

2024 VIRGINIA ALA  
STATEWIDE RETREAT  
**SPONSOR  
BROCHURE**  
March 1-2, 2024



# Pushing Boundaries for a Positive Future



**Virginia**  
Statewide Retreat

**HILTON SHORT PUMP  
HOTEL & SPA**  
12042 W. Broad Street  
Richmond, VA 23233

# JOIN US AT THE HILTON SHORT PUMP FOR THE 2024 RETREAT

- Room rate of \$159 (if booked before February 7, 2024).
- On-site restaurant
- Indoor pool, fitness center and spa
- Free parking
- Walking distance to Short Pump Town Center
- All Retreat events & meals on one floor

**[REGISTER HERE!](#)**

## FAQS

**1. As a Business Partner, what time should I arrive on Friday?**

*The exhibit hall will open for setup as early as 10 a.m. on Friday, March 1; however, the first agenda item for Business Partners is the BP Orientation at 3:00 pm or the cocktail reception at 5:00 pm. Therefore, if you can set up your booth relatively quickly, you don't need to arrive until later in the afternoon on Friday.*

**2. Do I need to attend the Business Partner Orientation on Friday?**

*No, the BP Orientation was designed to help first-time business partner attendees get acclimated to our retreat and answer any questions they may have, but it is not required.*

**3. My sponsorship states that I get tickets for two attendees. Can I buy more?**

*Yes, tickets for extra attendees are \$200 per attendee; however, we have a maximum limit of 4 attendees from any one company due to space limitations. If your sponsorship allows for 4 attendees, you cannot purchase additional tickets.*

**4. Does the Virginia ALA Retreat allow Business Partners to give away a booth prize?**

*Yes, the majority of our Business Partners bring a gift to give away, such as gift cards, gift baskets, electronics, premium liquor, etc.; but it is not a requirement. However, we do it a bit differently and have the prizes drawn from a master bowl, so once one member wins a prize, their name isn't drawn again. More about our prize drawing will be shared closer to the event.*

# TENTATIVE SCHEDULE OF EVENTS

## *Friday, March 1, 2024*

- 10:00 – 3:00 p.m. ALA Check-in for exhibitors and members
- 10:00 – 3:00 p.m. Exhibitor Setup
- 10:30 – 11:30 a.m. Member Idea Exchange
- 1:00 – 2:30 p.m. Afternoon Break
- 1:00 – 2:15 p.m. Education Session I
- 2:30 – 3:00 p.m. New Member Orientation and BP Orientation
- 3:15 – 4:30 p.m. Education Session II
- 5:00 – 7:00 p.m. Cocktail Reception in Exhibit Hall
- 7:15 – 8:30 p.m. Dinner, Dessert, and Open Bar
- 8:30 – 11:00 p.m. After Dinner Party



## *Saturday, March 2, 2024*

- 8:00 – 9:00 a.m. Networking Breakfast Buffet
- 9:00 – 9:30 a.m. Hotel Check-out
- 9:30 – 11:00 a.m. Exhibit Hall
- 11:00 a.m. Exhibitor Breakdown
- 11:15 – 12:30 p.m. Morning Break
- 11:15 – 12:30 p.m. Education Session III
- 12:30 p.m. Conclusion

## TESTIMONIALS FROM PAST RETREAT SPONSORS



*“The Virginia ALA Statewide Retreat was an amazing experience for me and my team as a first-year sponsor. We felt incredibly welcomed at this event, and the entire retreat committee went above and beyond to make sure we had a great experience. I would like to extend a special thanks to Kim Pici, Rob Sadler, and Anna Basurto for their help and hospitality. They were always available to answer any questions leading up to the event, made sure we met other ALA members during the retreat, and ensured that we were always taken care of. I would definitely rate this retreat five stars all the way and am eagerly anticipating the next one!”*

*— Kevin Daisey, Array Digital*

*“The Virginia ALA Statewide Retreat was an excellent opportunity to meet members in an approachable environment full of networking and education. As a new business partner and first-time attendee, the event far exceeded expectations. I thoroughly enjoyed observing the long-standing relationships built between members and business partners. The schedule was thoughtfully developed with content-rich learning along with adequate time for business partners and members to get to know each other in a meaningful way. I look forward to attending the 2024 Retreat in Richmond.”*

*— Brian Berkey, Cushman & Wakefield / Thalhimier*

*“From the moment I started working with ALA, I knew I had made a great decision. Their commitment to fostering genuine relationships and meaningful connections has been nothing short of remarkable. They understand that business is not just about transactions; it’s about building trust and rapport with clients and partners. They emphasize the importance of authenticity and open communication, which has transformed how I interact with others in my industry. I wholeheartedly recommend ALA to anyone looking to take their business relationships to the next level. Thank you, ALA, for your unwavering commitment to excellence!”*



*—Troy McCollum, Layer 9*

*“As a business partner, I had a great experience attending the Virginia ALA Statewide Retreat in 2023. I was able to connect with other business partners, prospects and clients, learn about their companies, and develop relationships that go beyond the retreat. Hats off to the Virginia ALA organizers for an amazing job from start to end. I look forward to attending next year’s retreat.”*

*—Bruno Bianchi, Online Owls*

# 2024 SPONSORSHIP OPPORTUNITIES

## DINNER SPONSOR—\$2,500 each *(Three Sponsorships Available)*

- Exhibit booth is included **FREE** with this sponsorship
- Electricity to your booth is included **FREE** with this sponsorship
- Full-page company ad in Retreat Final Brochure
- Opportunity to give 2-minute overview of your company at dinner
- Large sign with company logo in dinner area
- Four (4) tickets to all Friday evening events and breakfast on Saturday



## COCKTAIL RECEPTION SPONSOR—\$2,000 each *(Three Sponsorships Available)*

- Exhibit booth is **not** included in sponsorship but can be added for **\$100**
- Half-page company ad in Retreat Final Brochure
- Opportunity to give 2-minute overview of company at cocktail reception
- Sign with company logo displayed on bars during cocktail reception
- Four (4) tickets to all Friday evening events and breakfast on Saturday

## DINNER BAR SPONSOR—\$1,800 each *(Two Sponsorships Available)*

- Exhibit booth is **not** included in sponsorship but can be added for **\$150**
- Recognition from podium during dinner
- Large sign with company logo next to bar area
- Four (4) tickets to all Friday evening events and breakfast on Saturday

## LATE NIGHT ENTERTAINMENT SPONSOR\*—\$1,500 *(One Sponsorship Available)*

- Exhibit booth is **not** included in sponsorship but can be added for **\$200**
- Company logo added to photo booth background during DJ event
- Recognition from DJ during after-dinner event
- Large sign with company logo near dance floor at after-dinner event
- Three (3) tickets to all Friday evening events and breakfast on Saturday



## MIMOSA & BLOODY MARY BAR SPONSOR—\$1,400 each *(Three Sponsorships Available)*

- Exhibit booth is **not** included in sponsorship but can be added for **\$250**
- Recognition from podium at breakfast
- Beverages in exhibit hall to include mimosas, Bloody Marys, bottled water, and sodas
- Large sign with company logo in exhibit hall
- Three (3) tickets to all Friday evening events and breakfast on Saturday

*\*Company logo must be provided in EPS format for all sponsorships requiring the reproduction of logos (hotel key card, name badge, tote bag, coffee, entertainment, and Polo shirts).*

## HOTEL KEY CARD SPONSOR\*—\$1,300

*(One Sponsorship Available)*

- Exhibit booth is **not** included in sponsorship but can be added for **\$350**
- Company logo printed on all hotel room key cards for 2024 retreat attendees
- Two (2) tickets to all Friday evening events and breakfast on Saturday

## NAME BADGE SPONSOR\*—\$1,300

*(One Sponsorship Available)*

- Exhibit booth is **not** included in sponsorship but can be added for **\$350**
- Company logo printed in one color on all name badge lanyards
- Two (2) tickets to all Friday evening events and breakfast on Saturday



## TOTE BAG SPONSOR\*—\$1,300

*(One Sponsorship Available)*

- Exhibit booth is **not** included in sponsorship but can be added for **\$350**
- Company logo printed on one side of all tote bags to be given to each member upon check-in
- Two (2) tickets to all Friday evening events and breakfast on Saturday



## SPEAKER SPONSOR—\$1,200 each

*(Three Sponsorships Available)*

- Exhibit booth is **not** included in sponsorship but can be added for **\$400**
- Opportunity to give 3-minute overview of company in classroom before session
- Opportunity to place company swag at each seat in classroom
- Large sign with your company logo in front of classroom
- Two (2) tickets to all Friday evening events and breakfast on Saturday

## BREAKFAST SPONSOR—\$900

*(One Sponsorship Available)*

- Exhibit booth is **not** included in sponsorship but can be added for **\$450**
- Opportunity to put company swag/literature on breakfast tables
- Recognition from podium during breakfast
- Large sign with company logo in breakfast area
- Two (2) tickets to all Friday evening events and breakfast on Saturday



*\*Company logo must be provided in EPS format for all sponsorships requiring the reproduction of logos (hotel key card, name badge, tote bag, coffee, entertainment, and Polo shirts).*

## WI-FI SPONSOR—\$900

*(One Sponsorship Available)*

- Exhibit booth is not included in sponsorship but can be added for \$450
- Event Wi-Fi password will be chosen by this sponsor
- Recognition from podium during the event
- Large sign with company logo in registration area
- Two (2) tickets to all Friday evening events and breakfast on Saturday

## COFFEE SPONSOR\*—\$800

*(One Sponsorship Available)*

- Exhibit booth is not included in sponsorship but can be added for \$500
- Company logo printed on disposable coffee cups placed at exhibit hall coffee station
- Recognition from podium during exhibit hall
- Large sign with company logo in exhibit hall near coffee station
- Two (2) tickets to all Friday evening events and breakfast on Saturday

## BREAK SPONSOR—\$700 each

*(Four Sponsorships Available)*

- Exhibit booth is not included in sponsorship but can be added for \$500
- Recognition from podium during classroom sessions on Friday and Saturday
- Large sign with company logo in break area; break to include sodas, bottled water, and munchies
- Two (2) tickets to all Friday evening events and breakfast on Saturday

## EXHIBIT BOOTH ONLY—\$1,000 each

*(50 Sponsorships Available)*

- Table-top exhibit booth space (6' x 2' table with linen drape & two chairs)
- Choice of exhibit booth space from available inventory upon payment
- Two (2) tickets to all Friday evening events and breakfast on Saturday
- Electricity provided to any booth for \$45 additional charge



## POLO SHIRT SPONSOR\*—\$500 each

*(Six Sponsorships Available)*

- Exhibit booth is not included in sponsorship
- Company logo to appear on the back of retreat Polo shirts to be worn by committee members during the day events on Friday and Saturday
- Company logo to appear in single color
- Placement of logo will be at Retreat Committee's discretion



*\*Company logo must be provided in EPS format for all sponsorships requiring the reproduction of logos (hotel key card, name badge, tote bag, coffee, entertainment, and Polo shirts).*

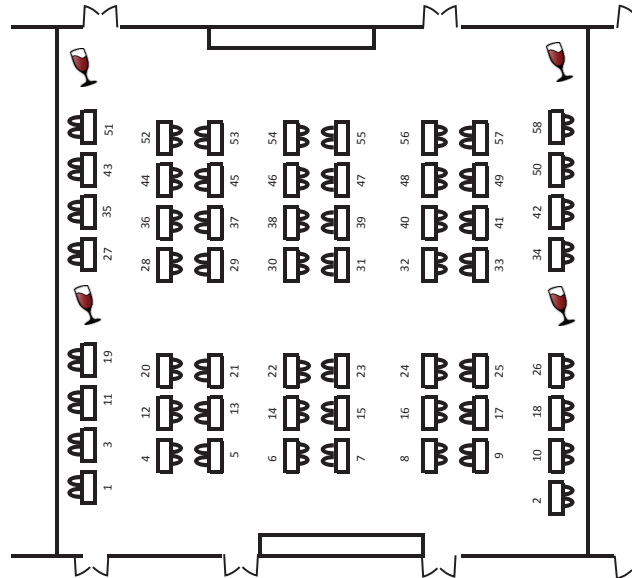
# EXHIBIT HALL INFORMATION

## PICK YOUR BOOTH SPACE!

Once you have registered AND payment has been received, a retreat committee member will contact you regarding your booth location.

Booth selection will be made in the order that registration payment is received.

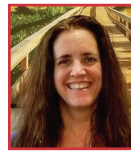
The diagram to the right is an example of the 2023 retreat exhibit hall. The final schematic will be based on the number of booths sold.



## RETREAT COMMITTEE



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[www.hrala.com/retreat/sponsor](http://www.hrala.com/retreat/sponsor)