BEHAVIOR ANALYTIC TECHNOLOGY CONFERENCE AND ANNUAL GATHERING EVENT – BATCAGE 2024

Virtual Conference: September 27-28, 2024

Sponsorship Opportunities

BIG LLC

Email: Chrissy@TheBigOnline.com or
Visit our website: https://behaviorlive.com/conferences/batcage/home

Why Sponsor BATCAGE - 2024?

SPONSORSHIP CYCLE:
MARCH 1, 2024 - NOVEMBER 1, 2024

- Connect with leaders and key decision-makers in the behavioral health, autism, technology, medical, organizational behavior management (OBM) and education arenas
- Showcase your innovations and engage with audience members
- Enhance your brand awareness before, during and after the conference through thoughtful logo placements, ad campaigns, exhibits and messages
- Encourage the development of leads and formation of partnerships
- Demonstrate your company's commitment to advancing scientific innovation and practical applications in technology and solving real-world issues
- Elevate your company's competitive position by aligning with cutting-edge research and developments
- Provide learning and development opportunities for employees in the latest tech and applied behavior techniques with complimentary registrations and discounts
- Gain valuable insights into market trends, customer behavior, and emerging technologies
- Choose a package or customize sponsorship options to meet your company's specific marketing goals and budget, ensuring that your participation aligns perfectly with your strategic objectives
- Contribute to the conference content by hosting workshops, presentations, or panel discussions, positioning your company as a thought leader and expert in the field
- Build a long-term association with innovation, excellence, and leadership in the fields of behavioral health, technology, and education, enhancing your brand's reputation and credibility over time
- Engage with emerging talent and experienced professionals in attendance, providing an excellent opportunity for recruitment and talent acquisition

About the Conference

PURPOSE

At B.A.T.C.A.G.E., we aspire to break free from the confines of traditional thinking and unlock the transformative power of the integration of behavior analysis and technology. We are committed to fostering a dynamic community where experimentation leads to innovation, and where every idea has the room to fly.

MISSION

Our mission is to empower professionals, students, consumers, policy makers and researchers with cutting-edge tools and insights that push the boundaries of what is possible in the realm of the analysis of behavior and foster innovation.

TOPICS INCLUDE

》 Digital health applications

》 Simulated learning/Virtual reality

》 Telehealth/Telemedicine

》 Artificial Intelligence/Machine learning

》 Performance management software

》 Behavior based Ux/UI

》 Environmental behavior monitoring systems

》 Gamification and behavioral motivation

》 Accessibility and inclusive design

》 Neurotechnology/biofeedback

And More!

THE NUMBERS

Anticipated Attendance 4000+ live attendees*

Targeted Audience Demographics
- **230,000+** active applied behavior BACB certificants
- **157,000+** researchers, educators, and students registered with APA
- Wide-reaching audience with interests in the intersection of technology and behavior including employers, policy makers, C-Suite executives, researchers, investors, students, consumers, behavioral health plan administrators

Above Avg. Email Marketing Metrics
- Open Rate: **44%**
- Click-Through Rate (CTR): **10.1%**
- Unsubscribe Rate: **0%**
- Bounce Rate: **0.005%**

Speakers Include
- Multiple **New York Times Best-selling** authors
- **25 million+ views** of their TedTalks
- Collaborators with: **NASA, FEMA, World Bank, IDEO.org, Canadian Cancer Society, Health Canada, City of Rome, Italy, UC Berkeley, CASP, and CalABA**
- Professors at renowned Universities including:
  - **Duke University**
  - **McGill University**
  - **CSUN**
- **World-wide** participation due to accessible nature of the virtual conference and inclusion of international speakers

*Based on similar conferences' average reported attendance for 2023/2024

Sponsorship Level: Platinum

Benefit	Description
Price by Sponsorship Level	$25,000
Registration Information	• Ten (10) complimentary passes • 30% discount on additional passes
Webpage	Landing page for your website, product, or services directly from the conference website for a year!
90-second ad	Showcase your product or service up to 6x during 20-min ad spaces between presentations
Sponsorship bug with your logo	The audience will recognize your brand with your logo placed 6x throughout the conference including a keynote. The logo is located in the lower corner throughout the presentation
Your logo on promo emails before and after conference	Gain recognition before and after the conference through our highly anticipated emails
List of attendees (contact name, company)	Follow up with leads interested in your brand from our list of attendees
Social media marketing	Dedicated social media posts with your company tag on IG, FB, and LinkedIn prior to and after the conference
Newsletter highlight to showcase your company	Full-page newsletter highlighting your company and its commitment to our mission
Acknowledgement during welcome address with logo	Receive public accolades for your commitment to our fields, innovation, and supporting real-world positive change through the integration of applied behavior and technology!

Sponsorship Level: Gold

Benefit	Description
Price by Sponsorship Level	$20,000
Registration Information	• Ten (10) complimentary passes • 25% discount on additional passes
Webpage	Landing page for your website, product, or services directly from the conference website for a year!
60-second ad	Showcase your product or service up to 4x during 20-min ad spaces between presentations
Sponsorship bug with your logo	The audience will recognize your brand with your logo placed 4x throughout the conference. The logo is located in the lower corner throughout the presentation
Your logo on promo emails before and after conference	Gain recognition before and after the conference through our highly anticipated emails
List of attendees (contact name, company)	Follow up with leads interested in your brand from our list of attendees
Social media marketing	Dedicated social media posts with your company tag on IG, FB, and LinkedIn prior to and after the conference
Newsletter highlight to showcase your company	Full-page newsletter highlighting your company and its commitment to our mission
Acknowledgement during welcome address with logo	Receive public accolades for your commitment to our fields, innovation, and supporting real-world positive change through the integration of applied behavior and technology!

Sponsorship Level: Silver

Benefit	Description
Price by Sponsorship Level	$15,000
Registration Information	• Ten (10) complimentary passes • 20% discount on additional passes
Webpage	Landing page for your website, product, or services directly from the conference website for a year!
60-second ad	Showcase your product or service up to 2x during 20-min ad spaces between presentations
Sponsorship bug with your logo	The audience will recognize your brand with your logo placed 2x throughout the conference presentations. The logo is located in the lower corner throughout the presentation.
Your logo on promo emails before and after conference	Gain recognition before and after the conference through our highly anticipated emails
List of attendees (contact name, company)	Follow up with leads interested in your brand from our list of attendees
Social media marketing	Dedicated social media posts with your company tag on IG, FB, and LinkedIn prior to and after the conference
Newsletter highlight to showcase your company	Full-page newsletter highlighting your company and its commitment to our mission
Acknowledgement during welcome address with logo	Receive public accolades for your commitment to our fields, innovation, and supporting real-world positive change through the integration of applied behavior and technology!

Sponsorship Levels

Benefit	Major	Website	Keynote	Poster	Mobile App	Email	Student	Supporting	Livestream
Price by Sponsorship Level	$10,000	$8,000	$5,000	$4,000	$3,000	$1,500	$1000	$550	$250
Registration Information	Five (5) comped registrations 15% discount on additional registrations	Four (4) comped registrations 15% discount on additional registrations	Two (2) comped registrations 15% discount on additional registrations	Two (2) comped registrations 15% discount on additional registrations	Two (2) comped registrations 15% discount on additional registrations	One (1) comped registrations 15% discount on additional registrations	One (1) comped registrations 15% discount on additional registrations	15% discount on registrations	N/A
Promotional Information	Full-page ad in newsletter Shoutout and logo during opening remarks Logo in emails, ads, social media 60-sec video ad Webpage space	Logo in emails, social media, ads, link to your webpage Shoutout and logo during opening remarks Full-page advertisement in program 60-sec video ad Webpage space	Logo on event page, agenda, opening slides Shoutout during opening remarks Introduce a keynote speaker 1/2 page ad in program 60-sec video ad	Solo sponsor of poster session Ad space on how your company uses tech to support DEI shared in BATCAGE Newsletter Logo on event page, agenda, opening slides 60-sec video ad	Logo on event page, opening slides, and program Shoutout during opening remarks Company banner on mobile app homepage	Logo in emails, on event page, social media, ads, link to your webpage Shoutout during opening remarks	Logo in emails, on event page, social media, ads Shoutout during opening remarks	Graphic 1920x1080 ad on off-air page during livestream (up to 20 mins before each session) Logo and tags on social media and event page Shoutout during opening remarks	Graphic 1920x1080 ad on off-air page during livestream (up to 20 mins before each session) Shoutout during opening remarks

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To get involved

Or visit our
Sponsorship Shop

BIG LLC