

NJHSA 2021 Virtual Conference

► RESPONSIVE, RESILIENT,
REIMAGINING
TOGETHER!

► April 19th–22nd



NETWORK
of Jewish Human
Service Agencies

RESPONSIVE, RESILIENT, REIMAGINING TOGETHER!

Here is how you can benefit with The Network!

Member agency executives, senior staff, program managers and lay leaders from across the globe will gather virtually to help **chart a direction** for each other, **allowing the Jewish human service sector** to continue its efforts to **thrive in a virtual world** while honoring our Network's **commitment to ensuring diversity, equity, inclusion and racial justice** throughout.

► **Online Attendance is up.** Whereas last year our attendees made connections in the hotel lobby, after sessions, during breakouts, over happy hour or in the exhibit hall **this April they'll be talking about how they connected over the conference live chat, through virtual workshops and booths, videos, live streaming, and gamification.**

► This year's virtual conference will bring more attendees than last year, representing our **twenty-one active Network affinity groups**, both member and non-member agencies in addition to **affiliate organizations** and **partners, funders**, the **corporate community** and colleagues from the **European Council of Jewish Communities.**

► Together, we are always better.

DID YOU KNOW HOW NJHSA HAS ADVANCED THE JEWISH SERVICE SECTOR . . . ?

Since the outbreak of the COVID-19 pandemic in March 2020 and the subsequent wave of shutdown orders NJHSA

- ✓ Provided more than **160 calls and webinars** providing expert resources and support for over **6,500 professionals** and lay leaders to guide them through this crisis.
- ✓ Established a collaboration which ultimately led to the sourcing and group purchasing of essential **PPE, totaling over \$2.5m**, and supporting over **120 Network member agencies**.

What Can the Network Guarantee Sponsors Virtually in 2021?

Your ROI Starts Here.



INCREASED ATTENDANCE GOAL

1200+ participants including executives, senior level staff, managers and lay leaders from the U.S., Canada, Europe and Israel



ATTENDEE INFO

Post conference attendee lists with full contact details enabling evergreen revenue opportunities.



SPEAKING OPPORTUNITIES

The opportunity to speak in front of live audiences either before or after a session, introducing your organization and the workshop.



LEADS

Individual appointments with leads. Meet with attendees during the conference or set up future appointments.



LIVE DISCUSSIONS

Virtual live chats with conference goers during the Sponsor Showcase through your tradeshow virtual booth via Zoom.



VIDEO STREAMING

The ability to live stream and share videos with attendees via your exhibit booth. Link to resources (fact sheets, white papers).



GAMIFICATION

The opportunity to participate in gamification, incentivizing and driving participants to your exhibit booth.



BRANDING

Branding placement opportunities on the home conference page, static and rotating ads.



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WHY SPONSOR THE NJHSA 2021 VIRTUAL CONFERENCE?

The Network

- More than **1 million clients** served **across all faiths**
- Over **10,000 personnel** employed
- **140 member organizations**
 - 37 U.S. states
 - 5 Canadian provinces
 - 3 Israeli members agencies
- New partnership with the European Council of Jewish Communities

- ▶ Increased attendance with a goal of 1200+ participants including executives, senior level staff, managers and lay leaders from the U.S., Canada, Europe and Israel – 3x as many attendees
- ▶ Post conference attendee lists with full contact details enabling evergreen revenue opportunities.
- ▶ The opportunity to speak in front of live audiences either before or after a session, introducing your organization and the workshop.
- ▶ Virtual live chats with conference goers during the Sponsor Showcase through your tradeshow virtual booth via Zoom.
- ▶ The ability to live stream and share videos with attendees via your exhibit booth. Link to resources (fact sheets, white papers).
- ▶ Branding placement opportunities on the home conference page, static and rotating ads.
- ▶ Individual appointments with leads. Meet with attendees during the conference or set up future appointments.
- ▶ The opportunity to participate in gamification, incentivizing and driving participants to your exhibit booth.
- ▶ On demand replays, offering potential revenue opportunities.



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Sponsor the Conference, Become a Network Partner . . .

The Network views event sponsorship as a steppingstone to forming a continuous partnership with clear, achievable goals.

Membership in the Network brings immediate access to cost-saving resources and best practice interventions specifically designed to extend an agency's capacity to serve those in need. These exclusive member agency benefits are often provided by partnership with sponsors resulting in financial savings, advocacy, connections, information and specialized organizational support.

About NJHSA

The Network is an international membership association of more than 140 nonprofit human service agencies in the United States, Canada and Israel and partners across Europe. These agencies serve more than one million individuals through a full range of human services, for the Jewish community and beyond. The Network is the leading voice for the Jewish human service sector. As the go-to resource for advocacy, best practices, innovation and research, partnerships and collaborations, The Network strengthens agencies, so they can better serve their communities.

► We encourage you to explore this opportunity and reach out to Megan Manelli, Director of Marketing & Communications at



LEVELS

Customize your sponsorship to get the greatest value!

All sponsors are entitled to:

- Pre and post conference marketing via email, newsletters and social media posts
- Being included in a pre-conference sponsor listing/brochure
- **Technical support in Pathable** (conference platform)
 - [Watch how to get the most out of your virtual booth here.](#)
- Receive a post attendee report with contact information
- Participate in gamification
- Development and implementation of NJHSA membership engagement plan to establish and/or enhance relations with member agencies

Network **BELIEVER** - \$10,000 Closing Plenary

Gain the attention of the entire Network during the Conference Closing Plenary Session with Voices of Our City Choir. Voices of Our City Choir helps San Diego's unsheltered neighbors reconnect with hope and possibility through the healing power of music, individualized and intensive case management and advocacy. Voices of Our City Choir has helped over 50 people move from homelessness and into housing in 3 short years and was recently **featured on America's Got Talent!**

***1 opportunity available**

- Audience with entire Network prior to closing plenary
- Virtual exhibit booth (name, logo, description, rich text capabilities)
- Header banner ad on conference home page, linked to virtual exhibit booth
- Live zoom room during allotted conference hours to meet individually with attendees
- Post conference lead retrieval
- Exhibitor booths active after the event ends
- Dedicated exhibit hall showcase
- Choose 3 add-ons



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**Building the Board of Your
Dreams**
Joan Garry
Principal Consultant
Joan Garry Consulting



Jews of Color
Ilana Kaufman
Executive Director
Jews of Color Initiative



**Trauma, Burnout and Grief
– How Do We Recover
with Intention?**
Betsy S. Stone, Ph.D.,
Adjunct Lecturer, HUC-JIR

Network **ADVOCATE** - \$5,000 Plenary Sponsorship

These plenaries gain the attention of the entire Network as they zoom into one of the most well attended conference activities. Kick off a plenary by introducing your organization!

***4 opportunities available**

- Virtual exhibit booth (name, logo, description, rich text capabilities)
- Header banner ad on conference home page, linked to virtual exhibit booth
- Live zoom room during allotted conference hours to meet individually with attendees
- Post conference lead retrieval
- Exhibitor booths active after the event ends
- Dedicated exhibit hall showcase
- Choose 2 add-ons

Network COMPANION - \$4,000 Program Showcase

Conference goers raved about the two program showcases at the 2019 Annual Conference, both of which were widely attended. This year we are offering five program showcases. The selected agencies will be invited to present five slides highlighting their program and service delivery models. Each agency will present for 8 minutes. **Don't miss out on the opportunity to introduce your organization and the Program Showcase.**

***5 opportunities available**

- Virtual exhibit booth (name, logo, description, rich text capabilities)
- Header banner ad linked to virtual exhibit booth
- Live zoom room during allotted conference hours
- Post conference lead retrieval
- Exhibitor booths active after the event ends
- Dedicated exhibit hall showcase
- Choose 1 add on



Network **PARTNER** - \$3,500 Networking Activity



Networking events create great lead generation. These times lend themselves to one-on-one conversations and future partnerships. Think about making your organization stand out by offering something of value to attendees in exchange for their attention.

***2 opportunities available**

- Virtual exhibit booth (name, logo, description, rich text capabilities)
- Header banner ad linked to virtual exhibit booth
- Live zoom room during allotted conference hours
- Post conference lead retrieval
- Exhibitor booths active after the event ends
- Dedicated exhibit hall showcase

Network **SUPPORTER**

\$2,500 Session

Valuable content is the most used tactic to get attention. The Networks' compelling and successfully promoted sessions are the typical drivers of attendance. Sponsoring a session will allow you to speak to attendees before they participate in the workshop they have chosen. **Align your sponsorship contribution with a session that speaks to your mission.**

- Virtual exhibit booth (name, logo, description, rich text capabilities)
- Footer banner ad linked to virtual exhibit booth
- Post conference lead retrieval
- Exhibitor booths active after the event ends
- Dedicated exhibit hall showcase



Network **ALLY** - \$1,000 Virtual Exhibit Booth



Join us as a Network Ally. Experience the virtual world of tradeshow through your booth. Market your organization and share branded materials with attendees during the 60-minute Sponsor Showcase.

- Virtual exhibit booth (name, logo, description, rich text capabilities)
- Exhibitor booths active after the event ends
- Dedicated exhibit hall showcase

Check out the add-ons that will allow you to customize your sponsorship package.

FRIENDLY ADD-ONS

Customize your virtual conference sponsorship by adding a little extra! Let's ensure your package is designed to bring you the most return on your investment in NJHSA.

- Executive Briefing - \$1,000
- Annual Meeting - \$1,000
- Header banner ad linked to company website - \$750
- Footer banner ad linked to company website - \$500
- Live Zoom room (for Allies, Supporters, Partners & Advocates only) - \$500
- Banner ad (only for Allies) - \$250
- Lead retrieval – (only for Allies) - \$250
- Branded conference email - \$250
- Push notifications - \$150

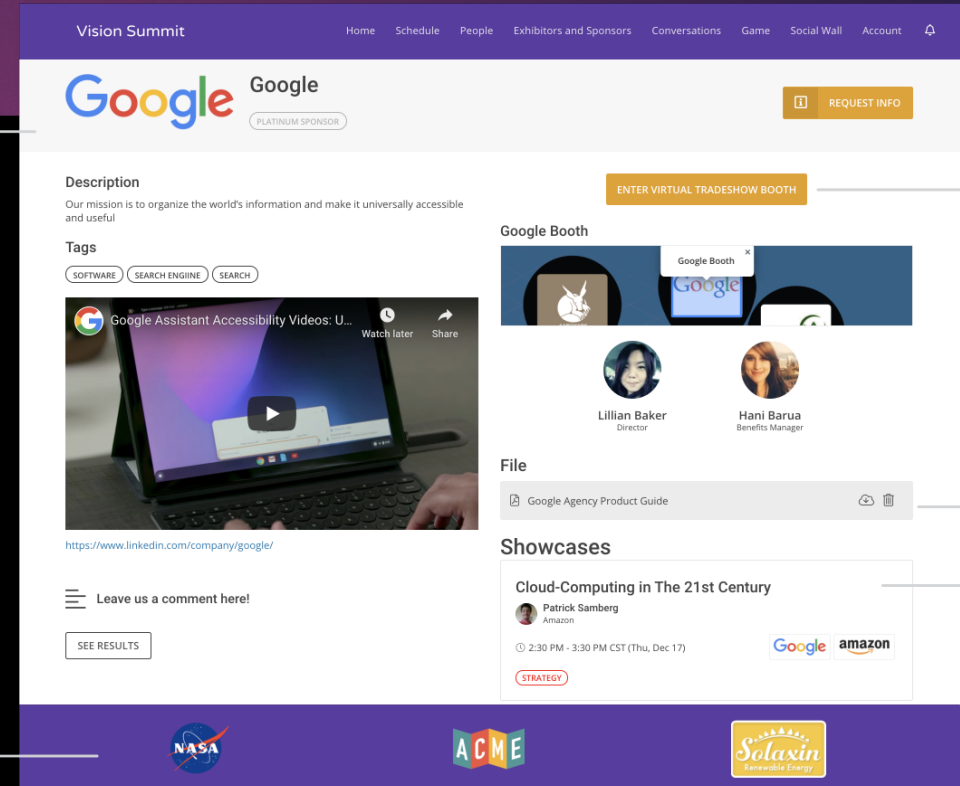


VIRTUAL EXHIBIT BOOTH

There are several ways you can add content to your exhibit booth. You will have control overing add content to your company page with the ability to edit your organization's name, logo, description, add search tags, add links to websites and videos which will automatically embed, create interactive polls and upload documents you'd like to share with attendees.

Individual Sponsorship Page Capabilities + Examples

Brand Recognition



Virtual Tradeshow Capa

Upload Videos, Photos

Footer | Rotating Banner Ad Recognition

Feature Sessions + Showcases

BANNER ADS

Banner ads enable NJHSA to place your logo or other graphic display across the top, bottom, or sides of our conference platform. The horizontal type of banner advertisement is called a leaderboard, while the vertical banners are called a skyscraper and are positioned on a web page's sidebars.

The purpose of banner advertising is to promote your brand and get our attendees to inquire about you and/or visit your website.

