
- Booth Visits Per Hour
- Top Areas of Interest

Playlists
- All Playlist Resources / Top Playlist Resources
- Playlist Views By User
- Playlist Summary

Resources
- Resources Downloads
- Resource Downloads by User

Connections
- Sponsor Public Chat Log
- Sponsor Booth Staff Connection Log
- Sponsor Leads Gen

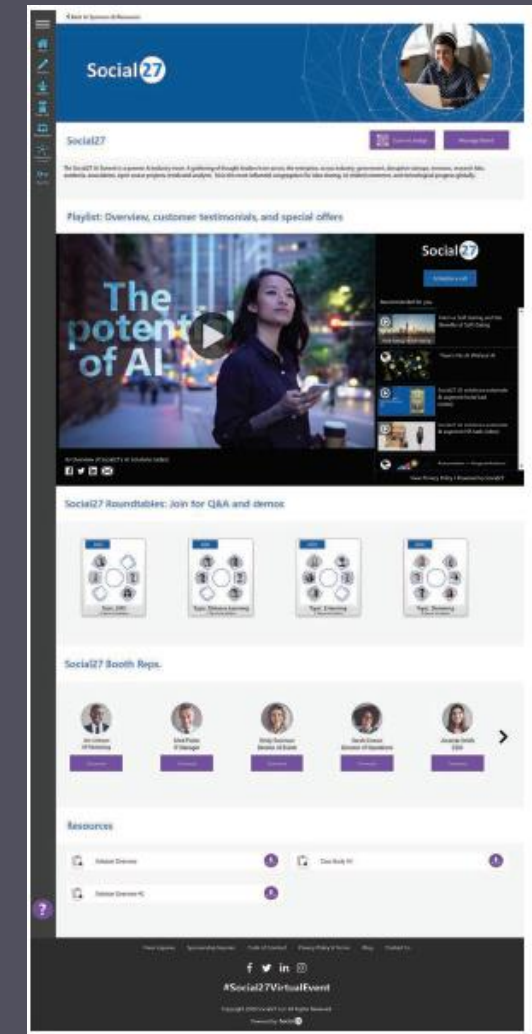|	Tier I	Tier II	Tier III	Exhibit
Meeting with ARCS Leadership	X			
Conference Registrations	3	2	1	
ARCS Update Email	X	X		
Tier Specific Recognition on Website & Signage	I	II	III	Exhibitor
ARCS available Booth Representative	10	6	3	1
Product Theater	X			
Board Room Meeting	X	X		
Roundtable Meeting	X	X	X	
Exhibit & Sponsorship Meeting Strategy	X			
Virtual Exhibit Booth	I	II	III	Direct Link
Executive Dashboard Analytics	X	X	X	Basic Analytics

Tier I Support

- Private meeting with the ARCS leadership

- Three (3) Complimentary Conference Registrations

- Two ARCS Update emails sent to all ARCS Virtual attendees (ARCS to circulate) – one prior and one post conference

- Recognition of Tier I Support at the ARCS Virtual with prominent exposure, including a supporter recognition logo to be displayed in your virtual exhibit booth, and acknowledgment on the meeting website

- Recognition of Tier I Support on the ARCS Conference webpage including a weblink

- Booth Representatives (up to): 10

- Product Theater: 30-minute education session

- Board Room Meeting: meeting space for up to (30) participants – 1 per meeting day

- Roundtable Meeting: private meeting opportunity for up to (6) attendees

- One Virtual Sponsorship/Exhibit Strategy Develop Session

- Virtual Exhibit Booth
    - Number of available Playlist media items (up to): 10

- Custom Dashboard Analytics to Track Exhibition Data
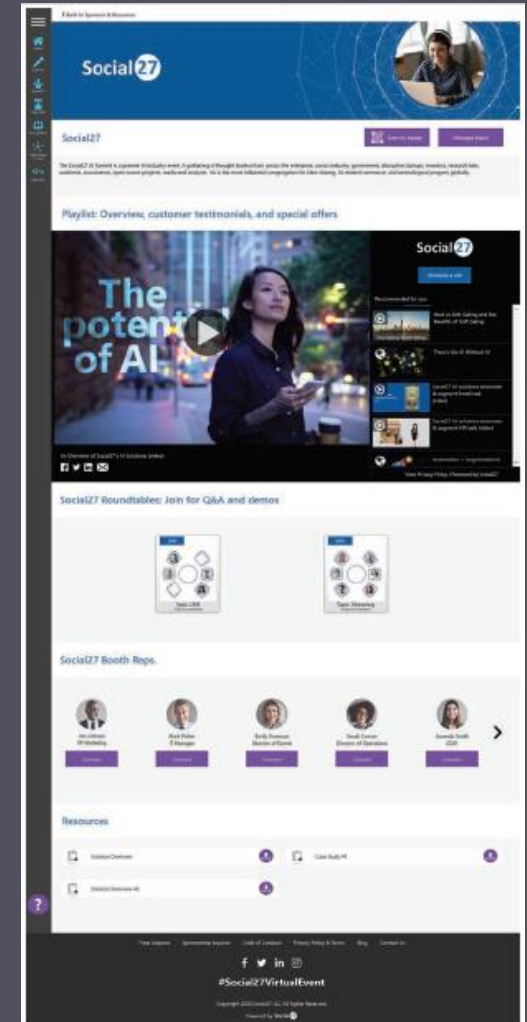
FEE: $10,000

Tier II Support

- Two (2) Complimentary Conference Registrations

- One ARCS Update email sent to all ARCS Virtual attendees (ARCS to circulate) – pre conference

- Recognition of Tier II Support at the ARCS Virtual with prominent exposure including a supporter recognition logo to be displayed in your virtual exhibit booth and acknowledgment on the meeting website

- Recognition of Tier II Support on the ARCS Conference webpage including a weblink

- Booth Representatives (up to): 6

- Board Room Meeting: meeting space for up to (30) participants – 1 per meeting day

- Roundtable Meeting: private meeting opportunity for up to (6) attendees

- Virtual Exhibit Booth
  - Number of available Playlist media items (up to): 6

- Custom Dashboard Analytics to Track Exhibition Data
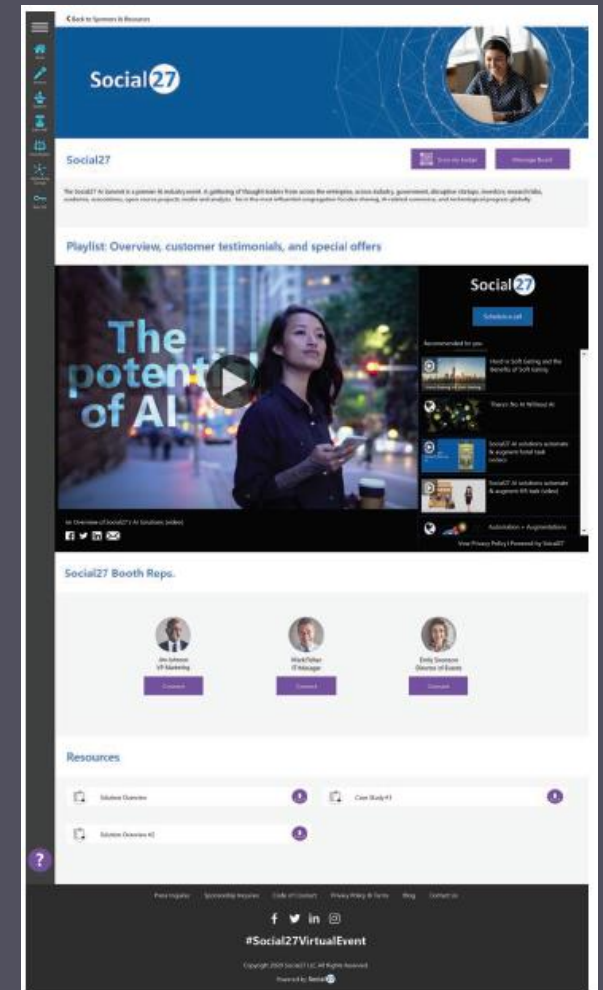
FEE: $7,500

Tier III Support

- One (1) Complimentary Conference Registrations

- Recognition of Tier III at the ARCS Virtual with prominent exposure including a supporter recognition logo to be displayed in your exhibit booth and acknowledgment on the meeting website

- Recognition of Tier III on the ARCS Conference webpage including a weblink

- Complimentary one-time use of the pre-registered and the final attendee registration mailing lists

- Booth Representatives (up to): 3

- Roundtable Meeting: private meeting opportunity for up to (6) attendees

- Virtual Exhibit Booth
    - Number of available Playlist media items (up to): 3

- Executive Dashboard Analytics to Track Exhibition Data

FEE: $5,000

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Partner Directory

- Logo on Partner Directory page

- Direct link to ones own external website

- Listing on ARCS Conference Webpage with contact details

FEE: $1,500 (Non-Profit $500)

Additional Opportunities

EDUCATION	Product Theater	$5,000 Exclusive Time Period $3,000 Shared Time Period
	Board Room Meeting	$5,000
	Roundtable Meeting	$2,000
SOCIAL & NETWORKING	Virtual Receptions	$5,000 | $3,000 shared
	Virtual Yoga	$2,000
	Get Social with "The ARCS"	$750
PROMOTIONAL	Website Promotions	$250-$3,000
	Conference Video Commercial	$5,000
	Conference Slide	$1,500
	Know Before You Go Insert	$500

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Educational Opportunities

PRODUCT THEATER

Product Theaters are 30-minute education sessions held during live hours where you can interact with attendees to demonstrate products or conduct brief educational presentations.

Benefits Include:
- 30-minute session live session (ARCS does not guarantee headcount)
- Inclusion within the meeting website
- One (1) full conference registration

FEE: $5,000 Exclusive | $3,000 Shared

Educational Opportunities

Boardroom Meeting

ARCS provides you the opportunity to host a meeting for up to (30) participants OR sponsor an ARCS scheduled Boardroom Session (*schedule on next page)

Benefits Include:
- Inclusion within the conference website
- One (1) full conference registration

FEE: $5,000 Exclusive

Roundtable Meeting

Reserve your virtual roundtable for private meetings for up to (6) attendees.

Benefits Include:

- Inclusion within the conference website

FEE: $2,000

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Boardroom Sessions

Wednesday, November 10

11:00 AM- ARCS Pay Equity Discussion

4:00 PM Academic Museums and Galleries

4:00 PM IDEA Taskforce

Friday November 12

11:00 AM- Provenance and Restitution

4:00 PM - Science Museums

4:00 PM- Standing Out in a Crowd Workshop

Monday November 15

11:00 AM- Contract and Freelance Registrars

11:00 AM- Historic Houses and Sites

4:00 PM- Standing Out in a Crowd Workshop

4:00 PM- Working with Living Artists

4:00 PM- ARCS Pay Equity Discussion

Wednesday November 17

11:00 AM- International Shipping

11:00 AM- IDEA Taskforce

4:00 PM Travelling Exhibitions

4:00 PM- Emerging Professionals

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Social & Networking Opportunities

VIRTUAL RECEPTIONS

Support includes dedicated signage during the reception and inclusion on the meeting website. The sponsor may provide brief welcome remarks.
FEE: $5,000 | $3,000 Shared

VIRTUAL YOGA

Allow attendees to exercise their mind and body by sponsoring a morning yoga class. The virtual class will be guided by a certified yoga instructor
FEE: $2,000

GET SOCIAL WITH ARCS

Help create an interactive social experience by sponsoring our Social Engagement! Your logo will be prominently displayed above all social links and seen by attendees viewing the live conversation.
FEE: $750

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Promotional Opportunities

WEBSITE PROMOTIONS

Have your branding seen by hundreds of attendees by supporting one of our branding opportunities throughout the conference website
FEE: $250-$3,000

MEETING COMMERCIAL

30 second time slot allotted during the conference slide video
FEE: $5,000

MEETING SLIDE

Promotional slide to be featured within the meeting slide roll
FEE: $1,500

KNOW BEFORE YOU GO INSERT

Shine by showcasing your promotional PDF within the pre-conference "Know Before You Go" eMailing to all registrants. The sponsor will be responsible for working with their graphics team to keep the PDF small
(recommend a maximum of 1.5 megabytes for each PDF).
FEE: $500

Contacts

PARTNER RELATIONS

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GENERAL INFORMATION

Email   info@arcsinfo.org
ARCS Home   www.arcsinfo.org
2021 Conference   https://www.arcsinfo.org/programs/conference/2021-virtual-conference
Registration   https://www.arcsinfo.org/meetings/register/options/19