



PRISM

2026

**The PDA National
Conference
& Exhibition**

October 5-7, 2026

GRAND HYATT ATLANTA IN BUCKHEAD

ATLANTA, GEORGIA

Event Overview

Join us for **PRISM 2026**, the Private Directors Association's premier annual conference and exhibition. This pivotal event will take place **October 5-7, 2026**, at the prestigious **Grand Hyatt Atlanta in Buckhead**.

Your sponsorship is vital to advancing PDA's mission and driving the continued success of private company boards nationwide. As the nation's only association dedicated solely to private company governance, the Private Directors Association has been a catalyst for boardroom excellence since 2014.

PDA stands apart as the exclusive national association committed to strengthening private companies' growth and sustainability through high-impact governance practices. Our dynamic community of 3,400+ members across 21 chapters includes current and aspiring board members, private company owners, and C-suite executives from:

- Family-owned businesses
- ESOPs
- Private equity-backed companies
- Early-stage and startup organizations

Together, we're shaping the future of private company governance through high-performing, diverse boards. Don't miss your chance to be part of this landmark event and connect with the leaders building tomorrow's boardrooms.



PRISM Marquee Sponsor

\$25,000

One exclusive sponsor opportunity at \$25,000 or two co-sponsors at \$12,500

Opening Welcome Reception

Monday, October 5, 2026

- Reception welcome opportunity (15 minutes)
- Event signage
- Four full conference registrations for individual sponsors
- Two full conference registrations for each co-sponsor
- Mailing list of all Conference attendees (emails for those that opt-in)
- Logo included in Conference promotion, mobile app, website page, marketing announcements, monthly PDA communications (until conference date), onsite program/signage Recognition on the 2026 National Conference website
- One custom push notification per day sent from conference app

SOLD



PRISM Champion

\$15,000

Networking Happy Hour

Tuesday, October 6, 2026



- One-hour event curated for specialized segment of attendees (i.e., CEO's, current Board members)
- Two full conference registrations
- Mailing list of all Conference attendees (emails for those that opt-in)
- Logo included in Conference promotion, mobile app, website page, marketing announcements, monthly PDA communications (until conference date), onsite program/signage Recognition on the 2026 National Conference website



PRISM Supporter

\$7,500

Session Keynote

Three opportunities:

- Session introduction (3 minutes)
- One full conference registration
- Mailing list of all Conference attendees (emails for those who opt-in)
- Logo included in Conference promotion, mobile app, website page, marketing announcements, monthly PDA communications (until conference date), onsite program/signage Recognition on the 2026 National Conference website

SOLD



Plated Networking Lunch

One opportunity remaining:

- **Wednesday, October 7**

Includes:

- Luncheon Welcome (3 minutes)
- One full conference registration
- Mailing list of all Conference attendees (emails for those that opt-in)
- Logo included in Conference promotion, mobile app, website page, marketing announcements, monthly PDA communications (until conference date), onsite program/signage Recognition on the 2026 National Conference website

Friend of PRISM

Friend of PRISM Educational

Sponsorship Opportunities

\$1,500 Breakout Session Sponsor

- Multiple sessions available
- Includes Sponsor recognition signage during session



Friend of PRISM Meals and Breaks

\$5,000 Continental Breakfast

- Includes Sponsor recognition signage during meal
- **Two opportunities:**
 - **Day One:** Tuesday, Oct. 6
 - **Day Two:** Wednesday, Oct. 7



\$3,000 Conference Networking Break

- Includes Sponsor recognition signage during break time
- **Four opportunities:**
 - **Day One (Morning):** Tuesday, Oct. 6
 - **Day One (Afternoon):** Tuesday, Oct. 6
 - **Day Two (Morning):** Wednesday, Oct. 7
 - **Day Two (Afternoon):** Wednesday, Oct. 7



PRISM Tabletop Exhibitor

\$2,500

Tabletop Display Only

- Six Foot Tabletop, located in high traffic, dedicated Exhibitor area
- One full conference registration
- Attendee roster of all Conference attendees (emails for those that opt-in) 7-10 business days prior to event start.
- Logo included in Conference promotion, mobile app, website page, marketing announcements, monthly PDA communications (until conference)



PRISM A La Carte

- **CONFERENCE WIFI - \$4,000**
- **MOBILE EVENT APP - \$4,000**
- **HOTEL ROOM KEY COVER SPONSOR - \$4,000**
- **LANYARD SPONSOR - \$4,000**
- **CHARGING STATION SPONSOR - \$3,000** (open to multiple sponsors)

BENEFITS INCLUDED WITH PRISM A LA CARTE SPONSORSHIPS

Company logo on event mobile app, website page, all event marketing announcements, monthly PDA communications (until conference date), onsite program/signage.

Recognition & acknowledgment of thanks included in the event script & scrolling PPT in the general session meeting room.

NOTE: Procurement, Design and Production of branded items to be provided by PDA.



Contact Us:



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