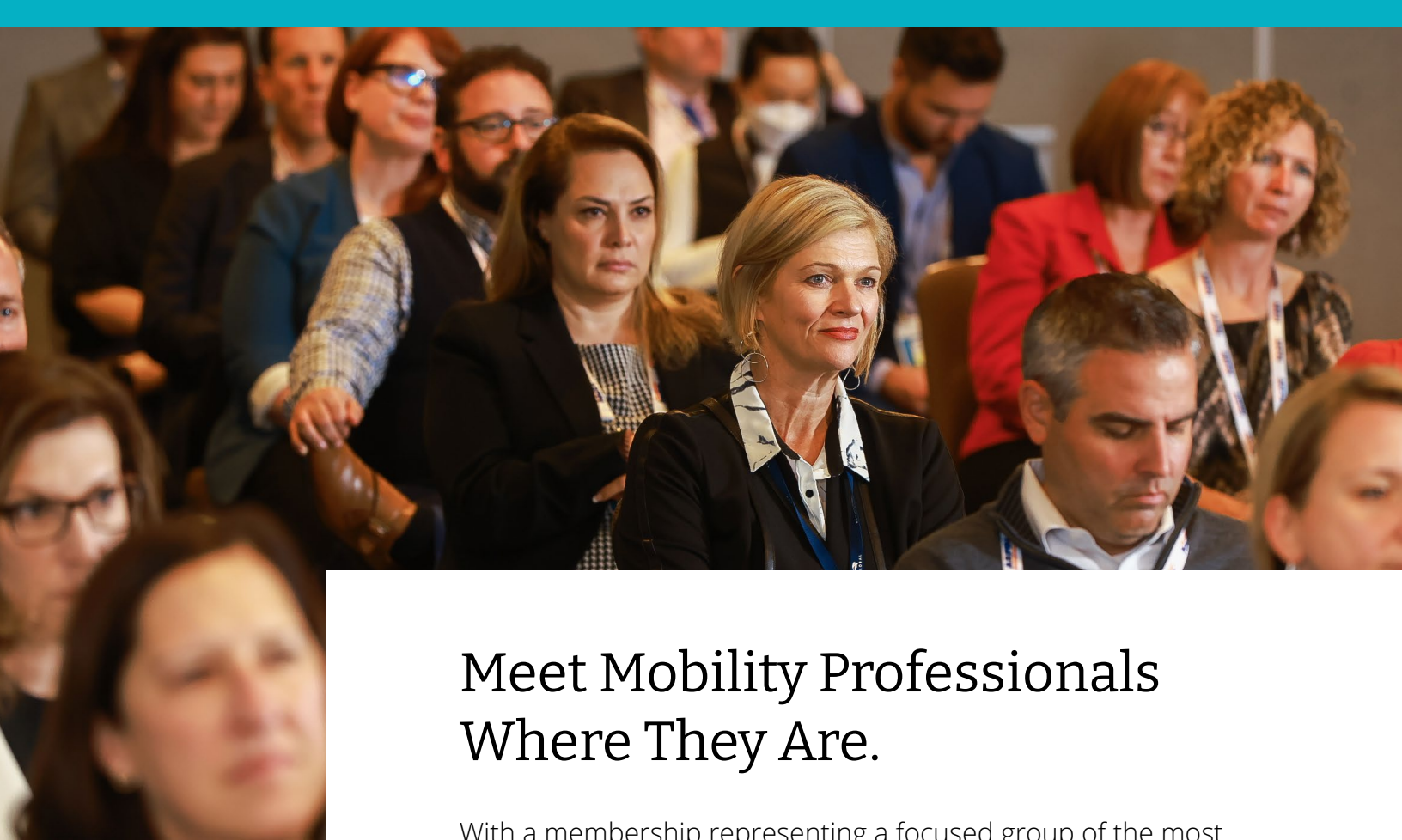




WORLDWIDE ERC®

Advertising & Sponsorship Prospectus

2023

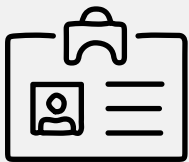


ABOUT US

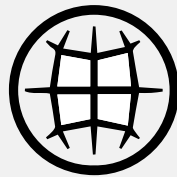
Meet Mobility Professionals Where They Are.

With a membership representing a focused group of the most involved employee mobility professionals across the globe, Worldwide ERC® offers unparalleled business development opportunities through advertisement and sponsorships. Partner with us today to put your organization’s name and knowledge in front of thousands of global leaders from corporate HR, government agencies, talent mobility, relocation management companies, mobility service providers, and real estate.

WORLDWIDE ERC® BY THE NUMBERS



5,000+
COMMUNITY
MEMBERS



50+
COUNTRIES
REPRESENTED

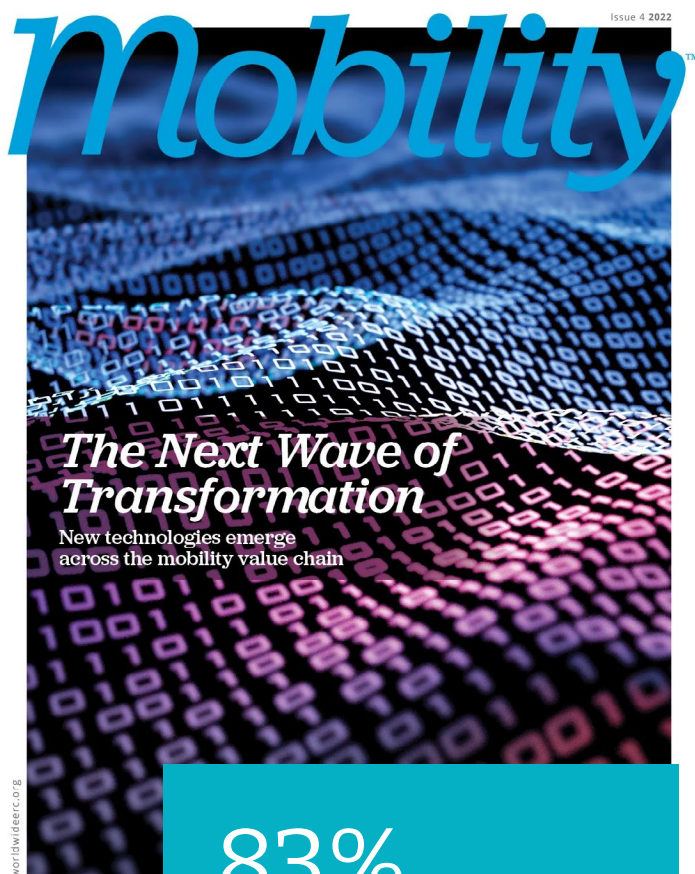


2,750+
COMPANIES
REPRESENTED

Mobility Magazine Advertising

Circulation: 7,000
Total Readership: 12,000+

Mobility, the quarterly publication of Worldwide ERC®, is the leading source of information for the global workforce mobility industry. *Mobility* covers current issues and emerging trends, while providing insights into innovative products, services, and best practices. Every issue goes directly to the offices of key personnel who make and influence the buying decisions related to workforce mobility.



83%

of *Mobility* readers have purchasing power.

2023 EDITORIAL CALENDAR

ISSUE 1

LEGAL, TAX, IMMIGRATION

Ad Close: 12/12/2022

Art Due: 1/9/2023

Mail Date: 3/13/2023

ISSUE 2

MOVING & STORAGE, SUPPLY CHAIN

Ad Close: 4/10/2023

Art Due: 4/24/2023

Mail Date: 6/26/2023

ISSUE 3

REAL ESTATE

Ad Close: 7/10/2023

Art Due: 7/24/2023

Mail Date: 9/25/2023

ISSUE 4

TECHNOLOGY

Ad Close: 9/18/2023

Art Due: 10/2/2023

Mail Date: 12/4/2023

Enhanced Print Opportunities

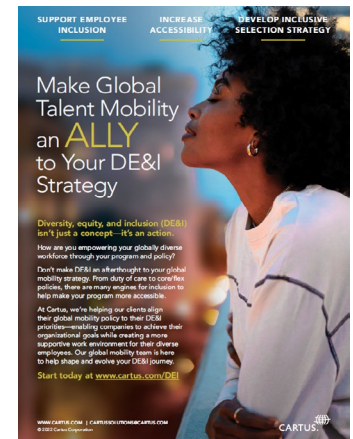
SPECIALTY ADS

From gatefold covers to inserts and outserts, *Mobility* offers eye-catching ad formats to enhance your marketing message and draw attention to your company's solutions. Inquire today for pricing and specifications.



ADVERTORIALS

The power of a story is undeniable. Advertorials allow you to explain the features and benefits of your products and services in a cost-effective, customized way. Reserve a full or half-page advertorial in select issues of *Mobility*, and receive a full or half-page ad at no additional cost. You provide the content and ad unit, Worldwide ERC® will lay out the advertorial in a template designed for maximum impact. See [page 5](#) for pricing and specifications.



C-SUITE Q&A

This two-page spread gives your executives the ability to answer industry-related questions, positioning them as an expert in the field to *Mobility's* audience. This exclusive monthly sponsorship is available to advertisers once per 12-month period. Limited to one per issue. See [page 5](#) for pricing and specifications.



Mobility Magazine: Rates & Specifications

AD TYPE	1x	4x
Full Page*	\$4,450	\$4,230
Two Page Spread	\$8,015	\$7,610
C-Suite Q&A	\$7,175	--
1/2 Page Vertical	\$3,025	\$2,965
1/2 Page Horizontal*	\$2,895	\$2,755

* Advertisements are priced at the 1x full page rate and 1/2 page horizontal rate. Custom advertorials may be submitted for an additional fee. Please inquire for details. All content is subject to approval by Worldwide ERC®.

PREMIUM POSITIONS	4x	1x
C2 + Page 1 Opening Spread	\$10,500	--
C2 - Inside Front Cover	\$5,450	\$5,950
Page 1	\$5,450	\$5,950
C3 - Inside Back Cover	\$4,790	\$5,290
C4 - Back Cover	\$5,845	\$6,345
Features TOC	\$4,790	\$5,290
Departments TOC	\$4,790	\$5,290
Opposite Calendar	\$4,790	\$5,290
Perceptions	\$4,790	\$5,290

Premium positions are open to 4x print advertisers until 2 weeks prior to space reservation deadline. Unsold premium positions will open to all advertisers 2 weeks prior to space reservation deadline. The C2 + Page 1 Opening Spread is only available at the 1x rate.

SPECIALTY ADS

Gatefolds, inserts, post-its and other specialty ads are priced per issue. Please inquire for pricing and specifications.

RESERVE YOUR SPACE TODAY

Sky Wang, Sales Director
 Phone: +1 312 673 5574
swang@worldwideerc.org

PRODUCTION CONTACT

Ian Allen, Senior Account Associate
 Phone: +1 202 367 2334
iallen@worldwideerc.org

AD SIZE	WIDTH	DEPTH
Full Page (Trim)	8.125"	10.875"
Full Page (Bleed)	8.375"	11.125"
Two Page Spread (Trim)	16.25"	10.875"
Two Page Spread (Bleed)	16.5"	11.125"
1/2 Page Vertical	4.625"	7.5"
1/2 Page Horizontal*	7"	5"

General Ad Requirements and Formats

- A high-resolution PDF/X-1a file is required for all ads.
- Colors must be CMYK. No ICC profiles, RGB or Pantone colors.
- Resolution of all photography and scanned illustrations must be at least 300 dpi. Line art should be 600 dpi.
- Vital copy and images must be at least 1/8" away from trim. Spread ads must have at least 3/8" total gutter.
- Materials should be submitted without crop marks, but full-page ads should include the required 1/8" bleed.
- All fonts used must be embedded in the PDF file.
- Using the bold, italic or other style keys is not encouraged. Please use the bold or italic version of the font. (For example, instead of making Adobe® Garamond bold with the style key, use the actual font for Adobe® Garamond Bold).
- Flatten all layers and set transparency to highest setting.
- Ads must be suitable to print as-is. Worldwide ERC® is not responsible for any errors in content.
- Please note: Materials that do not meet the stated advertising specifications will be rejected.
- Necessary alterations are the responsibility of and at the expense of the advertiser. All materials must be submitted in accordance with the published deadlines and meet the criteria stated in the advertising policy

C-SUITE Q&A

- Name of C-Level executive to be interviewed
- High-resolution 300 dpi photo of the interviewee
- Answers to questions developed by Worldwide ERC®
- Your company logo

ADVERTORIALS

- Copy: Headline (6 words); Sub-headline (15 words); Body (200 words for 1/2 page; 375 words for full page)
- Logo: JPG or TIF format @300 dpi
- Company Info: Address, Phone, Fax, Email, Website
- Ad Unit: 1/2 Page (7" x 5") or Full Page (8.125" x 10.875", plus bleed), PDF only

Digital Opportunities

We live, work, get our news – and buy – in an increasingly digital world. Online advertising not only allows you to zero in on your target customer, but also gives you extensive tools to track the effectiveness of your marketing efforts. Connect with us today to build your next digital campaign with Worldwide ERC®.

WEBSITE ADS

The Worldwide ERC® website offers the perfect platform to reach a highly engaged community of mobility experts.

- **139,000+** unique users
- **516,000+** total annual pageviews
- Banner ads, sponsored content, and retargeting options to fit your message and budget

Starting at \$1,000.

E-NEWSLETTERS

Advertise in the *Mobility Minute* or *News Digest* e-newsletters, which are the fastest and most reliable channels to reach global mobility industry stakeholders.

Mobility Minute

- Sent weekly on Fridays
- **10,000** circulation
- **27%** average open rate

News Digest

- Sent weekly
- **4,200** circulation
- **15%** average open rate

Starting at \$800.

SOCIAL MEDIA

Increase brand awareness and visibility across our globally branded channels with social media posts.

Worldwide ERC® followers:

- LinkedIn: **14,000**
- Twitter: **11,000**
- Facebook: **3,200**
- Instagram: **1,400**

Average engagement across all channels:

- **4,700** impressions
- **115** engagements/post

Starting at \$1,750.

SPONSORED E-BLAST

Send a targeted email blast to the Worldwide ERC® membership promoting products and services that you want the industry to know about right now. The email send list can be refined to specific demographics and quantities to fit your target audience.

Starting at \$3,500.

THE ONE TAKE (CEO INTERVIEW)

Your C-Level executive will be part of a 15-30 minute Q&A style interview with a member of the Worldwide ERC® Leadership Team as you discuss the intersection of industry trends with your organization's perspective and approach to solutions and opportunities. Benefits include marketing promotion, event archive, and much more.

Starting at \$6,400.

LEARNING ZONE WEBINAR

These 45-60 minute presentations allow you to showcase your organization's approach to a common industry problem or opportunity. Benefits include registrant contact information, opportunity to provide 1 hour CEU, marketing promotion, event archive, and much more.

Starting at \$5,900.

Website Ads: Rates & Specifications

AD POSITION	Global Announcement Banner	Top Banner	Lower Banner	Display Ad Retargeting	Video Ad Retargeting
NET RATE	\$5,000/month	\$4,000/month	\$1,000/month	\$35 CPM	\$45 CPM
DESCRIPTION	Run of site, excluding event pages; Up to 6 rotating placements	Run of site; Up to 6 rotating placements	Run of site; Up to 6 rotating placements	Deliver your banner ads to WERC's website visitors as they search the web. Learn more.	Deliver your video ad to WERC's website visitors as they search the web. Learn more.
AD SIZE	110 characters (including spaces)	970x90 728x90 234x60	970x90 728x90 234x60	160x600 180x150 300x250 728x90	15-30 second video
AD FORMAT	Text only; include target URL	JPG or GIF, max 30KB; include target URL	JPG or GIF, max 30KB; include target URL	JPG or GIF, max 30KB; include target URL	MP4; include target URL
MATERIALS DUE	10 business days prior to campaign start date	10 business days prior to campaign start date	10 business days prior to campaign start date	2nd Monday of the month prior to campaign start date	2nd Monday of the month prior to campaign start date

Sponsored Content

Showcase your company's thought leadership and expertise while enjoying prime visibility on the Worldwide ERC® website. Your content will be featured on the home page and the "All News" pages over four weeks, and then move down the list of articles gradually. Additional promotion in the Worldwide ERC® *News Digest* e-newsletter and social media channels is included. [Learn more.](#)

PACKAGE	Tier 1	Tier 2
NET RATE	\$6,500/article	\$5,500/article
WORD COUNT	Up to 1,200	Up to 900

ADDITIONAL REQUIREMENTS

Materials due 10 business days prior to launch date.

- Article Summary: 2-3 sentences
- Company Logo: At least 250 pixels
- Short Company Bio
- Photos: At least one (1) 1920x350 image
- Target URL
- Author Information & Photo (optional)
- Embedded Video (optional)

Enewsletters: Rates & Specifications

	Mobility Minute <i>Sent every Friday to 10,000 subscribers.</i>			News Digest <i>Sent weekly to 4,200 subscribers.</i>
AD POSITION	Banner 1	Banner 2 or 3	Featured Promo*	Banner (Exclusive, Monthly Placement)
NET RATE	\$900/issue	\$850/issue	\$1,250/issue	\$1,200/month, Top & Bottom Banner \$800/month, Top Banner \$400/month, Lower Banner
DESCRIPTION	Displays after the lead Worldwide ERC® article feature	Displays between 3rd/4th and 6th/7th article	Top editorial position with text and image	Exclusive, top position, monthly placement
AD SIZE	468x60	468x60	xx characters xx image or logo	560x134
AD FORMAT	JPG or GIF, max 30KB; include target URL	JPG or GIF, max 30KB; include target URL	JPG or GIF, max 30KB; include target URL	JPG or GIF, max 30KB; include target URL
MATERIALS DUE	10 business days prior to campaign start date	10 business days prior to campaign start date	10 business days prior to campaign start date	10 business days prior to campaign start date

*Must be purchased as an add-on component to an existing Sponsored Content campaign on the Worldwide ERC® website. Position will be identified as partner content and have a light screen behind text and images. Limit one per article - no Sponsored Content may be promoted as a Featured Promo more than once.

Sponsored Email Blast

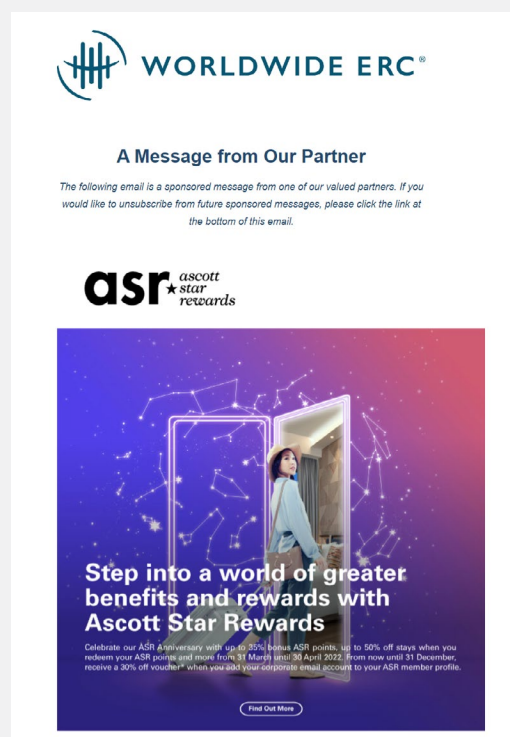
Send a custom e-blast to 4,700+ Worldwide ERC® members promoting products and services that you want the industry to know about right now. The e-blast can be refined to specific demographics and quantities to fit your target audience. Inquire for details.

NET RATE \$4,500

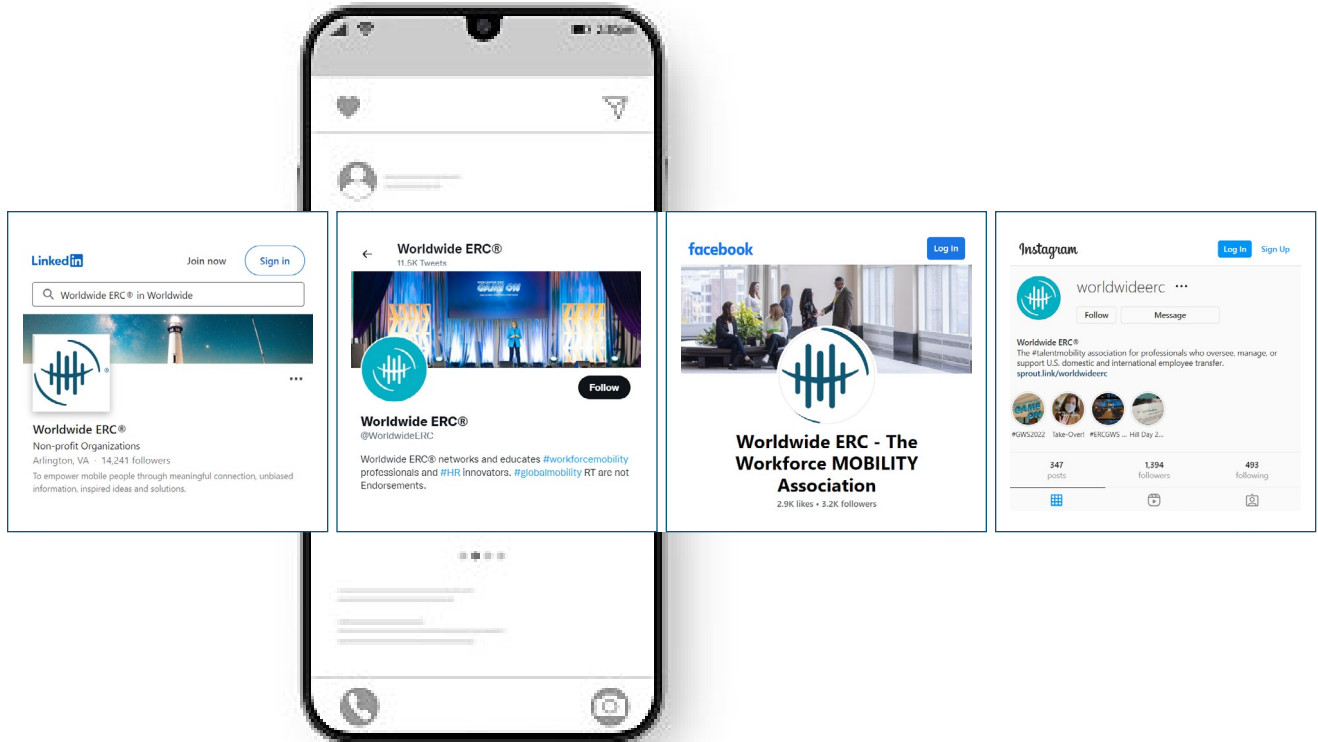
MATERIALS HTML email file; subject line (75 characters max); pre-header text (75 characters max)

- HTML REQUIREMENTS**
- Width: 650px (*recommended*)
 - Footer: Include company name, postal address, email
 - Mobile responsiveness
 - Build HTML with tables instead of DIV, which does not work well with email
 - Images and fonts: Files must be hosted on your servers (no local files)
 - Embed all hyperlinks

Materials due 10 business days prior to send date.



Social Media: Rates & Specifications



SOCIAL MEDIA CHANNEL	LinkedIn 14,000 Followers	Twitter 11,000 Followers	Facebook 3,200 Followers	Instagram 1,400 Followers
NET RATE	Rate includes posts on all Worldwide ERC® social media channels: Full Day: \$1,750 One Month: \$5,000 (4 posts, 1 per week) 3 Months: \$9,500 (8 posts over 12 weeks)			
CAPTION	210 characters or less*	280 characters max	90 characters or less*	125 characters or less*
IMAGE SIZE	1200x627 19.1:1 image ratio	1600x900 16:9 image ratio	1200x630 4:3 image ratio	1080 x 1080 (square), 1080 x 566 (landscape), or 1080 x 1350 (portrait)
IMAGE FORMAT	JPG or GIF only, max 5MB; include target URL	JPG or GIF only, max 5MB; include target URL	JPG or GIF only, max 5MB; include target URL	JPG or GIF only, max 5MB; include target URL
MATERIALS DUE	10 business days prior to post date	10 business days prior to post date	10 business days prior to post date	10 business days prior to post date

*Longer posts may be truncated on small screens.

RESERVE YOUR SPACE TODAY

Sky Wang, Sales Director
Phone: +1 312 673 5574
swang@worldwideerc.org

PRODUCTION CONTACT

Ian Allen, Senior Account Associate
Phone: +1 202 367 2334
iallen@worldwideerc.org

Sponsored Webinars

LEARNING ZONE WEBINAR

\$5,900

Demonstrate your thought leadership and expertise while increasing brand awareness and generating qualified leads. Sponsors provide the speaker(s) and content, and Worldwide ERC® does the rest. To encourage maximum participation, sponsored webinars are free for attendees, who receive one full Certified Relocation Professional (CRP)® and one full Global Mobility Specialist (GMS)® credit for approved webinars. **Average 400+ registrants per webinar.**

Webinar title and description are due as soon as possible after the date is selected to allow for ample time to market the event. Suggested 6 weeks in advance.

THE ONE TAKE: CEO INTERVIEWS

\$6,400 (LIMIT 1 PER MONTH)

A variation of the webinar focused on CEO conversations about key industry trends.

- A 15-30 minute Q&A style interview of a member of Worldwide ERC®'s Leadership Team
- Promotion before and after event on website, in *Mobility Minute*, and on social media channels
- Full registrant information (name, e-mail, company, and title)
- Archived on Worldwide ERC® website for two years after broadcast

LEARNING ZONE WEBINAR

FEATURES & BENEFITS:

- 45 to 60 minute educational webinar developed and presented by sponsor
- Event produced, promoted, and hosted by Worldwide ERC®
- Rehearsal with Worldwide ERC® staff Attendees eligible for 1 hour CEU toward GMS and CRP credentials
- Webinar promotion via email, website, and event registration page
- Full registrant information (name, e-mail, company, and title)
- Archived event available to public on Worldwide ERC® website for 30 days; archived event moves to the Worldwide ERC® Learning Portal after 30 days

THE ONE TAKE
CONVERSATION WITH MOBILITY LEADERS

Michael Hughes
VP of Global Business Development
Arpin International Group

SPONSORED CONTENT

International Women's Day

Virtual Event

March 30, 2023 | 11:00 a.m. ET – 2:00 p.m ET

This virtual event will be held in conjunction with the Corporate Housing Provider's Association, featuring Keynote Speaker Jennifer Willey. The event will run via Zoom.

FREE EVENT

Must be a WERC Member to attend

Sponsorships

#Embrace Equity Champion \$5,000

Includes one (1) complimentary registration. You'll be recognized as the exclusive sponsor of the opening keynote and introduce the keynote speaker. Benefits also include: logo display on all communication and marketing materials, and logo display on CHPA and Worldwide ERC® event websites.

#Embrace Equity Advocate \$2,000 each

You'll be recognized as an exclusive sponsor of one of the breakout sessions. Benefits also include: logo display on all communication and marketing materials, logo display on CHPA and Worldwide ERC® event websites.

#Embrace Equity All \$1,000 each

Benefits include: logo display on all communication and marketing materials, logo display on CHPA and Worldwide ERC® event website.

SCHEDULE:

- Welcome and remarks from Worldwide ERC® President and CEO, Lynn Shotwell and Corporate Housing Providers Association CEO, Mary Ann Passi
- Keynote: Jennifer Willey
- Opening Session: *Embrace Equity, How to Build an Inclusive Culture Together*
- Breakout Session #1: *Building a Personal Board of Directors; How to Advance at Work Through Allies and Advocates*
- Breakout Session #2: *How to Realize a Fulfilling Work/Life Balance*
- Speed Networking



EVENTS

Worldwide ERC® Regional Summits

In 2023, Worldwide ERC® will be re-entering the market outside of North America with events in APAC and LATAM. Events will focus on re-engaging the local communities and celebrating our industry while addressing emerging issues that impact how we do business.

If you are interested in sponsoring these events and helping to finalize how they take shape, we welcome your input.

MARK YOUR CALENDARS

Singapore

19-20 September 2023

SHANGRI-LA SINGAPORE

Brazil

27 September 2023

AMERICAN CHAMBER OF COMMERCE
FOR BRAZIL - SÃO PAULO

Contact Sky Wang for Sponsorship Information: swang@worldwideerc.org

Worldwide ERC® Regional Summits: Singapore Sponsorships

Headshot Station*

\$15,000

Located in a high-traffic area the Headshot Station offers attendees the opportunity to have complimentary professional portraits taken while they are at the Worldwide ERC® Regional Summit - Singapore. Sponsor has the opportunity to provide a brochure or giveaway in the designated station area.

Event Mobile App*

\$15,000

Attendees are encouraged to download the conference mobile app to assist with planning their time at Worldwide ERC® Regional Summit - Singapore! The app allows attendees to create schedules, view exhibitors, see the exhibit floor map, take notes, and much more! Feature your company logo on the opening splash page of the app where attendees will see your image every time they log on. Sponsor also receives a mention in communication to all attendees announcing the mobile app live date.

Premiere Package

\$15,000

As the Premier Sponsor, your organization will be positioned as a leading supporter of the Worldwide ERC® Regional Summit - Singapore and will receive prominent branding recognition to amplify your presence throughout the event, including a tabletop exhibit, social media post, Eblast, 2 registration passes, a hosted roundtable during the event, and a 1-month banner ad on the WERC® conference site and pre-show attendee list.

Main Stage

Opening General Session

\$15,000

The Opening General Session is one of the highest-profile opportunities of the conference. A representative from your company will have the opportunity to provide a 2-minute intro with a 90-second video, and ability to introduce the opening keynote speaker.

Lunch Sponsorship*

\$15,000

As the sponsor of the Exhibit Hall lunch, your company will be prominently recognized on signage and napkins. Additional benefits include logo recognition on WERC® conference site and sponsor recognition banners onsite, a mobile app message on the day of the event, and WERC® conference site banner advertising to run for 1 month. Include pre-show attendee list.

Cocktail Reception*

\$15,000

Be a great host! Provide a beer and wine bar near your booth in the Exhibit Hall. Sponsorship includes logo recognition WERC® conference site and mobile app, the opportunity to select VIP guests to join, and recognition in onsite branding.

Coffee Break*

\$10,000

Offer Worldwide ERC® Regional Summit - Singapore attendees a much-needed coffee break so they have the energy they need for the rest of the day. Sponsor may provide pop-up banners and other sustainable branded materials during the break.

Table Top Exhibit

\$7,500

As a Table Top Sponsor, you'll receive logo recognition on the Worldwide ERC® Regional Summit - Singapore site and marketing collateral. A pop-up banner may be placed behind your exhibit table, and you'll have access to pre- and post attendee registration list. Table top and 2 chairs are included.

**Joint sponsorship between
WERC & GBTA, sponsors will be recognized
at both events.*

Worldwide ERC® Regional Summits: Singapore Sponsorships

Education Sessions

\$7,500

This is the premium thought leadership opportunity for your company! Lead your own session with customized content during a scheduled Education Session.

Custom Lounge Area

\$7,500

This meeting area is a space for delegates to relax and network. Your company will receive prominent placement of your logo and company branding at the sponsored lounge. You have the opportunity to host a contest to drive traffic/gamification engagement in the mobile app. Includes one (1) complimentary conference registration, buyer attendee list (GDPR compliant) and one (1) month banner ad on the GBTA and website.

Selfie Station

\$7,500

Use this opportunity to interact and network for social media engagement at a prominent heavily trafficked part of the venue. Your company will receive prominent placement of your logo on the selfie station branded unit to draw attention to your logo in the photos shared on social media; co-branded with GBTA and main event sponsor logo. You have the opportunity to place a sustainable giveaway in the area and host a contest to drive traffic/engagement. Includes one (1) complimentary conference registration.

Lanyards

SOLD OUT

Attendees will not only see your logo, they will wear it! Every attendee is required to wear a lanyard and badge throughout the conference. Your company's logo will be placed around the neck of attendees, speakers, sponsors, and exhibitors during Worldwide ERC® Regional Summit - Singapore.

Sponsorship Add-Ons:

Must be an exhibitor or sponsor to purchase a sponsorship add-on.

Email Blast

\$2,500

Send a custom email to the full list of preregistered attendees prior to Worldwide ERC® Regional Summit - Singapore. This opportunity is sold on a first-come, first-served basis.

Social Media Package

\$1,000

Leverage WERC®'s social media presence! WERC® will post your announcement on its official social media handles, including LinkedIn, Twitter, Facebook, and Instagram.

Website Banner Ad

\$1,000

Your ad will be featured on the Worldwide ERC® Regional Summit - Singapore site. Contact for specs and positioning.

Exhibit space selection will occur based on a first-come, first-served basis based on the date and time your signed contract is received. We will share the exhibit space floor plan at a later date before we open selection.

Contact Sky Wang for Sponsorship Information: swang@worldwideerc.org

Worldwide ERC® Regional Summits: Brazil Sponsorships

Premiere Package

\$7,500

As the Premier Sponsor, your organization will be positioned as a leading supporter of the Worldwide ERC® Regional Summit - Brazil and will receive prominent branding recognition to amplify your presence throughout the event, including a tabletop exhibit, social media post, Eblast, 2 registration passes, a hosted roundtable during the event, and a 1-month banner ad on the WERC® conference site and pre-show attendee list.

Exhibitor Only

\$2,500

As an Exhibitor, you'll receive logo recognition on the Worldwide ERC® Regional Summit - Brazil site and marketing collateral. A pop-up banner may be placed behind your exhibit table, and you'll have access to pre- and post attendee registration list. Table top and 2 chairs are included.

Lunch Sponsorship

\$5,000

As the sponsor of the Exhibit Hall lunch, your company will be prominently recognized on signage and napkins. Additional benefits include logo recognition on WERC® conference site and sponsor recognition banners onsite, a mobile app message on the day of the event, and WERC® conference site banner advertising to run for 1 month. Includes pre-show attendee list.

Cocktail Reception

\$10,000

Be a great host! Sponsorship includes logo recognition WERC® conference site and mobile app, the opportunity to select VIP guests to join, and recognition in onsite branding.

Coffee Break

\$5,000

Offer Worldwide ERC® Regional Summit - Brazil attendees a much-needed coffee break so they have the energy they need for the rest of the day. Sponsor may provide pop-up banners and other sustainable branded materials during the break.

Lanyards

\$3,000

Attendees will not only see your logo, they will wear it! Every attendee is required to wear a lanyard and badge throughout the conference. Your company's logo will be placed around the neck of attendees, speakers, sponsors, and exhibitors during Worldwide ERC® Regional Summit - Brazil.

Exhibit space selection will occur based on a first-come, first-served basis based on the date and time your signed contract is received. We will share the exhibit space floor plan at a later date before we open selection.

Sponsorship Add-Ons:

Must be an exhibitor or sponsor to purchase a sponsorship add-on.

Email Blast

\$3,000

Send a custom email to the full list of preregistered attendees prior to Worldwide ERC® Regional Summit - Brazil. This opportunity is sold on a first-come, first-served basis.

Social Media Package

\$2,000

Leverage WERC®'s social media presence! WERC® will post your announcement on its official social media handles, including LinkedIn, Twitter, Facebook, and Instagram.

Website Banner Ad

\$1,500

Your ad will be featured on the Worldwide ERC® Regional Summit - Brazil site. Contact for specs and positioning.

**Contact Sky Wang for
Sponsorship Information:
swang@worldwideerc.org**



EVENTS

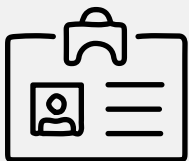
Global Workforce Symposium (GWS 2023)

October 17-20, 2023 | Boston, MA

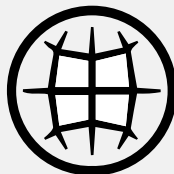
Worldwide ERC®'s Global Workforce Symposium is the preeminent and largest event in the mobility and relocation industry, attracting more than 1,800 attendees seeking connections and expert knowledge focused on domestic and international moves, immigration policies, tax issues, cutting-edge technology trends, hot topics and much more.

GWS 2023 will offer an exciting new event format as well as enhanced sponsorship and exhibit opportunities. Connect with us today to finalize your participation.

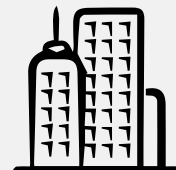
GWS BY THE NUMBERS



1,800+
EXPECTED
ATTENDEES



20%
CORPORATE HR
PROFESSIONALS



100+
EXHIBITING
COMPANIES

GWS 2023: Sponsorship Program

The GWS 2023 Sponsorship Program is designed to meet a range of investment levels, all of which provide a high degree of return for your company with significant visibility to an audience of HR and workforce mobility professionals. Choose from the packages below, or contact us to create a customized option.

SPONSOR LEVEL & BENEFITS	Strategic Partner \$40,000	Champion \$25,000	Supporter \$12,000	Innovation Lab \$12,000
NEW! Dedicated Email Blast Reach all registered attendees with an e-mail crafted by you. Select from available pre- or post-conference dates. Content is subject to Worldwide ERC® approval.	1	1	--	--
Full Conference Registrations Includes access to all keynotes and educational sessions.	8	5	2	2
60-Minute Concurrent Session Deliver an informational, non-sales session eligible for CRP and GMS credit and position your organization as an industry thought leader. Session will be included in all conference promotional materials, scheduled concurrent to educational sessions, delivered live, and recorded for future viewing.	●	--	--	--
Industry Vertical Presentation Participation Share your company's expertise by including an executive on an industry vertical panel and showcase your organization's ability to address industry issues and provide solutions. Sponsorship confirmation must be in by July 31st to reserve.	●	●	--	--
Exhibit Booth Space See page 18 for details.	20' x 20'	10' X 20'	10' X 10'	Tech Kiosk
Logo on website, e-mails, mobile app, and thank you signage in high-traffic areas Feature your logo on all conference promotional materials reaching over 6,000 people up until and during the live event. Logo specs: 1280x720 px minimum in PNG format.	●	●	●	●
Social media mentions Worldwide ERC® is extremely active on LinkedIn with over 12,900 followers. We will post at least two mentions thanking our sponsors of the conference before and after the event.	●	●	●	●
Company description on event website/mobile app	●	●	●	●
Logo recognition from main stage Sponsors are recognized during the opening greeting, keynote address and closing session, and throughout the event space.	●	●	●	●
Mobile App Push Notification Send a push notification to attendee phones through mobile app.	2	1	1	1
20-minute presentation in the Innovation Theater	--	--	--	●
Exhibit Hall Passport Game Drive traffic to your booth by participating in this popular attendee game. Attendees must collect stamps from all participating exhibitors to enter the prize drawing. WERC to provide a prize (valued at \$100 or more) and attendees must be present to win.	●	--	--	--

GWS 2023: Turnkey Exhibit Packages

The GWS 2023 exhibit hall features an innovative, circular and open floor plan that encourages a fluid flow throughout the space. Select from our turnkey exhibit packages or choose to customize your booth activation for an additional fee. The possibilities are endless!

EXHIBIT OPTIONS & RATES	Member Rate	Non-Member Rate
A. 20'x20' <i>Prime center hall location next to Worldwide ERC® booth. Included only with Strategic Partner sponsor package.</i>	\$25,000	\$28,750
B. 10'x10' Booth <i>Includes one (1) full registration.</i>	\$8,400	\$9,800
C. 10'x20' Booth <i>Includes one (1) full registration.</i>	\$15,200	\$17,800
D. Kiosk <i>Includes one (1) full registration.</i>	\$4,600	\$5,200
E. Tech Kiosk (Innovation Lab) (SOLD OUT) <i>Four (4) spaces available. Includes one (1) full registration.</i>	\$8,500	\$9,200
Booth Customization <i>Let us bring your ideas to life. Booth Customization is for 20x20 and larger only. Inquire today for pricing.</i>	Starting at \$15,000 <i>(in addition to booth fee)</i>	Starting at \$17,500 <i>(in addition to booth fee)</i>

View the 2023 Floor Plan [here!](#)

GWS 2023: Exhibit Package Inclusions

	FEATURES	INCLUDED SERVICES	ADDITIONAL UPGRADES
<p>A. 20'x20'</p> 	<ul style="list-style-type: none"> • 3M x 1M x 12'H structure w/ locking storage closet w/ SS Fabric graphics • (4) 1M cabinets w/ graphic • Carpet • Allowed to bring own set up 	<ul style="list-style-type: none"> • Material handling and local delivery of exhibit structure • Structure rental and installation/dismantle • Graphic printing/ installation • Electrical service 	<ul style="list-style-type: none"> • Furniture/Accessories: various selections are available • Electronics/AV: monitors, laptops, iPads, sound system, etc.
<p>B. 10'x10'</p> 	<ul style="list-style-type: none"> • 3M x 8'H smart panel w/ 0.5M x 8'H side walls with Single sided Graphics • (1) 1M cabinet w/ graphic overlay • (1) Lucent barstool • Carpet 	<ul style="list-style-type: none"> • Material handling and local delivery of exhibit structure • Structure rental and installation/dismantle • Graphic printing/ installation • Electrical service 	<ul style="list-style-type: none"> • Furniture/Accessories: various selections are available • Electronics/AV: monitors, laptops, iPads, sound system, etc.
<p>C. 10'x20'</p> 	<ul style="list-style-type: none"> • 6M x 8'H smart panel w/ 0.5M x 8'H side walls with Single sided graphics • Graphics included: Backwall & insides of the side walls • (1) 2M cabinet w/ graphic overlay • (2) Lucent barstool • Carpet 	<ul style="list-style-type: none"> • Material handling and local delivery of exhibit structure • Structure rental and installation/dismantle • Graphic printing/ installation • Electrical service 	<ul style="list-style-type: none"> • Furniture/Accessories: various selections are available • Electronics/AV: monitors, laptops, iPads, sound system, etc.
<p>D. Kiosk</p> 	<ul style="list-style-type: none"> • 1M x 8'H smart panel graphic • (1) 1M cabinet • (1) Lucent Barstool • Carpet 	<ul style="list-style-type: none"> • Material handling and local delivery of exhibit structure • Structure rental and installation/dismantle • Graphic printing/ installation • Electrical service 	<ul style="list-style-type: none"> • Furniture/Accessories: Additional Lucent barstool • Electronics/AV: monitors, laptops, iPads, sound system, etc.
<p>E. Tech Kiosk (Innovation Lab)</p> 	<ul style="list-style-type: none"> • 1M x 8'H smart panel graphic • (1) 32" monitor • (1) 1M cabinet • (1) Lucent Barstool • Carpet • 20-minute Innovation Theater 	<ul style="list-style-type: none"> • Material handling and local delivery of exhibit structure • Structure rental and installation/dismantle • Graphic printing/ installation • Electrical service 	<ul style="list-style-type: none"> • Furniture/Accessories: Additional Lucent barstool • Electronics/AV: monitors, laptops, iPads, sound system, etc.

GWS 2023: Sponsorship Add-Ons

Must be an exhibitor or sponsor to purchase a sponsorship add-on (excluding Innovation Theater & Kiosk)

THOUGHT LEADERSHIP / NETWORKING	
Welcome Session & Networking Reception	\$17,500
All-Attendee Thursday Lunch	\$14,500
Opening General Session	\$12,500
20-Minute Innovation Theater Presentation (SOLD OUT)	\$3,500
Exhibit Hall Happy Hour (1 Available)	\$7,500
Networking Lounge	\$10,000
MTG Space Reserved Tables in the Networking Lounge	\$2,500
Private Meeting Room (Limited Availability)	Member Rate: \$8,000 Non-Member Rate: \$10,000
ONSITE BRANDING	
NEW! Registration Kiosk	\$30,000
Mobile App	\$10,000
Wi-Fi	\$10,000
Charging Station Lounge	\$10,000
Headshot Lounge (SOLD OUT)	\$10,000
Coffee Cart (1 Available)	\$8,500
Lanyards	\$8,000
Relaxation Station (SOLD OUT)	\$7,500
Snack Sponsor	\$7,500
Attendee Giveaway (2 Available)	\$3,500
Attendee Notebook (SOLD OUT)	\$3,500
NEW! Bar Cart (SOLD OUT)	Call for pricing
ADVERTISING/TRAFFIC DRIVER	
Dedicated Email Blast (9 Available)	\$3,000
Exhibit Hall Passport Game	\$2,500
Social Media Package (8 Available)	\$2,000
Mobile App Banner Ad (Limited Availability)	\$1,500

GWS 2023: Thought Leadership/Networking Sponsorships

Welcome Session & Networking Reception \$17,500

Spotlight your company by hosting the Welcome Back Party with Worldwide ERC®. Make a statement and get valuable exposure to all attendees as they connect and network with each other. Benefits include opening remarks with President & CEO, Lynn Shotwell, for exclusive brand recognition, logo recognition on the agenda, signage, website, and mobile app, plus an option to provide branded collateral, napkins, mints, and/or aprons for waitstaff to wear with their uniform at the event.

All-Attendee Thursday Lunch \$14,500

As the exclusive sponsor of the All-Attendee Thursday Lunch, your company will be prominently recognized on the agenda, signage, napkins, website, and mobile app. Additional benefits include a 5-minute welcome, plus an option to place collateral on the lunch tables.

Opening General Session \$12,500

The Opening General Session is one of the highest-profile opportunities of GWS 2023. Welcome the keynote speaker to the stage and have your logo prominently displayed during the session, on the agenda, signage, website, and mobile app.

Private Meeting Room

Member Rate: \$8,000

Non-Member Rate: \$10,000

(Limited Availability)

Secure an on-floor exhibit hall private meeting room at GWS 2023. Inquire today for Private Meeting Room availability and locations. Sponsor is responsible for coordination of and costs for furniture and services (e.g. A/V, internet, food and beverage.)

Exhibit Hall Happy Hour \$7,500 (1 Available)

Sponsor drinks at the Exhibit Hall Happy Hour and all GWS 2023 attendees will thank you! Your company name and logo will be prominently featured. Includes option to provide beverage branded materials to be placed in the event area.

Innovation Theater SOLD OUT

Showcase your business solutions and services on the center stage of the exhibit hall and at your kiosk display, custom branded by you. We take care of the scheduling, promotion, and customized meeting area - you provide solutions by sharing your expertise and services. The Innovation Theater Stage is fully equipped with a microphone and sound system and an intimate seating area to connect with your audience. Time slots are first-come, first-served. Benefits include:

- One 20-minute time slot with 15 minutes for presentation and 5 for Q&A during exhibit hall hours.
- One sleek turnkey kiosk displaying your brand equipped with a 42" monitor, Lucent barstool, and cabinet with locking doors.
- Promotion in all GWS communications.

Networking Lounge \$10,000

The Worldwide ERC Networking Lounge is a high-traffic location where attendees meet to networking, host meets, and connect. Be the exclusive Networking Lounge sponsor and be recognized on conference signage, and in the mobile app.

MTG Space Reserved Tables in the Networking Lounge \$2,500

MTG Space is an open space in our Networking Lounge, equipped with tables and chairs, ensuring you always have a place for a meeting. Each table can accommodate up to four people at one time. Tables will be reserved with your logo for the duration of the conference.

GWS 2023: Onsite Branding Sponsorships

NEW! Registration Kiosk

\$30,000

Build a custom-branded kiosk next to the Worldwide ERC® registration area! This is a valuable, high-impact opportunity to connect with attendees as soon as they arrive and showcase your involvement and expertise. Includes option to provide branded collateral and giveaways.

Mobile App

\$10,000

Take advantage of push notifications and promoted posts to drive traffic to your booth. Additional benefits include recognition on the home screen, an exclusive section in the mobile app, and recognition on signage and website.

Wi-Fi

\$10,000

Provide attendees with complimentary Wi-Fi and the ability to seamlessly navigate the GWS 2023 mobile app. Attendees will be directed to your website after login. Additional benefits include a custom Wi-Fi password and recognition on the agenda, signage, website, and mobile app.

Charging Station Lounge

\$10,000

Add your branding to a strategically placed charging station that will provide attendees an opportunity to recharge their devices. Includes an option to provide branded collateral near the charging station.

Headshot Lounge

SOLD OUT

Offer attendees the opportunity to have free professional portraits taken while they are at GWS 2023. The lounge will be branded with your logo and promoted in the mobile app. You will also have the option to provide collateral in the lounge area.

Coffee Cart

\$8,500 (1 Available)

Coffee is key to any meeting, and you can be the one placing coffee in the attendees hands. Sponsor the specialty coffee pop-up each morning in the Worldwide ERC® booth and get your logo on signage, napkins, and coffee cup sleeves.

Lanyards

\$8,000

Become the exclusive sponsor of the GWS 2023 lanyards that will be worn by all attendees during the event.

Relaxation Station

SOLD OUT

Provide attendees an opportunity to rest and relax. Benefits include a loudspeaker announcement, recognition on the agenda, signage, website, and mobile app, plus an option to provide branded collateral in the relaxation area.

Snack Sponsor

\$7,500

Provide a branded snack and collateral to be placed in the snack areas that will be a big draw for attendees. Includes option to provide a QR code stand or plaque.

Attendee Giveaway

\$3,500 (2 Available)

Sponsor an attendee giveaway that will be announced by Worldwide ERC® on scheduled times during exhibit hall hours. Includes "Brought to you by" recognition during the prize winner announcement.

Attendee Notebook

SOLD OUT

Provide attendees with a branded notebook that will be used during and after the event. Sponsor to produce and ship materials.

NEW! Bar Cart

SOLD OUT

Be a great host and attract attendee traffic! Sponsor a bar cart with a signature drink near your booth during exhibit hall hours. Includes recognition on the agenda, signage, website, and mobile app.

GWS 2023: Advertising/Traffic Drivers

Dedicated Email Blast

\$3,000 (Multiple Available)

Reach all registered attendees before, during, or after GWS 2023 with an e-mail crafted by you. Final copy and design is subject to Worldwide ERC® approval.

Exhibit Hall Passport Game

\$2,500 (Multiple Available)

Drive traffic to your booth by participating in this popular attendee game. Attendees must collect stamps from all participating exhibitors to enter the prize drawing. WERC to provide a prize (valued at \$100 or more) and attendees must be present to win.

Social Media Package

\$2,000 (8 Available)

Announce your participation in GWS 2023 to all Worldwide ERC® followers. Worldwide ERC® will post your content on our official social media channels: Twitter, LinkedIn, Facebook, and Instagram. One (1) available per day of the conference and one (1) available per day during the week prior.

Mobile App Banner Ad

\$1,500 (Limited Availability)

Make sure your announcement is seen by each and every attendee as they use the Mobile App – as a traffic driver to your booth or your website, whatever is most impactful for your business.





SPONSOR

Worldwide ERC® Foundation

In 2022, Worldwide ERC's Foundation for Workforce Mobility brought industry professionals together to raise over \$150,000 for our charity partners, Family Promise and Move For Hunger. The Foundation is well underway in planning this year's charitable events, including the much-anticipated 2023 Foundation Celebration: Party With Purpose during the GWS Conference in Boston. Last year's event was a historic success, and we are looking forward to bringing everyone back together for another unforgettable night to support this purpose.

Stay tuned for more information about all the Foundation events, as the most coveted Foundation sponsorship opportunities are expected to sell out quickly once again!

With this in mind, for the first time ever, sponsors and exhibitors of 2023 Worldwide ERC events will be given exclusive first-access to sponsor Foundation events this year, including the Celebration party in Boston! Sponsorships for the event will once again range from **\$3,000** to **\$15,000**.



Ready to Customize Your Marketing Plan?

Contact us today to create a personalized sponsorship bundle program to align with your organization's goals and budget.

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