



PROCON2019

PROFESSIONAL CONFERENCE

Sunday–Wednesday, Feb. 24–27, 2019 • Rosen Plaza, Orlando FL

SPONSORSHIP OPPORTUNITIES



JCCs
of North America

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The JCCs of North America Professional Conference 2019

is designed to provide a world-class learning experience for JCC directors, managers and professional staff across all specialty areas. Every two years, 500-600 of these top JCC leaders and decision-makers come together to learn from major opinion shapers, scholars and experts in a variety of fields that affect and influence the JCC.

Our Attendees

The Professional Conference affords JCC professionals the chance to see what is new and cutting edge, as well as have the opportunity to bond with the delegates from other communities in roles just like theirs. It is here that they will meet new friends and learn about the latest trends. Participants are influencers, and will go home with concrete information and tools to enhance their JCC programs and events, and appeal to the Jewish and general community.

Our Exhibitors

Whether you are offering a significant discount on your product or service, providing the highest quality product or service, or a combination, this is your chance to make an impression on the influencers and decision-makers of the 120-plus JCCs who serve the more than 1.5 million people who walk through the doors of JCCs each week.

Our Exhibit Hall

In addition to the incredible internal opportunities for JCC professionals to learn about how to have the most successful JCC, they will be very open to learning about how external companies can help them in this pursuit. The exhibit hall will be set up in 10' x 10' booths with dedicated times scheduled for the participants to explore, learn from, and engage with the various companies represented. Other engagement opportunities will come in the form of early morning workouts, evening social events, and an end of conference raffle with prizes, where vendors will get an opportunity to address all those in attendance.



Our Program

The 2019 JCCs of North America Professional Conference is focused on supporting JCC priorities and empowering staff to build a community at the JCC. We recognize the value of connecting big ideas, engaging with people who think like you, and achieving larger goals with a shared mission.

The Professional Conference will feature specific programming for each of the following job tracks that comprise a JCC's core departments:

- Adults
- Arts and Culture
- Assistant Executive Directors/ Chief Operating Officers
- Children/After School
- Day Camp
- Development
- Early Childhood Education
- Executive Directors
- Finance
- Fitness
- HR
- Information Technology
- Jewish Living and Learning
- Marketing
- Membership & Engagement
- Program Directors/Middle Managers
- Special Needs
- Sports and Recreation
- Teens

As these professionals become familiar with you and your product or service, they will be open to learning about the value and quality you can provide. The more impressions and face time you have with them, the more they will be able to make an informed decision and also “go with their gut” in determining which direction they would like to take their purchasing.



Why Sponsor?

Benefits*

- Exhibit booths in the heart of receptions
- Opportunity for exclusive sponsorship of luncheon, receptions, tracks and plenaries and sessions
- Exposure on our Professional Conference website as a sponsor, exhibitor, or both
- Inclusion on e-blasts before and after the event to attendees and executive directors for sponsor levels
- Company information posted on JCC Movement intranet, JCCA.me
- Mobile advertising and listings on our Professional Conference app
- Ads in our Sponsor & Vendor Directory with listings with contact information
- Mobile app photo gallery where you can supply ads
- Recognition as a sponsor in our 2019 annual report
- Inclusion of promotional materials in attendee bags given out to each person at registration
- Exclusive in-kind sponsorship opportunities
- Logo on signage, plenary screens, apps, award books
- ...and more

*At appropriate sponsorship levels

There are a variety of ways to sponsor and participate in the 2019 JCCs of North America Professional Conference:

Sponsorship Level Overview

We are interested in building long-term partnerships with our sponsors to offer them the greatest value, and to create the best possible experience for our attendees. Here are the guidelines for our sponsorship levels. We are happy to discuss custom partnerships with you as well.

- **Sponsorships:** From convention presenting sponsorships to full-scale recognition through our various marketing opportunities, sponsorships integrate your organization into the JCC field.
- **Lunch or Event Hall Reception Packages:** Have some quality time with JCC delegates to investigate specific partnerships and business opportunities.
- **Plenary Packages:** Link your company with some of our keynote speakers as they present to our full contingent of attendees.
- **Track Sponsorship:** Choose from a variety of tracks that are geared to a specific JCC professional audience.

- **Ancillary Opportunities:** Everything from raffles, to banner ads, to attendee bag stuffers are available. You can even suggest new opportunities we have not yet considered!
- **Exhibit in Our Vendor Hall:** Interact with the 500-plus JCC professionals at the convention with over four hours of vendor hall time. Participate in our raffle at Tuesdays ProCon Ice Cream Social.
- **Other Ways?:** We welcome your suggestions on sponsorship and would love to discuss any creative ideas that you might have.

For more information on sponsorship opportunities for the 2019 JCCs of North America Professional Conference, please contact:

Steve Becker
Director of Corporate Partnerships
JCC Association
(212) 786-5105
sbecker@jcca.org



Sponsorships

Presenting Sponsor

\$20,000

In person

- (3) All-access credentials

Programming

- Pre-recorded video message played before luncheon plenary
- Logo included in plenary screen animation
- Mention as Presenting Sponsor at all plenaries
- Official sponsor of conference-wide luncheon

In the Exhibit Hall

- 10'x10' booth (table, chairs, carpeting, wastepaper basket, sign included) in prime location
- Materials on our JCC Association table

Email

- List of attendees (30) days before event
- Logo on (7) pre-event e-blasts
- 2-3 sentences of text on (3) pre-event e-blasts
- PDF posted on JCC Movement intranet, JCCA.me after the event and sent to executive directors and attendees

Digital & WiFi

- Contact listing on our Professional Conference website
- Logo at top of sponsor page of website with link to company website
- Listing in online sponsor/vendor directory with company name and contact information
- Branded free-standing charging station with 15" LCD touchscreen at registration

JCCs of North America Professional Conference Mobile App

- Listing on exhibitor menu with booth number
- Listing on sponsor menu with company logo, blurb and link to your company website
- Mobile banner ads (15 seconds)
- Icon on main menu of app with company logo linking to company website
- Mention on app schedule as presenting sponsor
- Push notifications (2)

Print

- Recognition in 2019 annual report as sponsor
- Logo on all focal point signage
- Logo on sign at registration booth
- Logo on table tents

Premiums

- (2) Pieces of PR material included in attendee bag

Miscellaneous

- "Presented by" always placed before company logo

Diamond Sponsor

\$18,000

In Person

- (3) All-access credentials

Programming

- Logo after Presenting Sponsor included in plenary screen animation
- Mention as Diamond Sponsor at two plenaries

In the Exhibit Hall

- 10'x10' booth (table, chairs, carpeting, wastepaper basket, sign included) in prime location
- Materials on our JCC Association table

Email

- List of attendees (30) days before event
- Logo on (6) pre-event e-blasts
- 2-3 sentences of text on (3) pre-event e-blasts
- PDF posted on JCCA.me after the event and sent to executive directors and attendees

Digital & WiFi

- Contact listing on our Professional Conference website
- Logo after presenting sponsor on sponsor page of website with link to company website
- Listing in online sponsor/vendor directory
- Branded free-standing charging station with 15" LCD touchscreen at registration

JCCs of North America Professional Conference Mobile App

- Listing on exhibitor menu with booth number
- Listing on sponsor menu with company logo, blurb and link to your company website
- Mobile banner ads on app (10 seconds)
- Icon on main menu of app with company logo linking to company website
- Mention on app schedule as WiFi sponsor
- Push notifications (2)

Print

- Recognition in 2019 annual report as sponsor
- Logo on all focal point signage after Presenting Sponsor
- Logo on sign at registration booth
- Logo on table tents

Premiums

- (2) Pieces of PR material included in attendee bag

Sponsorships, continued

Emerald Sponsor

\$15,000

In Person

- (2) All-access credentials

Programming

- Logo after Diamond included in plenary screen animation
- Mention at 2 plenaries as Emerald Sponsor

In the Exhibit Hall

- 10'x10' booth (table, chairs, carpeting, wastepaper basket, sign included) in prime location
- Materials on our JCC Association table

Email

- Email list of attendees (30) days before event
- Logo on (6) pre-event e-blasts
- 2-3 sentences of text on (3) pre-event e-blasts
- PDF posted on JCCA.me after the event and sent to executive directors and attendees

Digital

- Contact listing on our Professional Conference website
- Logo after Diamond on sponsor page of website with link to company website
- Listing in online sponsor/vendor directory with company name and contact information

JCCs of North America Professional Conference Mobile App

- Listing on exhibitor menu with booth number
- Listing on sponsor menu with company logo, blurb and link to your company website
- Mobile banner ads on app (10 seconds)
- Icon on main menu of app with company logo linking to company website
- Mention on app schedule as Emerald sponsor
- Push notification (1)

Print

- Recognition in 2019 annual report as sponsor
- Logo on all focal point signage after Diamond Sponsor
- Logo on sign at registration booth
- Logo on table tents

Premiums

- (2) Pieces of PR material included in attendee bag

Sapphire Sponsor

\$10,000

In Person

- (2) All-access credentials

Programming

- Logo included in plenary screen animation
- Mention at one plenary as Sapphire Sponsor

In the Exhibit Hall

- 10'x10' booth (table, chairs, carpeting, wastepaper basket, sign included) in prime location
- Materials on our JCC Association table
- Listing in online sponsor/vendor directory with company name and contact information

Email

- Email list of attendees (30) days before event
- Logo on (5) pre-event e-blasts
- 2-3 sentences of text on (2) pre-event e-blasts
- PDF posted on JCCA.me after the event and sent to executive directors and attendees

Digital

- Contact listing on our Professional Conference website
- Logo after Emerald Sponsor on sponsor page of website with link

JCCs of North America Professional Conference App

- Listing on exhibitor menu with booth number
- Listing on sponsor menu with company logo, blurb and link to your company website
- Mobile banner ad (5 seconds)
- Push notification (1)

Print

- Recognition in 2019 annual report as sponsor
- Logo on focal point signage after Emerald Sponsor
- Logo on sign at registration booth
- Logo on table tents

Premiums

- (1) Piece of PR material included in attendee bag

Sponsorships, continued

Ruby Sponsor

\$5,000

In Person

- (1) All-access credentials

Programming

- Logo included in plenary screen animation

In the Exhibit Hall

- 10'x10' booth (table, chairs, carpeting, wastepaper basket, sign included) in prime location
- Materials on our JCC Association table

Email

- Logo on (3) pre-event e-blasts
- 2-3 sentences of text on (1) pre-event e-blast
- PDF posted on JCCA.me after the event and sent to executive directors and attendees

Digital

- Contact listing on our Professional Conference website
- Logo on sponsor page of website
- Listing in online sponsor/vendor directory with company name and contact information

JCCs of North America Professional Conference Mobile App

- Listing on exhibitor menu with booth number
- Listing on sponsor menu with company logo, blurb and link to your company website
- Mention on app schedule as Ruby Sponsor

Print

- Recognition in 2019 annual report as sponsor
- Logo on focal point signage

Premiums

- One piece of PR material included in attendee bag

Amethyst Sponsor

\$2,500

Programming

- Logo included in plenary screen animation

In the Exhibit Hall

- 10'x10' booth (table, chairs, carpeting, wastepaper basket, sign included) in prime location

Email

- Logo on (1) pre-event e-blast
- 2-3 sentence of text on (1) pre-event e-blast

Digital

- Contact listing on our Professional Conference website
- Logo on sponsor page of website
- Listing in online sponsor/vendor directory with company name and contact information

JCCs of North America Professional Conference Mobile App

- Listing on exhibitor menu with booth number
- Listing on sponsor menu with company logo, blurb and link to your company website

Print

- Recognition in 2019 annual report as sponsor
- Logo on all focal point signage

Premiums

- One piece of PR material included in attendee bag

Add-On Packages

Plenary Package

Ruby or higher sponsorship package +\$2,000 per plenary

Choose to sponsor one of the four Keynote Plenaries (general sessions) and add the following to your package:

Programming

- Highlighted as plenary sponsor at plenary and logo on opening screen

Email

- Logo on (1) stand-alone e-blast as sponsoring vendor of plenary

JCCs of North America Professional Conference Mobile App

- Mention on app schedule as sponsor vendor of plenary
- Mention on app exhibitor list as sponsor of plenary with booth number

Print

- Logo on signage at entryway to plenary
- Logo on easel sign at event

Premiums

- Additional piece of PR material included in attendee bag
-

Luncheon Package

Ruby or higher sponsorship package +\$2,000 for luncheon

Sponsor the luncheon during the conference and add the following to your package:

Programming

- Highlighted as sponsor at the luncheon and logo on opening screen

Email

- Logo on (1) stand-alone e-blast as sponsoring vendor of luncheon

JCCs of North America Professional Conference Mobile App

- Mention on app schedule as luncheon sponsor

Print

- Logo on signage at entryway
- Logo on easel sign
- Logo on table tents on all tables at luncheon

Premiums

- Additional piece of PR material included in attendee bag

Evening Events/Reception Package

Ruby or higher sponsorship package +\$2,000 per event

Sponsor a reception in the exhibit hall and add the following to your package:

Programming

- Highlighted as sponsor at the event as sponsor

Email

- Logo on (1) stand-alone e-blast as sponsoring vendor of reception

JCCs of North America Professional Conference Mobile App

- Mention on app schedule as sponsor of reception
- Mention on app exhibitor list as sponsoring vendor of reception with booth number

Print

- Logo on signage at entryway to reception
- Logo on easel sign at event
- Logo on table tents on all tables during reception

Premiums

- Additional piece of PR material included in attendee bag regarding sponsorship of reception
-

Track Package

Ruby or higher sponsorship package +\$2,000 per track

Choose to sponsor one track and add the following to your package:

Adults • Arts and culture • Assistant executive directors • Camp • Children/youth • Development • Early childhood education • Executive director • Family engagement • Finance • Fitness • HR • IT • Jewish life and living • Marketing • Membership • Program/mid managers • Special needs • Sports and recreation • Teens

In Person

- Five minutes to speak at beginning of one track session

Email

- Logo on e-blasts to your specific track participants

JCCs of North America Professional Conference Mobile App

- Mention on app schedule as track sponsor

Print

- Logo on signage at track session room
- Logo on table tents in track room

Premiums

- Additional piece of PR material included in attendee bag

Other Opportunities

Exhibitor Package

For-Profit and Commercial Business: \$1,000

Non-profit 501c3 Organization: \$500

Local Artist: \$360

In Person

- 10' x 10' booth in exhibit hall (includes table, chairs, carpeting, wastepaper basket, ID sign)

Digital

- Contact listing on our Professional Conference website

JCCs of North America Mobile App

- Listing on exhibitor menu with booth number on JCCs of North America Professional Conference Mobile App
- Listing in online Sponsor & Vendor Directory with company name and contact information



Other Opportunities

The following are available to exhibitors and sponsors:

Banner Ad on App

- Three (3) seconds (only five available) \$200



The following are available to exhibitors and sponsors, as well as our partners who are unable to attend the event in person:

Materials at Event (Collateral from Sponsor)

Collateral on JCC Association Exhibit Hall Table

- (250 pieces) \$200

Collateral Materials in Attendee Bag

- (600 pieces) \$500



Sponsorship Benefits

at a glance

	Sponsorship Levels					
	PRESENTING SPONSOR \$20,000	DIAMOND WiFi SPONSOR \$18,000	EMERALD SPONSOR \$15,000	SAPPHIRE SPONSOR \$10,000	RUBY SPONSOR \$5,000	AMETHYST SPONSOR \$2,500
In Person						
All-access credentials	3	3	2	2	1	
Exhibit Hall						
10'x 10' booth (table, chairs, carpeting, wastepaper basket, sign included)	✓	✓	✓	✓	✓	✓
Prime location in exhibit hall	✓	✓	✓	✓	✓	✓
Materials on our JCC Association table	✓	✓	✓	✓	✓	
Digital & WiFi						
Contact listing on our Professional Conference website	✓	✓	✓	✓	✓	✓
Logo on sponsor page of website	at top of page with link to website	after Presenting sponsor with link to website	after Diamond sponsor with link to website	after Emerald sponsor with link to website	✓	✓
Listing in online sponsor/vendor directory with company name and contact information	✓	✓	✓	✓	✓	✓
Branded free-standing charging station with 15" LCD touchscreen at registration	✓	✓				
Email						
List of attendees (30) days before event	✓	✓	✓	✓		
Your logo on (X) pre-event e-blasts	7	6	6	5	3	1
2-3 sentences of text on (X) pre-event e-blasts	3	3	3	2	1	1
PDF posted on JCCA.me after the event and sent to executive directors and attendees	✓	✓	✓	✓	✓	
JCCs of North America Professional Conference Mobile App						
Listing on exhibitor menu with booth number	✓	✓	✓	✓	✓	✓
Listing on sponsor menu with company logo, blurb and link to your company website	✓	✓	✓	✓	✓	✓
Mobile banner ads	15 seconds	10 seconds	10 seconds	5 seconds		
Icon on main menu of app with company logo linking to company website	✓	✓	✓			
Mention on app schedule as...	Presenting sponsor	WiFi sponsor	Emerald sponsor	Sapphire sponsor	Ruby sponsor	
Push notification(s)	2	2	1	1		
Print						
Recognition in 2019 annual report as sponsor	✓	✓	✓	✓	✓	✓
Logo on focal point signage	at top	after Presenting sponsor	after Diamond sponsor	after Emerald sponsor	✓	✓
Logo on sign at registration booth	✓	✓	✓	✓		
Logo on table tents	✓	✓	✓	✓		
Premiums						
(X) pieces of PR material included in attendee bag	2	2	2	1	1	1
Programming						
Pre-recorded video message played before luncheon plenary	✓					
Logo included in plenary screen animation	at top	2nd from top	3rd from top	✓	✓	✓
Sponsorship recognition from the podium	as Presenting sponsor at all plenaries	as Diamond sponsor at 2 plenaries	as Emerald sponsor at 2 plenaries	as Sapphire sponsor at 1 plenary		
Miscellaneous						
"Presented by" always placed before company logo	✓					

Add-On Packages and Other Opportunities at a glance

Sponsorship Add-on Packages and Exhibitor Opportunities					
	PLENARY PACKAGE Available to Ruby or higher sponsors +\$2,000 per plenary (Includes sponsorship level benefits + additional benefits below)	LUNCHEON PACKAGE Available to Ruby or higher sponsors +\$2,000 per luncheon (Includes sponsorship level benefits + additional benefits below)	EVENING EVENTS/ EXHIBIT HALL RECEPTION PACKAGE Available to Ruby or higher sponsors +\$2,000 per reception (Includes sponsorship level benefits + additional benefits below)	TRACK PACKAGE Available to Ruby or higher sponsors +\$2,000 per track (Includes sponsorship level benefits + additional benefits below)	EXHIBITOR \$1,000 per booth
Exhibit Hall					
10'x10' booth (table, chairs, carpeting, wastepaper basket, sign included)	✓	✓	✓	✓	✓
Digital					
Contact listing on our Professional Conference website	✓	✓	✓	✓	✓
Listing in online Sponsor & Vendor Directory with company name and contact information	✓	✓	✓	✓	✓
Ad in online Sponsor & Vendor Directory	full page ad as plenary sponsor	full page ad as luncheon sponsor	full page ad as reception sponsor	quarter page ad as track sponsor	
Email					
Logo on pre-event e-blasts	1 as plenary sponsor	1 as luncheon sponsor	1 as reception sponsor	logo on emails to specific track participants	
JCCs of North America Professional Conference Mobile App					
Exhibitor menu listing with booth number	mention as plenary sponsor	mention as luncheon sponsor	mention as reception sponsor	mention as track sponsor	✓
Mention on app schedule as...	plenary sponsor	luncheon sponsor	reception sponsor	specific track sponsor	
Print					
Logo on all focal point signage at...	entryway	entryway	entryway		
Logo on signage at...	plenary	luncheon	reception	track session room	
Logo on table tents at...		luncheon	reception	track session room	
Premiums					
One additional piece of PR material included in attendee bag	✓	✓	✓	✓	
Programming					
Sponsor logo on all plenary screen savers	✓	✓			
Sponsorship recognition from the podium	at plenary and on opening screen at plenary	at luncheon and on screen at luncheon	at event	at the beginning of track session	

To sponsor or for additional information please contact:

Steve Becker

Director of Corporate Partnerships
JCC Association
(212) 786-5105
sbecker@jcca.org



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Chair

Doron Krakow
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Joy Brand-Richardson
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 JCCs of North America

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