

**MAY 12, 2023**  
Santa Clara Marriott, CA

[www.sftreasurysymposium.org](http://www.sftreasurysymposium.org)

Thank you for sponsoring the 2023 San Francisco Treasury Symposium (SFTS). Saying this event wouldn't be possible without great sponsors isn't just hyperbole, it's absolute truth! We hope the below information will answer your questions related to your sponsorship of the conference.

San Francisco Treasury Symposium is working with Rhino Consulting to ensure you have the best sponsorship experience possible. We will be your point of contact for all conference logistics and can help you with any questions or special requests you have. Our goal is to ensure you receive every sponsorship benefit. If further assistance is needed, please contact the Rhino Consulting Team at [events@consultrhino.com](mailto:events@consultrhino.com).

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**All sponsor items are due February 15, 2023. Items submitted after the deadline may result in a loss of benefits.**

## SPONSOR BENEFIT DESCRIPTIONS

### SPEAKER INTRODUCTION / WELCOME COMMENTS

- Eligible sponsors receive the ability to introduce a keynote speaker or introduce a networking event during the San Francisco Treasury Symposium. The selection order is based on the date sponsorship confirmation is received. Introduction selections will be coordinated after April 15, 2023.
- For keynote introductions, introductions should be no more than 5 minutes in length. A maximum of 2 minutes should be dedicated to introducing yourself and your company (your sponsor commercial). A maximum of 3 minutes should be dedicated to introducing the speaker. Please be mindful of this allotment. Any time spent on introductions past the 5 minutes encroaches upon the speaker's presentation.
- [Click Here](#) for great tips on perfecting a speaker introduction.

### SFTS ATTENDEE LIST

- Eligible sponsors will receive the pre-conference attendee list 1 week prior to the conference (May 5, 2023).
- Eligible sponsors will receive the post-conference attendee list 48 business hours after the conference concludes (May 16, 2023).
- SFTS will send the list in excel format to one individual. SFTS requests that a sponsor coordinate distribution of the list to all internal recipients as needed.
- The list will contain the name, title, company, and email (for eligible sponsors) of all registered attendees. Speaker contact information is not shared.
- To reduce excessive outreach to conference attendees prior to the conference, the pre-conference list will not include email addresses. We encourage sponsors to reach out to attendees via LinkedIn, etc.

## CONFERENCE ATTENDEES

- As a sponsor you are eligible for complimentary conference attendee(s).
  - Sponsor Led Session = 3 complimentary conference attendees
  - Keynote Introduction = 3 complimentary conference attendees
  - Networking = 2 complimentary conference attendees
  - Supporting = 2 complimentary conference attendees
- SFTS will register these attendees on your behalf to ensure they are not charged for registration. They will receive all-access and benefits as if they were a fully paid registrant. The following information is needed to process registration:
  - Name
  - Title
  - Company
  - Designation (if applicable)
  - Email
  - Mailing Address
  - Phone
- Once conference registration is completed, the individual will receive a confirmation email.
- The complimentary conference attendees **MUST** log back into the registration system and modify their agenda to register for individual educational sessions, networking events, and meals. Each attendee will receive an email with instructions on how to modify their agenda. For questions or assistance, please contact [events@consultrhino.com](mailto:events@consultrhino.com).

## ELECTRONIC BANNER DISPLAY

- Eligible sponsors receive the ability to provide an electronic banner display / advertisement. This is a rotating presentation that is played during all breaks, meals, and transition periods of the conference.
- Document provided should be a single slide widescreen format (16:9) PowerPoint document.
- Examples of past electronic banners can be found on the resources page of our conference website <https://www.sftreasurysymposium.org/resources>.

## WEBSITE CONTACT INFORMATION & HYPERLINK

- Based on your sponsorship level, organizations receive recognition on the San Francisco Treasury Symposium website.
- Sponsors will receive placement of contact information, hyperlink, and logo on our conference website.

## PROGRAM ADVERTISEMENT

- Eligible sponsors receive advertisements in the conference printed program. These are similar in style to advertisements you would see in a magazine.
- These are full color design with no bleeds. Files should be delivered as a 300 dpi JPEG.
- Advertisements are sized 4.25 inches wide x 5.5 inches tall.

## COMPANY RECOGNITION

- It is important to SFTS that we refer to your company within your organizations branding guidelines. Please provide the following specifics for your company.
  - Company name as you would like it to be read from the podium
  - Company name as you would like it printed in conference materials
  - Company #hashtag# used in social media posts
  - Company logo in JPEG and EPS format

## SPONSOR DIRECTORY

- SFTS prints a sponsor directory which includes sponsor contact information for all attendees to reference.
- Space in the directory is limited to 7 lines, 30 characters per line (spaces are included as a character).
- Information is limited to the directory field types (i.e. you cannot omit an address, but print a tagline instead). You can omit information and print two names or two phones in place of the lines omitted.
- Please provide the information below exactly as it should be listed in the directory. Sponsors may omit any information you would not like printed.
  1. Company
  2. Name
  3. Address
  4. City, State Zip
  5. Phone
  6. Email
  7. Website

## CONFERENCE "SWAG" BAG OPPORTUNITIES & ATTENDEE RAFFLE

- Responding to attendee feedback and being environmentally conscious San Francisco Treasury Symposium has eliminated conference swag bags and other branded sponsorship opportunities, i.e., water bottles, notepads, pens, etc.
- We are happy to allow high-end swag items to be gifted as an attendee raffle. Participation in an attendee raffle is optional and at the discretion of the sponsor organization. The time of the raffle will be coordinated in advance. Please inform us of your raffle item, no later than April 15, 2023. Raffle items should hold a minimum value of \$100.
- We will select a winner based on attendance and make the following announcement "ABC Company has generously raffled a branded tumbler and \$100 Starbucks gift card; the winner is Jane Doe. Please visit the registration desk to claim your prize."
- Please include a business card with your raffle items, you will receive the contact information of the winner so you can reach out independently.