

**plasa**  
ONLINE 2021

Experience  
Entertainment  
Technology

In association with



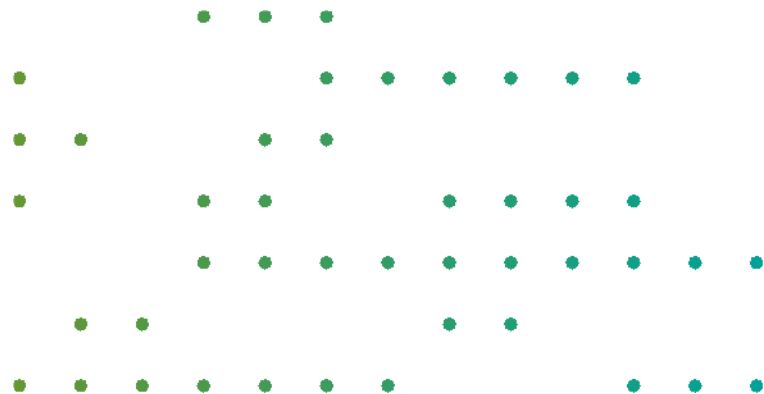
10-14 May 2021

[www.plasaleeds.com/plasa-online-2021](http://www.plasaleeds.com/plasa-online-2021)

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# Key stats from PLASA Online 2020:

- **2,816** unique viewers during event
- **30%** international audience, leading with US, Netherlands, Germany, Spain, China, France and Finland
- **85%** said the event exceeded their expectations
- **84%** will definitely attend the next PLASA Online



# On the Agenda



PLASA Online inspires and educates attendees from across the event sector with over 20-hours of free online content over a five-day programme

## Business talks

Experts sessions on how to deal with challenges impacting the industry.

## Product presentations

Dedicated product showcases from leading brands.

## Technical advice

Advice sessions based on industry relevant topics.

# Key Themes



- Covid and event production
- Technical theatre sessions in collaboration with the ABTT
- Brexit
- Sustainability
- Audio
- Lighting and AV
- Stage engineering and rigging
- Mental health and wellbeing

# Exhibitor Showcase



Free to all PLASA Members and Exhibitors.

Exhibitor listing available on the event website before, during, and after the event. Listing includes:

- Company logo and description
- Products
- Press releases
- Videos
- News / latest updates

Visitors can contact you directly via the platform



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# Host an online session



I don't normally get a chance to do the seminars as work commitments mean I book last minute, so got to see more than ever before"

PLASA Online attendee

- Present up to one hour of content as part of the online programme
- Demonstrate your expertise and tell your brand's story in front of an engaged audience
- Your session can be live or pre-recorded
- Full technical support from our production team, including a pre-session briefing and assistance during your session.



# Why get involved?



## Brand visibility

Raise your profile and reach new audiences via the event and our extensive marketing campaign.

## Lead capture

Receive a full breakdown of who pre-registered for your session to keep the conversation going after the event.

## Thought leadership

Align your organisation with expert sessions and take advantage of associated branding options.

## Easy and convenient

Our technical production team will fully support the smooth-running of your session.

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# Sponsorship opportunities

## Exhibitor listing

Free

- Web listing (profile, featured products, brochures, videos, visitor messaging facility)
- Marketing support

## Sponsored session

£750

- Exhibitor listing (as above)
- Host a one hour session
- Logo on sponsor section on website
- Logo on emails
- Additional promotion of session across all marketing channels including social media

+ £500

- 800 x 150 pixel banner on the website
- 800 x 150 pixel banner on 2 emails



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# Sponsorship opportunities

## Headline sponsor £1,500

- Top tier branding on all web pages and all pre-marketing - separate from other sponsor branding
- Prominent web banner on all web pages and emails
- 30-second promo video/advertisement at the start of all sessions (with the exception of sponsored sessions)
- Email-shot announcement as 'Headline Partner' – content provided by sponsor
- Featured in social media activity

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# Sponsorship opportunities

## Thought-leadership £750

- Sponsor one of our expert-led sessions
- 30-second promo video / advert before session
- Logo on session listing on website
- Promotion across social media

## Web banner £600

- 800 x 150 pixel banner on the website
- 800 x 150 pixel banner on 2 emails
- Exhibitor listing

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