



TRAUMA and TRANSFORMATION

WRITING CENTERS in an ERA of CHANGE
SWCA 2021 CONFERENCE

VIRTUAL CONFERENCE
FEBRUARY 11-13, 2021
HOSTED BY THE
SOUTHEASTERN
WRITING CENTER
ASSOCIATION

SPONSORSHIP OPPORTUNITIES

The Southeastern Writing Center Association (SWCA) is excited to host over 300 educational professionals for its 2021 virtual conference, Thursday, February 11 through Saturday, February 13, 2021.

The virtual conference will provide many exciting opportunities for featuring your company, interacting with participants, and engaging with writing center professionals and students from across U.S. On behalf of SWCA, we are happy to extend the opportunities for sponsorship listed below. Conference attendees would love to hear more about your products, services, and programs during the event.

Level 1 sponsorship provides vendors and organizations with opportunities to make their product and company visible to attendees in a number of ways. To see examples of Level 1 opportunities, visit

https://southeasternwritingcenter.wildapricot.org/sponsor_examples/

Level 2 sponsorships offer opportunities for interacting with participants in key featured sessions and events.

Level 3 sponsorship provides exclusive sponsorship for events and high visibility for your company or organization.

To secure space for your company and to schedule a virtual demonstration, contact SWCA President (jmorris2@nova.edu).

We look forward to featuring your company at the conference!

Janine Morris, Ph.D.

SWCA President, 2020-2022

Assistant Professor | Faculty Coordinator

Department of Communication, Media and the Arts

Nova Southeastern University



LEVEL 1: A LA CARTE

Company Name - \$50

- Clickable name appears as an additional sponsor on conference website
- Company listed as an additional sponsor in conference program (no logo)

Company Logo - \$100

- Clickable logo appears on conference website
- Logo appears in conference program
- Company listed as a sponsor on conference website and in conference program

Webpage Banner - \$200

- Clickable banner appears at the top of conference schedule pages
- Logo appears in conference program
- Company listed as a sponsor on conference website and in conference program

Email Flyer - \$25

- Flyer emailed to conference registrants with registration materials

Half Page Conference Program Advertisement - \$100

- Half page advertisement in conference program
- Company listed as sponsor on conference website and in conference program

Full Page Program Advertisement - \$150

- Full page advertisement in conference program
- Company listed as sponsor on conference website and in conference program

Website Advertisement - \$200

- Clickable advertisement appears on conference website
- Logo appears in conference program
- Company listed as a sponsor on conference website and in conference program

Sponsored Zoom Session - \$500

- Advertisement appears as a shared screen when attendees enter the Zoom session
- Company named as a session sponsor on the conference website and in conference program
- Moderators thank sponsors during the sponsored session
- Logo appears on conference website and in conference program
- Company listed as sponsor on conference website and in conference program

LEVEL 2: INTERACTIVE SESSIONS

Editor's Roundtable - \$50

- Participate in a synchronous 60-minute drop in session where participants can pitch ideas and meet with journal editors/reviewers

Graduate Program Open House - \$150

- Participate in a synchronous 60-minute drop in session where participants can learn about your graduate program and meet students and faculty in attendance

Sponsor's Fair - \$500

- Company reserves a space at the sponsor's fair where participants will be able to join a synchronous session to speak with sponsors and demonstrate products
- Full page advertisement in conference program
- Logo featured on conference website
- Company listed as sponsor on conference website and in conference program

LEVEL 3: SPONSORED EVENT

Become the sponsor of an existing conference event, or help develop an event.

Existing events include:

- Featured Keynote Panel

Possible events could include:

- Discord game night or online trivia game

Exclusive sponsors of a conference event will automatically receive:

- Ability to participate in the Sponsor's Fair
- One additional sponsored Zoom session
- Full page advertisement in conference program
- Event advertisement prominently featured on conference website
- Company logo shown and name listed as sponsor on conference website and in conference program

SWCA CONFERENCE SPONSOR MEDIA SPECIFICATIONS

The SWCA uses a responsive website template that automatically reorganizes and resizes page elements when displayed on mobile devices, so we provide suggested resolutions when applicable to ensure the largest screens will still display your images at sufficient quality. All images can have your preferred "alt" text applied.

For most images, images provided can be larger than size listed as long as they maintain the proper aspect ratio when applicable. Since the conference program will be distributed as a pdf, you do not need to use a CMYK color profile for things like program ads. If providing pdf's, please embed all fonts.

The SWCA will work with any sponsor to ensure that your advertisements and logos appear in our documents to your satisfaction. If you have any technical questions, please contact the SWCA Digital Content Developer at swca.dcd@gmail.com.

| TYPE | FILETYPE | SIZE | ASPECT | NOTES |
|--|-------------------|--|---|--|
| Company Logo (shown in program) | jpg png | Will be printed up to 4" x 4". Suggest up to 1200 x 1200. | -- | Though the program will be distributed as a pdf, we are requesting print-resolution images so program can be printed as well. |
| Company Logo (shown on web) | jpg png | Suggest up to 400 x 400. Can be same or different than logo used in program. | -- Variable, but will be shown in square gallery in sidebar. | Logos will be shown online within a square gallery in sidebar that will be 25% of large screens and 100% of screen on mobile devices. Non-square images will be centered with neutral bars on sides. |
| Website Banner (header) | png jpg gif | 936 x 240 half-banner | 3.9 | Can link to url or pdf. Will fill 75% of page on large screens and 100% of page on mobile devices. |
| Website Advertisement (horizontal, in main content area) | png jpg gif | 936 x 240 half-banner OR 1092 x 135 leaderboard | 3.9 half-banner OR 8.09 leaderboard | Can link to url or pdf. Will fill 75% of page on large screens and 100% of page on mobile devices. |
| Website Advertisement (square/vertical, in sidebar) | png jpg gif | 400 x 400 square OR 480 x 800 vertical rectangle | 1 square OR 0.6 vertical rect. | Can link to url or pdf. Image can be thumbnail version of pdf if desired. Will fill 25% of page on large screens and 100% of page on mobile devices. |
| Full-page Program Ad | pdf jpg png | 8.5 x 11" (9 x 11.5" for full bleed) | -- | 300 dpi suggested. |
| Half-page Program Ad | pdf jpg png | 8.5 x 5.25" | -- | 300 dpi suggested. |
| Flyer | pdf | Variable | -- | Flyers will be emailed to participants; size is variable. |
| Sponsored Zoom Session | Variable | Variable | -- | Media can be shown or played on shared screen by session host. |