



WORLDWIDE ERC®

Worldwide ERC® 2021 Rate Card

Media, Events, and Sponsorships

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2021 MEDIA PRINT, DIGITAL, WEBINARS, SOCIAL MEDIA, & SPONSORED CONTENT

MOBILITY*

Positions	1x	3x	6x	10x
Full Page	\$4,450	\$4,230	\$4,015	\$3,110
Two Page Spread	\$8,015	\$7,610	\$7,215	\$5,615
1/2 Page Spread	\$5,200	\$4,955	\$4,695	\$3,650
2/3 Page	\$3,330	\$3,170	\$3,005	\$2,330
1/2 Page Vertical	\$3,025	\$2,965	\$2,800	\$2,190
1/2 Page Horizontal	\$2,895	\$2,755	\$2,610	\$2,030
1/3 Page	\$2,015	\$1,905	\$1,805	\$1,405

PREMIUM POSITIONS

Positions	10x
Cover 2	\$4,315
Cover 3	\$3,938
Cover 4	\$4,635
Page 1	\$4,150
Spread Following Page 1	\$6,450
Opposite Calendar	\$3,995
Opposite Perceptions	\$3,995
Opposite Editorial Thoughts	\$3,995

Positions	10x
TOC	\$3,995
Around the Worldwide ERC®	\$3,375
Executive Spotlight	\$3,675
Industry Spotlight	\$3,675
Quick Takes	\$3,675
C-Suite	\$7,375
Advertorial	\$4,450

*Issues, months, and dates are based upon prior availability.



ANNUAL MOBILITY ADVERTISERS' MARKETPLACE

Full page	\$3,075
Half horizontal	\$1,850
Quarter page	\$1,250
Enhanced listings	\$500

MOBILITY DIGITAL EDITION

Placement	Rate
Bellyband	\$3,000
Top Banner	\$2,500
Video Add-On	\$500

MOBILITY MONTHLY EMAIL

Video Pre-Roll Exclusive Sponsor	\$2,500
In-Video Showcase Ad	\$500
Eblast Top Banner Ad	\$500
Eblast Bottom Banner Ad	\$350

WORLDWIDEERC.ORG

Global Announcement Banner	\$5,000
Top Page Banner	\$4,000
Middle Page Banner	\$2,500
Lower Page Banner	\$1,000
Sponsored Content with Q&A done by WERC Editorial Staff. 2 weeks homepage, 2 weeks on News pages	\$8,500
Sponsored Content 2 weeks homepage, 2 weeks on News pages	\$6,500
Sponsored Content Non-guaranteed placement	\$3,500
Retargeting Minimum order: 100,000 impressions	Display Ad: \$15 CPM
Retargeting Minimum order: 100,000 impressions	Video: \$48 CPM

DIGITAL OPPORTUNITIES

Social Media – full day	\$1,750
Webinars	\$6,500
Sponsored HTML Eblasts	\$3,500
News Digest e-newsletter banner ads	\$1,200

SPRING VIRTUAL CONFERENCE

May 24-26, 2021

CONFERENCE SPONSOR – PREMIER PARTNER

COST: \$12,500

- Premium virtual booth space. Placement above conference sponsors.
- 4 complimentary attendees
- Conference attendee list after the event with emails
- Sponsorship noted on conference website landing page, including logo, 50-word company description and hyperlink to URL
- Sponsor logo and exhibitor listing in advance conference preview sent to all registrants
- Sponsor recognition in advance press releases and social media communications
- Sponsor logo included on pre-conference marketing emails
- Sponsor recognition with logo and thank you in opening and closing conference sessions
- Sponsor logo prominently displayed with all premier partners in lobby
- Virtual exhibit hall passport participation

PREMIER PARTNER OPTIONS (CHOOSE ONE WITH PREMIER SPONSOR PACKAGE)

- Video (:30) during opening general session (1 available)
- Video (:30) during closing general session (1 available)
- Auditorium sponsorship
- Networking lounge sponsorship
- Banner in virtual lobby
- Help desk sponsor (1 available)
- Retargeting from conference website landing page
- Sponsored eBlast to conference attendees (3 available, 1 per day)
- Social media post on WERC's timelines during the conference (3 available, 1 per day)

CONFERENCE SPONSOR

COST: \$6,000

- Standard virtual booth space
- 2 complimentary attendees
- Sponsor recognition with logo and thank you in opening and closing conference sessions
- Conference attendee list after the event without emails
- Virtual exhibit hall passport participation

VIRTUAL EXHIBIT BOOTH

COST: \$2,500

TECH INNOVATION SPONSOR

COST: \$5,000

- Standard virtual booth space
- 2 complimentary attendees
- 15-minute presentation slot in content track
- Conference attendee list after the event without emails
- Virtual exhibit hall passport participation
- Sponsor recognition with logo and thank you in opening and closing conference sessions
- Sponsor logo rotating on lobby Tech Innovation Lab banner

WECAN GLOBAL MOBILITY SUMMIT

SPONSORSHIP OPPORTUNITIES

20 sponsorship opportunities in total across all three associations (WERC, EuRA and CERC). All sponsors will be acknowledged on the Whova App for the event and each association's website, social media and publications.

FULL SPONSOR

COST: \$3,500

- Your logo on each association's website
- Your logo on the WECAN Summit website, as well as on the Whova App for the event
- The opportunity to write a white paper or submit a short film based on one of the two themes
- The opportunity to host one of the networking sessions
- 5 free delegate passes

SUPPORTER SPONSOR

COST: \$1,000

- Your logo on each association's website
- Your logo on the WECAN Summit website, as well as on the Whova App for the event
- 3 free delegate passes



GLOBAL WORKFORCE SYMPOSIUM (GWS)

October 20-23, 2021 | Chicago

CONFERENCE SPONSOR – PREMIER PARTNER

COST: \$17,000

- 10x10 exhibit booth (or \$4,500 credit towards a 10x20 booth)
- 5 complimentary attendees
- Conference attendee list with emails
- Sponsor recognition with logo and thank you in opening and closing conference sessions
- Sponsorship noted on conference website landing page, including logo, 50-word company description and hyperlink to URL
- Sponsor logo and exhibitor listing in advance conference preview sent to all registrants
- Sponsor recognition in advance press releases and social media communications
- Sponsor logo included on pre-conference marketing emails
- Exhibit hall passport participant

CONFERENCE SPONSOR – GOLD SPONSOR

COST: \$14,000

- 10x10 exhibit booth (or \$4,500 credit towards a 10x20 booth)
- 3 complimentary attendees
- Conference attendee list with emails
- Exhibit hall passport participant
- Sponsor recognition with logo and thank you in opening and closing conference sessions
- Sponsorship noted on conference website landing page, including logo, 50-word company description and hyperlink to URL
- Sponsor logo and exhibitor listing in advance conference preview sent to all registrants
- Sponsor recognition in advance press releases and social media communications
- Sponsor logo included on pre-conference marketing emails

CONFERENCE SPONSOR – SILVER SPONSOR

COST: \$12,000

- 10x10 exhibit booth (or \$4,500 credit towards a 10x20 booth)
- 2 complimentary attendees
- Sponsor recognition with logo and thank you in opening and closing conference sessions
- Sponsorship noted on conference website landing page, including logo, 50-word company description and hyperlink to URL
- Sponsor recognition in advance press releases and social media communications
- Sponsor logo included on pre-conference marketing emails

EXHIBIT BOOTH

COST: \$4,500-\$15,500 (MEMBER AND NON-MEMBER RATES)

- 10x10 exhibit booth space (includes one full registration) (\$4,500 member/\$5,300 non-member)
- 10x20 exhibit booth space (includes one full registration) (\$7,500 member/\$8,340 non-member)
- 20x20+ island booth space (includes two full registrations) (\$13,750 member/\$15,500 non-member)
- Tech Kiosk (\$7,355 member/\$8,500 non-member)

A-LA-CARTE SPONSORSHIP OPTIONS

Limited inventory available.

CHARGING STATION SPONSOR \$5,000

RELAXATION STATION \$5,000

KEYNOTE SPEAKER SPONSOR \$10,000

SNACK SPONSOR (2 AVAILABLE) \$5,000

ESCALATOR RUNNER SPONSOR \$5,000

**HAPPY HOUR SIGNAGE (sponsor can provide branded napkins or cups)
\$5,000**

LANYARD SPONSOR \$5,000

MISC ATTENDEE GIVEAWAY SPONSOR (sponsor chooses and provides item, WERC distributes at the event). Examples include umbrella, flashlight, water bottle \$2,500

MOBILE APP SPONSOR \$7,500

HEADSHOT LOUNGE SPONSOR \$6,500

COFFEE CART SPONSOR \$6,000

NOTEBOOK SPONSOR \$2,500 (sponsor provided), \$5,000 (if WERC provides)

**HOSPITALITY CORNER SPONSOR (sponsor provides all candy/giveaways)
\$5,000**

SWEET DREAMS AGENDA SPONSOR \$5,000

RETARGETING FROM CONFERENCE WEBSITE LANDING PAGE \$35 CPM

**SPONSORED EBLAST TO CONFERENCE ATTENDEES (3 available, 1 per day)
\$2,500**

**SOCIAL MEDIA: POST ON WERC'S SOCIAL MEDIA TIMELINES DURING THE
CONFERENCE (2 per day [1 post per company], 6 available) \$1,750**

**EXHIBIT HALL PASSPORT PARTICIPATION
COST: \$2,000**

Limited inventory available.