

QSO Today Virtual Ham Expo



March 2023
Sponsorship
Opportunities

March 2023 Theme

New License: Now What?

With almost 800,000 hams in the USA, the majority are not on the air. Our aim is to open a new market for our Expo and Exhibitor products to this younger demographic though our excellent presentation track geared to showing opportunities for Technician level and new licensees



About

Established in August 2020 as first virtual ham radio convention, 5 Expos since
Our Presentations that attract engaged hams with strong technical backgrounds

Sponsor Benefits

- Engage directly with active and motivated hams
- Elimiate travel costs
- Gain prospective leads
- Live session Q&A using video, voice, and text chat
- Showcase demos
- Add VOD, white papers, and brochures

<https://qsotodayhamexpo.com>



Expo Sponsor Offerings

		Platinum	Gold	Large	Medium	Small
		\$7,500	\$3,500	\$1,500	\$1,000	\$500
Learn and Grow	Speaker sessions 60 minutes with Live Q&A	10	6	3	2	1
Presence	Virtual Booth	Double	Large	Large	Medium	Small
	Round Table	6	4	3	2	1
Brand	Logo Displayed on Event Webpage	Yes	Yes	Yes	Yes	Yes
Awareness	Logo in Event Lobby	Yes - largest	Yes - Large	Yes	Yes	Yes
	Logo in Auditorium	Yes - Large	Yes			
	Logo on all direct email	Yes - Large	Yes			
	Registration List	Yes				
	Attendee List	Yes	Yes			
Making	Lead List from Booth Visits	Yes	Yes	Yes	Yes	Yes
Connections	Session Attendee List	Yes	Yes	Yes	Yes	Yes
	Giveaway promotion	Yes	Yes	Yes	Yes	Yes

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What is Brand Awareness?

Brand awareness is the understanding and **recognition** of your company's products and **solutions** to the amateur radio consumer. Your participation means that your brand is top of mind and **memorable** to your target audience

Benefits

- Build trust
- Cut through marketing noise and clutter
- Your brand's first impression is with our audience
- Be the first step in a new hams equipment and accessory purchases

Expo Brand Awareness Opportunities

- Virtual booth
- Sponsor presentation tracks with live Q&A
- Virtual roundtable discussions
- Branding on lobbies, targeted email, YouTube and social media promotion

Marketing research shows that our attendees are more likely to support partners who participate in our QSO Today community where the Expo is our semi-annual community get-together



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