



BALANCING ACT

RISK, RECOVERY, REINVENTION

NOVEMBER 12 & 13

HILTON NIAGARA FALLS /
FALLSVIEW HOTEL & CASINO

SPONSORSHIP PACKAGE 2025





While we are returning to the site of our 2024 conference in Niagara Falls, we are changing the event layout to better serve our vendors and sponsors. This year, all vendors will be situated in the large hall along with roundtable workshops, coffee stations and buffets to promote foot traffic and dialogue.

We would like to thank our 2024 sponsors and are looking forward to seeing everyone back at the 2025 Conference. The event creates a great opportunity for in-person networking and a platform for you to showcase your brand.

Ready to secure your spot as a conference sponsor?

Email us by August 15th at info@rmacanada.org and identify the desired sponsorship tier and the names of your delegates.

Sponsorship payment is due by August 31st.

Pre-Conference Benefits	Title \$10,00	Champion \$7,000	Platinum \$5,000	Gold \$3,000	Bronze \$1,500	Scholarship \$1000
Sponsorship Acknowledgement on LinkedIn and all pre-event digital collateral	X	X	X	X	X	X
Website acknowledgement with logo and link to sponsor's website	X	X	X	X	X	X
# of invites to Sponsor Appreciation Night (November 11 th) hosted at Yuk Yuks	4	3	2	2	1	1
Conference Benefits						
Formal recognition by the President	X	X	X	X	X	X
Recognition as Event Host of:	President's Gala	Day 1 Gala Dinner or Keynote Entertainer	Breakfast or Lunch & Break			
Prominent placement of logo on digital screens and conference app	X					
# of banners on display at the conference	4 Full Size	4 Half Banner	4 Large Ads	4 with logo	4 with logo	4 with logo
Opportunity to address the audience & introduce the President's Message	X					
Length of sponsor video in rotation on display screens throughout the conference	120 seconds	60 seconds	60 seconds			
Sponsor logo in rotation on display screens in the main conference hall				X	X	X
# of Delegate registrations included	4	3	2	1		
2 nights' hotel accommodations for delegates included in your package	4	3	2			
Physical and virtual vendor booth	X	X	X	X		
Opportunity to host chats and schedule meetings with attendees	X	X	X	X		
Post-Conference Benefits						
Link to sponsor website for 6 months post event	X	X	X	X	X	X
Post event recognition on LinkedIn	X	X	X	X	X	X
Opportunity to host & sponsor a webinar promoted & distributed by RMA	X	X	X			
Length of video hosted on RMA website	120 seconds	120 seconds	60 seconds			

WHOVA – EVENT APP



Whova

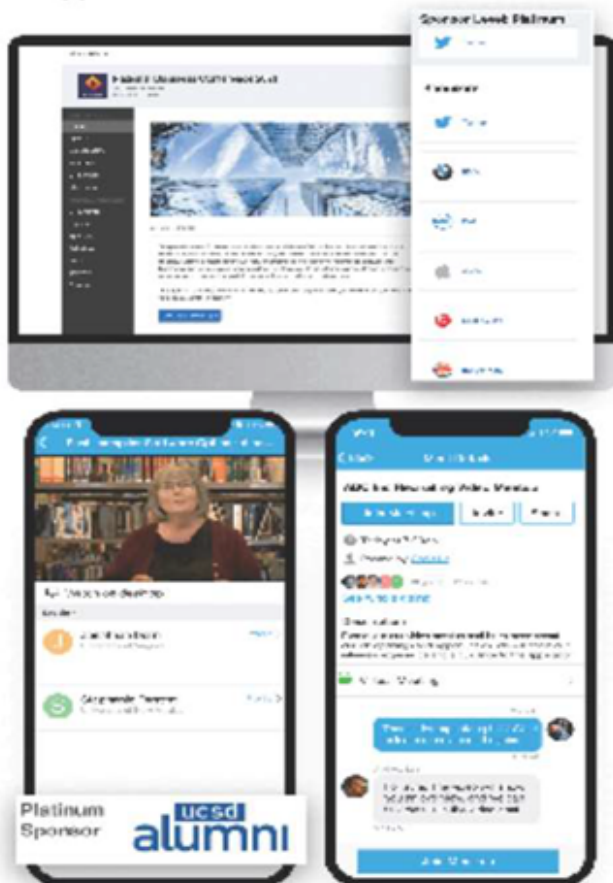


For Virtual Event Sponsors

Maximize Exposure, Connect with Attendees, and Drive ROI

Key Benefits for Sponsors

- Maximize brand exposure with banners on both **mobile app** and **web app**
- Start virtual meet-ups with attendees
- Engage attendees via the Community Board
- Get insight of attendees via SmartProfile
- Discover and nurture high quality leads
- Achieve high ROI with various promotional opportunities



Maximize Exposure with Highly Adopted Apps

Broaden your competitive edge by improving your company's public image, prestige and credibility through highly visible mobile and web event apps. Exploit showcase opportunities starting from a few weeks prior to your event and connect with even more attendees online.

VMS
ACCELERATORS

9,377

LEGO

100%

MAEC

96%

Sponsor Impressions

Download Rate

Love Whova

"We were a major sponsor of the Mardi RAW conference and very much liked the app. We may suggest it to the future to other conferences and maybe even sponsor it."

Mark Vera, Director of Operations and Sales | Aqua-Tech Co

Showcase More, Meet Leads Online Easily

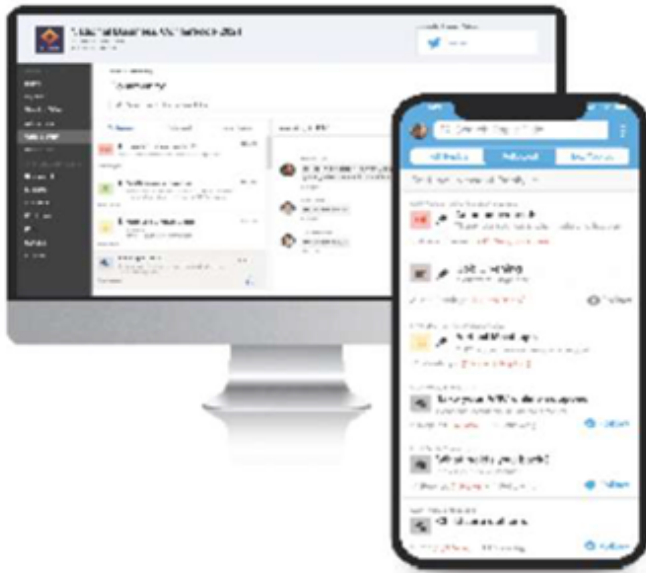
Banners in Multiple Places: See your ad banners constantly displayed on Whova's mobile event app and web app in places that are frequently visited by attendees, including: the event home, live stream and session videos, attendee list, and more!

Virtual Meet-ups, and more: Engage attendees via virtual meet-ups, private in-app messaging, e-business cards exchanging, and promotional posts and product videos, all within Whova.

"A lot of them (sponsors) commented publicly that they reached out to more people than in-person event. It was a win-win!"

Allison Bleyler, Director of Marketing | VentureWell

Whova for Virtual Event Sponsors



Engage Attendees and Generate More Leads

Exploit opportunities to engage with attendees in personal and organic ways through the [Event Community Board](#). Post promotional offers, share product information, hold virtual meet-ups, and generate more leads.



989
Bulletin Board



3,429
Messages

"As a sponsor, I found Whova to be fantastically useful. The ability to connect with conference attendees I might not have seen and to do so in a friendly, not overly-forward manner, was invaluable."

Bertrand Haure, Galway Trading USA LLC

Discover High Quality Leads

Deep Insight Into Leads: Gain understanding of attendees' professional backgrounds and interests from breakthrough [SmartProfiles](#) to generate high quality business opportunities.



3,349

Attendees with Profiles



16,507

Profile Views



1,008

Lead Bookmarks

"I found the Whova app to be practical, easy to use, and a good investment of my time. I've already had contact with the leads I put into the app."

Ty Stevenson, Consultant | LEGO education



Exposure

- Mobile/Desktop Banner Ads
- Sponsor List
- Custom Links
- Collateral Upload
- Social Media Integration

Lead Engagement

- Attendee SmartProfiles
- Private In-app Messages
- Virtual Meet-ups / Video Chats
- Contact Exchange
- Built-in Meeting Scheduler

Lead Generation

- Customized Promotional Offers
- Easy Lead Retrieval
- Event Community Board
- Lead Bookmarks
- Performance Metrics

Whova Revolutionizing Event Engagement <https://whova.com> | hello@whova.com | +1 (855) 978-6578

RMA SPONSOR RESULTS

SPONSOR IMPRESSIONS

201866

LEADS GENERATED BY EXHIBITORS

675

TOTAL ACTIVE USERS

204

USERS WHO SIGNED IN EITHER MOBILE OR WEB APP

Speaker Center



Speaker info collector & sleek speaker webpage builder

Event Bulletin Board



Boost attendee participation with event-specific topics, Q&A, etc

Name Badge & Check-in



Create professional-looking name badges; Enjoy fast & easy check-in

Agenda Center



Elegant agenda webpage builder; Update once, sync it everywhere

Announcement



Engage/update attendees with real-time push notifications

Exhibitor Solution



Attract exhibitors with affordable lead generation solutions

whoa app

MOBILE & WEB APP ACTIVE USERS

TOTAL ACTIVE USERS

204

USERS WHO SIGNED IN EITHER MOBILE OR WEB APP

USED BOTH MOBILE & WEB APP

100

USERS WHO DOWNLOADED THE MOBILE APP AND SIGNED INTO THE WEB APP

MOBILE APP ACTIVE USERS

60%

ATTENDEES WHO USED THE MOBILE APP
124/204

WEB APP ACTIVE USERS

86%

ATTENDEES WHO USED THE WEB APP
175/204

PRIVATE MESSAGES 1-ON-1

1132

ATTENDEE INTERACTION 1-ON-1

1001

Attendees who have interacted with each other in private 1-on-1 messages

COMMUNITY BOARD TOTAL MESSAGES

623

POLL RESULTS RECEIVED

320