



IEEE BTS PULSE Sponsorships

The IEEE BTS PULSE is a new IEEE Broadcast Technology Society (BTS) virtual event that will provide the most relevant industry information by some of the most insightful industry professionals. The BTS invites attendees from around the world to meet the experts over three days in three sessions and hear their answers to vital industry questions.

Our goal is to capture an international audience of approximately 300-500 attendees. Industry professionals attend our events looking for content of the highest quality, covering crucial topics and presented by top experts. IEEE BTS PULSE also allows attendees from around the world to attend as there is no travel requirement.

As a sponsor you can connect with broadcast technology decision makers that are looking for best practices, products and services to help solve current issues as well as prepare them for the future.

Sponsorship opportunities are detailed in this prospectus and are available throughout the virtual event.

Sign on for this opportunity to build brand awareness by contacting BTS Promotions & Marketing Manager, Margaux Toral at m.toral@ieee.org.

Sponsorships	Exclusive	Event	Technical
	3000	1500	500
Company acknowledgment throughout the day by the event host as the exclusive sponsor	x		
Ability to provide BTS with a 1min promotional video/commercial to be played between technical sessions	x		
Company banner added to the BTS website during the month of September 2020	x		
Company ad displayed on screen for attendees to view in between technical sessions	x	x	
Company ad included in the BTS email newsletter for the remainder of 2020	3	2	
Company profile included in virtual conference showguide	x	x	x
Logo placement on event webpage with a link to your website	x	x	x
Logo on all event promotions	x	x	x
Logo included on live event presentation	x	x	x
Logo placement on all event emails	x	x	x
Logo posted on BTS social media sites	x	x	x
Logo included in virtual event showguide	x	x	x
First priority patronage for next year's event	x	x	
Complimentary full conference registration	3	1	

Available Sponsorship Opportunities

Full Day Exclusive Sponsor - You will be the only sponsor for the day of your choosing

- Company acknowledgment throughout the day by the event host as the exclusive sponsor
- Ability to provide BTS with a 1min promotional video/commercial to be played between technical sessions
- Company ad displayed on screen for attendees to view in between technical sessions
- Company banner added to the BTS website during the month of September 2020
- Company ad included in virtual conference show guide
- Logo placement on event web page with a link to your website
- Logo on all event promotions
- Logo included on live event presentation
- Logo placement on all event emails
- Logo posted on BTS social media sites
- Company ad included in the BTS email newsletter for the remainders of 2020 (approximately 3))
- First priority patronage for next year's event
- Three complimentary full conference registration

Investment / \$3,000

Event Sponsor

- Company acknowledgment throughout the event by event host
- Logo included on live event presentation
- Company ad displayed on screen for attendees to view in between technical sessions
- Logo placement on all event promotions
- Logo included in virtual event show guide
- Logo placement on event web page with a link to your website
- Logo placement on all event emails
- Logo posted on BTS social media sites
- Company ad to be included in BTS email newsletters prior to the event (approximately 2))
- First priority patronage for next year's event
- One complimentary full conference registration

Investment / \$1,500 per sponsor

Technical Event Partner

- Logo included on live event presentation
- Logo placement on all event promotions
- Logo included in virtual event show guide
- Logo placement on event web page with a link to your website
- Logo placement on all event emails
- Logo posted on BTS social media sites

Investment / \$500 per sponsor