



Additional Congress Opportunities for Little League Partners

As we quickly approach the 2022 Little League International Congress, found below are several additional opportunities related to partners as we continue to plan for the event along with their associated needs and deadlines. Based on your presence at the event, more information will follow to ensure interaction with attendees is successful. Thanks for your contributions.

2022 Congress App

The 2022 Little League Congress App will have various opportunities to showcase both on-site exhibitors as well as partners who are unable to attend in-person. We encourage you to utilize this platform as the app will serve as the primary medium of communication for the event. Push notifications will be used to drive attendee traffic to specific areas of the app/event.

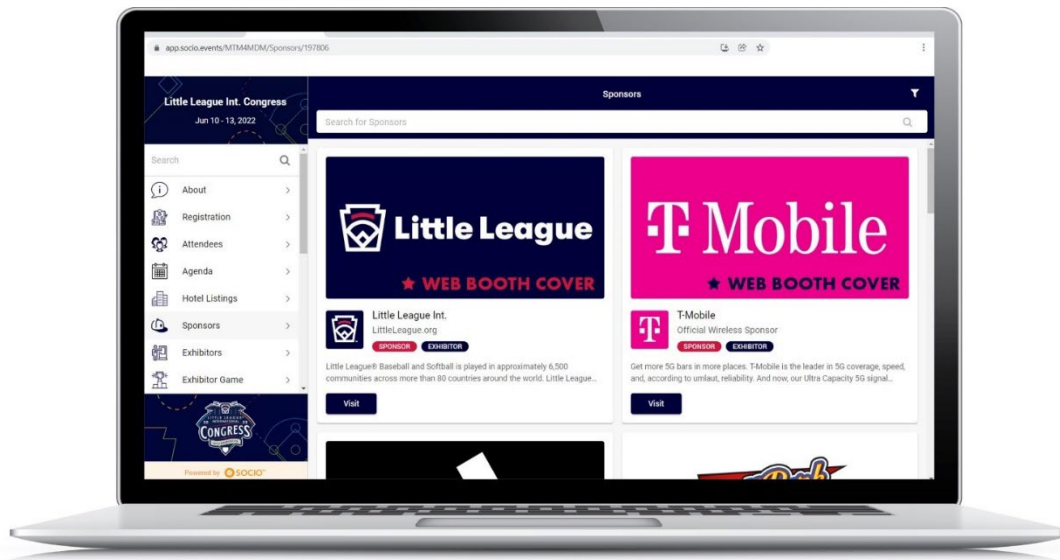
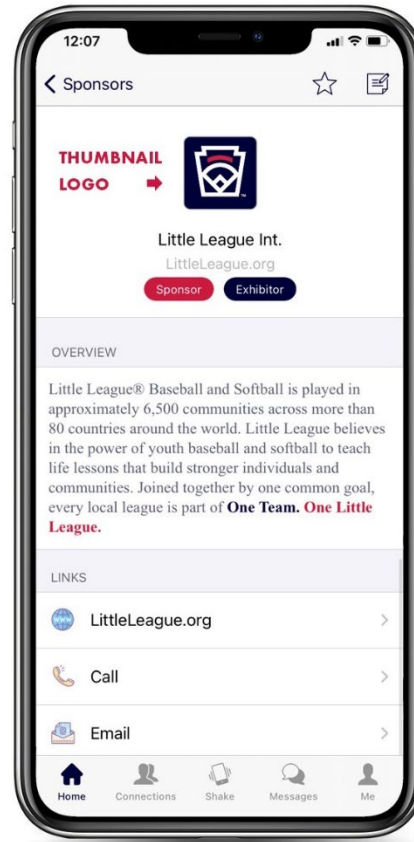
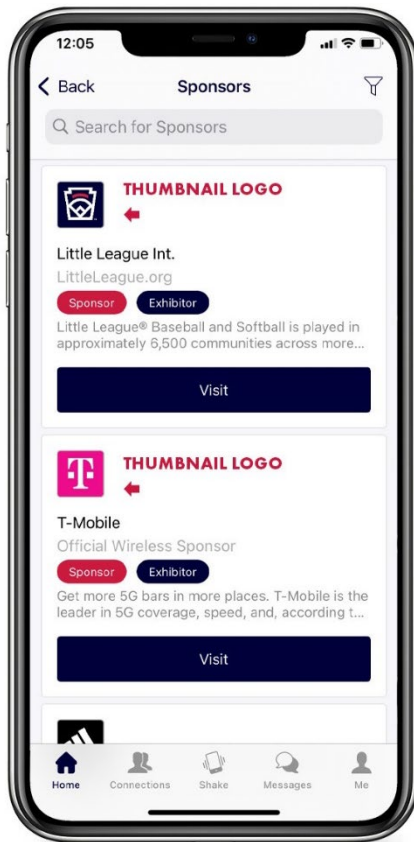
Sponsor/Exhibitor Screens

Individual sponsor/exhibitor pages will give on-site exhibitors, as well as partners who are unable to attend in-person, the ability to showcase their brands. These pages will have a similar set-up, but partner designations (sponsor/exhibitor) will be based on your role at event. Information regarding booth happenings, giveaways, and any other information that pertains to attendees can be displayed here alongside your company logo.

- Needs by **April 15th**
 - Company Logos:
 - Thumbnail - 1024px (w) x 1024px (h)
 - Web Booth Cover - 800px (w) x 400px (h)*
 - Overview Description Copy
 - Optional:
 - Contact Information (Phone Number or Email)
 - Links
 - Attachments (PDF, .JPG, .PNG, or .TIFF files)



- Screenshots/Examples:



**Only applies to the Web App*

539 US Highway 15, P.O. Box 3485 | Williamsport, PA 17701-0485

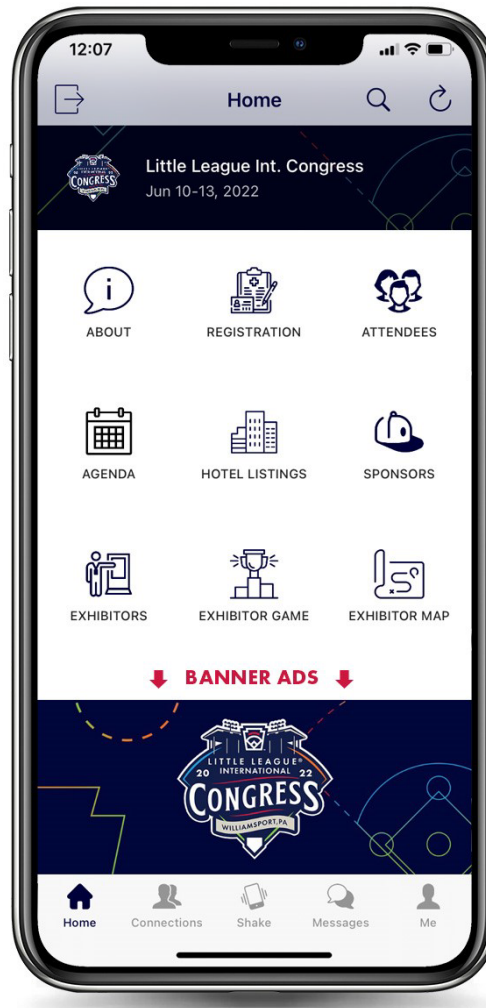
Phone 570-326-1921 | LittleLeague.org



Banner Ads (Sponsors Only)

Banner ads be displayed on the Congress App “Home” screen and can link internally within the app, or to an external website.

- Needs by **April 15th**
 - Creative
 - Dimensions - 950px (w) x 380px (h)
 - File Types - .JPG or .PNG
 - Link
- Screenshot/Example:





Exhibitor Map + Game/Challenge

A map will be uploaded to the app that will allow attendees to tap on a booth to see the exhibitor's name and location. To increase interactivity, attendees will be encouraged to visit each booth in the Grand Ballroom at the Genetti Hotel to collect codes (created by Little League) that can then be entered into the Exhibitor Game section of the app to earn points that will be reflected on a leaderboard. Each exhibitor will be given a unique code that they will share with attendees who interact with them at their booth. Attendees who add all codes from the booths will be eligible for prizes provided by sponsors and exhibitors.

Challenge Prizing

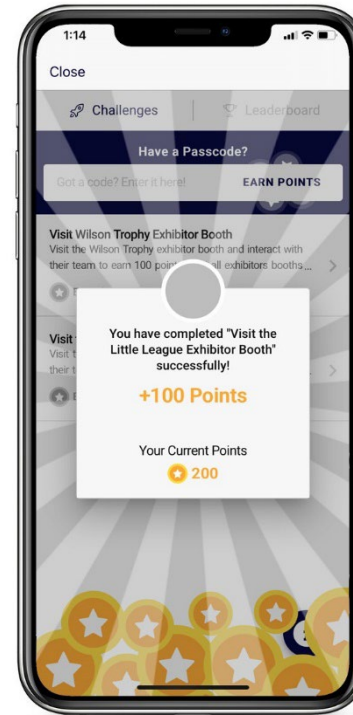
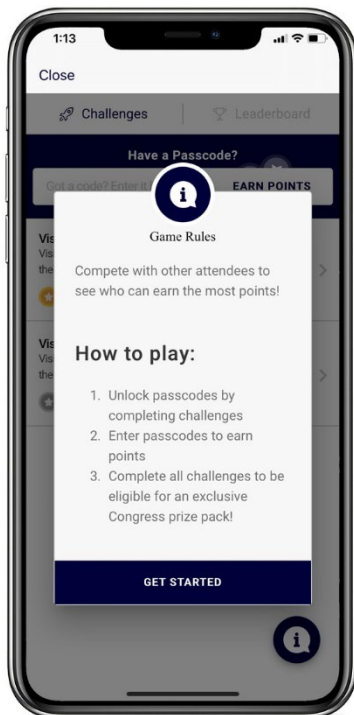
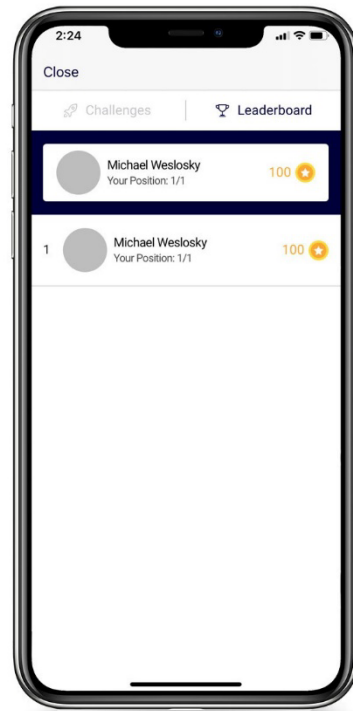
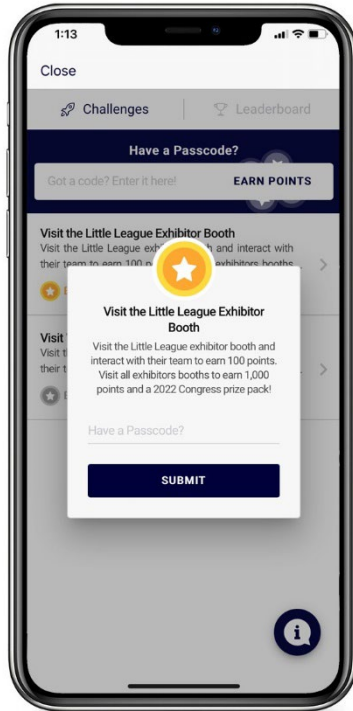
We encourage all partners to provide prizes regardless of their presence on-site. We would recommend providing anywhere from one to five items, valued around \$25 per piece, that can be included in the overall prize pool. Little League will create sweepstakes rules and identify winners to distribute prizes to after the exhibit hall has closed. This is separate from giveaways (see below) distributed to all attendees.

- Dates/Deadlines
 - Partner to indicate prizing and value by **March 18th**
 - Partner to deliver prizes to Little League by **May 20th**
- Screenshots/Examples
 - Exhibitor Map:





○ Game/Challenge:





Misc.

Giveaways

All 1,200 Congress attendees will receive a goodie bag upon arrival from Little League. We'd welcome any contributions, whether that be brand-related products or some sort of collateral, from partners to be able to include in their welcome kit.

You may also provide informational collateral in these giveaways. As a reminder, the individuals receiving the items are district level volunteers, who are decision makers for events such as district tournaments.

- Dates/Deadlines
 - Partner to indicate pricing by **March 18th**
 - Partner to deliver prizes to Little League by **May 20th**

Activation Plan (Exhibitors Only)

Please outline your plans for activation during the 2022 Little League International Congress event by **April 15th**. This can include concepts around booth activities, promotions and contests, giveaways as well as any additional information that is available around the scope of your activation. In your plans, please also provide answers to the following question:

1. Do you plan on providing any signage for your booth space?
 - a. If yes, please share creative when available.
2. Will your set-up require any internet or power connectivity?
 - a. If yes, please provide specific needs and we will do our best to accommodate them.
3. Will you need to ship any items to Williamsport prior to the event?
 - a. If yes, please share what equipment and any specifics so we can plan accordingly.
4. Do you also plan on having a booth presence on Monday at the Picnic?