SPONSORSHIP OPPORTUNITIES

- Speaking Opportunity
- Extended Visibility
- Partner Showcase
- Thought Leadership
- Users Group Presence
- Digital Advertising

BASIC SPONSORSHIP

$2,400

6 SPOTS AVAILABLE

AT THE KNOWLEDGE DAYS EVENT

One Full Access’ Event Registration Ticket
One complimentary full access KDAYS registration is included. Additional registrations can be purchased for a discounted price.

20 Minute Speaking Opportunity
An opportunity to address attendees in a mini-session on Sunday, June 5 for up to 20 minutes followed by Q/A. The presentation must be educational in nature but cannot qualify for CAE credits.

Swag Bag and One-Sheet Insert
Promotional materials added to the swag bag provided at “check-in” as well as a printed “one sheet” also made available in digital format.

Full Profile on the KDAYS App
Full partner profile including PDF downloads, contact directory and video links via the KDAYS mobile app.

Onsite Event Presence
Logo representation on event signage and other printed event materials.

Profile on the Knowledge Days Website
Full partner profile including downloads and video links via the KDAYS website.

*Access does not include the in-person training courses on Tuesday, June 7.

KDAYS REIMAGINED SPONSORSHIP OPPORTUNITIES

Your partnership is important to us and to our user community. The collaborative relationships we have established together help our customers explore new opportunities. Together we are able to extend the capabilities of the ACGi systems into other core competencies we may not be able to service independently.

In recognition of the importance of that relationship, we have taken great strides to reimagine the Knowledge Days 2022 sponsorship opportunities. ACGi will provide our partners with higher levels of visibility within our user community to extend that presence before, during, and after the Knowledge Days conference.

We would like to invite you to become a sponsor for this valuable event. We are excited for the opportunity to work with you on both the conference, as well as on any of the opportunities that surround your event sponsorship throughout the next 12 months and beyond!

This year’s Knowledge Days conference is at the recently renovated Renaissance Harborplace Hotel just steps from the Baltimore Inner Harbor on June 5 - 7, 2022.

Sponsors will have the opportunity to engage, network, and educate attendees at the conference. You will also be able to strengthen brand awareness and gain additional exposure for relationship development throughout the year.

We look forward to partnering with your organization to create an exciting KDAYS and contribute to the success of our association and credentialing customers.

Thank you!

Debbie Rhoda
Vice President of Customer Excellence
DRhoda@acgisoftware.com
443-393-4736

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Renaissance Harborplace Hotel
Baltimore, Maryland • June 5-7, 2022
STANDARD SPONSORSHIP

10 SPOTS AVAILABLE

$3,750

AT THE KNOWLEDGE DAYS EVENT

One Full Access Event Registration Ticket
One complimentary full access KDays registration is included. Additional registrations can be purchased for a discounted price.

35 Minute Speaking Opportunity
An opportunity to address attendees for up to 35 minutes followed by Q/A. The presentation must be educational in nature to be eligible for CAE credits.

Swag Bag and One-Sheet Insert
Promotional materials added to the swag bag provided at “check-in” as well as a printed “one sheet” also made available in digital format.

Designated Meet the Experts Table
Be the expert at a table for your organization at every meal.

Dedicated Section at the Sponsor Table
Add your swag and marketing materials to our sponsor’s table.

Full Profile on the KDays App
Full partner profile including PDF downloads, contact directory and video links via the KDays mobile app.

Banner Ads and Push Notifications on the KDays App
Banner ad representation and real time event push notifications via the event app.

Onsite Event Presence
Logo representation on event signage and other printed event materials.

Half-Page Ad in the Printed Directory
Half-page advertisement in the printed KDays directory provided to each registrant.

Profile on the Knowledge Days Website
Full partner profile including downloads and video links via the KDays website.

PRE & POST KDAYS PRESENCE

Pre-KDays Sponsor “Showcase”
Participation in a dedicated five-minute intro video for event attendees in advance of the conference with a CTA to set up a meeting in person at the conference.

Attendee Communications
Access to the Knowledge Days attendee list for those registrants who “opt into” receiving messages.

AUG Presence
Your logo and company name will be shown in monthly meetings of the ACGI Users Group, before and after the conference for all of 2022.

AUG Forum Resource
Your logo, company name, KDays video and resources (along with a contact CTA) on the AUG Forum site for the remainder of 2022.

*KAccess does not include the in-person training courses on Tuesday, June 7.

KNOWLEDGE DAYS 2022
ACGI’s user group conference Knowledge Days (KDays) is an intimate event held every other year. It’s an opportunity for clients, staff, partners and consultants to come together for two days of learning, networking and fun. Attendees will learn to leverage the full capabilities of their ACGI system suite, expand use of their core systems (from our partners) and discover other resources from each other and industry consultants. Previous year attendance has ranged from 180-260 clients, prospects, staff, consultants and partners.

ACGI USERS GROUP and FORUM
The ACGI Users Group has over 3,600 members from 185 organizations, AMC firms and industry consultants. AUG meetings are held quarterly with “special content” webinars held in-between the regularly scheduled meetings.

An AUG newsletter goes out once monthly to the full membership and the AUG Forum is available online for AUG users to access for communication, resources and engagement 24/7/365.

KNOWLEDGE BUILDER SERIES
ACGI is inviting our Premium Sponsors to join us in an educational webinar series offering CAE credits to attendees.

The Knowledge Builder series brings together subject matter experts in the fields of education, credentialing, membership, marketing, meetings, finance and technology so others can learn from innovators who have laid the groundwork for success.

The Knowledge Builder series is marketed to both the ACGI user community as well as all contacts in our Sales and Marketing database (roughly 12,000 contacts from 3,500 unique organizations.)
PREMIUM SPONSORSHIP

3 SPOTS AVAILABLE

$7,500

AT THE KNOWLEDGE DAYS EVENT

In addition to everything included in the standard sponsorship, you’ll receive:

UPGRADE to Two Full Access Event Registration Tickets
You will receive two complimentary full access KDAYS registrations. Additional registrations can be purchased for a discounted price.

UPGRADE to a Dedicated 6’ Table
Upgrade from the shared sponsor table to an independent 6’ table dedicated entirely to your organization.

Directory UPGRADE to a Full-Page Ad
Upgrade to a full-page advertisement in the printed KDAYS directory provided to each registrant.

An Additional Opportunity to Present in Conjunction with a Client
In addition to a 35-minute speaking slot, you will also have the opportunity to develop educational content in partnership with a customer for presentation during KDAYS.

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Opportunity to Introduce a Keynote Speaker
Premium sponsors will be given a speaking slot to provide a five-minute introduction of their company and a keynote speaker.

PRE & POST KDAYS PRESENCE

In addition to everything included in the standard sponsorship, you’ll receive:

Back-Office “Ad” to Full ACGI User Base
Pre-KDAYS spotlight ad “overlay” in all ACGI users back-office console (3,600-person outreach).

Pre-Event E-mail Promotion
ACGI will collaborate with premium sponsors to develop an e-mail message to all prospective attendees promoting both the event and your company’s presence.

YEAR-ROUND VISIBILITY

In addition to the pre- and post-visibility opportunities available to Standard Sponsors, Premium sponsors will receive exclusive activities to continue to promote their company throughout 2022.

Partner Case Study PDF
Identify a joint client success story to present in a partner case study PDF. Case studies are marketed multi-channel to the ACGI client and prospect databases (Marketed to 12,000 contacts from over 3,500 unique organizations).

AUG Spotlight Ad via the ACGI Forum
Digital ad display for the ACGI users group online forum webpage (4 week run).

AUG Email Newsletter Spotlight Ad
Digital ad display for the ACGI users group email newsletter (correlates with the AUG Partner Presentation, 3,600-person outreach).

Knowledge Builder Series 30 Minute Webinar
Participate in the Knowledge Builders partner presentation series marketed to both the ACGI client and prospect audiences. Content must be educational in nature and is eligible for CAE credits. (Marketed to 12,000 contacts from over 3,500 unique organizations).

Guest Author a Knowledge Builder Series Partner Blog Article
Develop a jointly published Knowledge Builder blog article to piggyback on the 30-minute educational Knowledge Builder presentation. Blog materials are marketed to both the ACGI client and prospect databases. (Marketed to 12,000 contacts from over 3,500 unique organizations).

Recognition on the ACGI Website
Premium Sponsors will be acknowledged as “Official Partners” on ACGI’s website. This recognition will include company name, logo, description, link to company website and links to much of the material developed above.

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