



ICMA Exhibit Booth – Members: \$3,925 Non-Members: \$4,725

Each 8' x 10' Booth includes:

- Table, two chairs, and company ID sign
- Two (2) free Conference Passes
- Admission to all conference activities
- Discounted rate for additional staff
- Company logo on email, web and collateral
- Company information published in show guide

~~SOLD~~ ICMA EXPO Shirt Sponsor – \$9,500

~~This sponsor will have every ICMA-registered EXPO attendee wearing the conference logo as well as their company logo! You provide us with your logo, and ICMA will purchase and distribute the shirts to all ICMA-registered attendees at registration. Includes:~~

- ~~• Two (2) free Conference Passes~~
- ~~• 1 Full Page 4C ad in the conference show guide~~
- ~~• 1 Full Page 4C ad in *Card Manufacturing* magazine~~
- ~~• Premier placement on Signage and ICMA Session Slides~~
- ~~• Recognition during the ICMA General Session~~
- ~~• Company logo on web site~~

ICMA Bag Sponsor - \$5,750

This sponsor will have every ICMA-registered EXPO attendee carrying a bag with the conference logo as well as your company logo! This sponsorship also enables you to insert a piece of your company literature, a product sample or a company giveaway into the bag. You provide us with your logo, and ICMA will design, purchase and distribute the bags to all ICMA-registered attendees at registration. Includes:

- Two (2) free Conference Passes
- 1 Full Page 4C ad in the conference show guide
- 1 Full Page 4C ad in *Card Manufacturing* magazine
- Premier placement on Signage and ICMA Session Slides
- Recognition during the ICMA General Session
- Company logo on web site



ICMA Élan Dinner Gold Sponsor (Limit of 2) - \$4,500

ICMA Élan Dinner Silver Sponsor (Limit of 2) - \$2,500

The ICMA Élan Awards dinner will be the celebration event where card manufacturers are recognized for their excellent card design, personalizers for their innovative projects, and vendors are awarded for new innovative products. Your company name and logo will be on the opening screen as your colleagues enter the ballroom. Also, on the tables will be cocktail napkins with your logo.

- Sponsor signage at the entrance to the Élan Dinner
- Premier placement on Signage and ICMA Session Slides
- Recognition during the ICMA General Session
- Company logo on web site
- **Gold Level additional benefits:**
- Two (2) free Conference Passes
- 1 Full Page 4C ad in the conference show guide
- 1 Full Page 4C ad in *Card Manufacturing* magazine
- **Silver Level additional benefits:**
- Company logo in the conference show guide
- 1/3 Page 4C ad in *Card Manufacturing* magazine

ICMA Welcome Gift / Amenity to Delegate Room Sponsor - \$3,500

Includes your company material such as a brochure or other company-supplied card, literature or product sample to be delivered with a festive amenity to each ICMA-registered EXPO guest's room on opening night. Includes:

- One (1) free Conference Pass
- 1 Half Page 4C ad in the conference show guide
- 1 Half Page 4C ad in *Card Manufacturing* magazine
- Placement on Signage and ICMA Session Slides
- Recognition during the ICMA General Session
- Company logo on web site



SOLD ~~ICMA Badge Lanyard Sponsor — \$3,500~~

Each ICMA-registered EXPO attendee will receive a lanyard featuring the sponsor's logo or company name printed on it. Imagine every ICMA attendee walking the floor promoting your organization by wearing your company logo throughout the EXPO! Includes:

- One (1) free Conference Pass
- 1 Half Page 4C ad in the conference show guide
- 1 Half Page 4C ad in *Card Manufacturing* magazine
- Placement on Signage and ICMA Session Slides
- Recognition during the ICMA General Session
- Company logo on web site

SOLD ~~ICMA Customized Notepad Sponsor — \$3,000~~

ICMA will produce notepads for distribution at all ICMA-organized conference sessions. Your company's message will appear on the front of the notepad (with your company message). Includes:

- One (1) free Conference Pass
- 1 Half Page 4C ad in the conference show guide
- 1 Half Page 4C ad in *Card Manufacturing* magazine
- Placement on Signage and ICMA Session Slides
- Recognition during the ICMA General Session
- Company logo on web site

ICMA Pen Sponsor - \$2,500

We will be giving away pens with your logo, both at ICMA EXPO Registration, and also in the ICMA-organized EXPO Session rooms each day. A great way to keep your logo out in front of the attendees long after the show is over.

Includes:

- Company logo and contact information in the conference show guide
- 1/3 page 4C ad in *Card Manufacturing* magazine
- Placement on Signage and ICMA Session Slides
- Recognition during the ICMA General Session
- Company logo on web site



☐ ICMA Conference Bag Insertion Advertising - \$1,300

Includes 1 page insert piece (provided by sponsor) included in each ICMA registrant's bag. Additional copies placed on central information table in the foyer. Sponsor to provide 750 pieces to be delivered to the hotel 2 days prior to the event.

- Company logo and contact information in the conference show guide
- 1 BW Marketplace ad in *Card Manufacturing* magazine
- Placement on Signage and ICMA Session Slides
- Recognition during the ICMA General Session
- Company logo on web site

JOINT EVENT SPONSORSHIPS

TITLE SPONSORSHIPS

Title sponsorship puts your branding message front and center, next to the title of the conference. Title sponsors receive exclusive branding opportunities prior to, and during the event.

~~SOLD~~ Platinum Sponsorship - \$29,000

- Premium "over-conference title" logo billing on all marketing materials, web site, at venue
- One premium exhibit space
- Opportunity to make welcoming address
- Welcome letter included in show guide
- A separate, private meeting room during the exhibition
- Opportunity to hang an exclusive banner (up to 8' x 8') in conference room
- Opportunity to hang banners (up to 8' x 8' each) in registration area and exhibits area
- 1 Full Page 4C ad in the conference show guide with first selection of position.
- Six (6) additional complimentary full conference registration passes
- Sixteen (16) select clientele complimentary passes
- Up to three (3) inserts in conference bags
- Company logo on conference web site home page
- Copy of complete attendee list



~~SOLD~~ Gold Sponsor (Limit 2 Sponsors) – \$21,000

- Premium billing on all conference materials
- Two hanging banners (up to 8' x 8' each) on-site
- One premium exhibit space
- 1 Full Page 4C ad in the conference show guide
- 1 page welcome letter in program guide
- Three (3) conference passes
- Twelve (12) select clientele complimentary passes
- Two (2) inserts in conference handouts
- Web site logo

Silver Sponsor (2 Available) - \$14,000

- Sponsor's signage provided in registration area
- One premium exhibit space (dependent on current availability)
- Two (2) free Conference Passes
- Ten (10) select clientele complimentary passes
- One (1) insert into the handout materials
- 1 Full Page 4C ad in the conference show guide
- Web site logo

Exclusive offer to Title and Leading Sponsors: Invite your clients to attend the conference for free. We'll provide you with a registration code on a special email invitation that is redeemable by your end-user clients for a complimentary conference pass.* The number of select clientele complimentary passes included with each sponsorship is indicated below. Sponsors may purchase additional passes at \$300 each.

*Comp passes are exclusively for the use of qualified end-user clients (Manufacturers, Personalizers and Issuers). Non-qualified use will result in cancellation of registration.



LEADING SPONSORSHIPS

Leading sponsorship opportunities are a great way to make a targeted, unique, or personal marketing impression on conference participants.

☐ Monday Welcome Reception, or Tuesday Evening Reception Sponsor - \$11,300

Join ICMA and SCA as we continue the tradition of networking receptions on the exhibit floor. The sponsor's booth will be set with a small bar with a selection of wine and beer. Sponsor also receives:

- Sponsor signage
- Table signs
- Two (2) free Conference Passes
- Six (6) select clientele complimentary passes
- 1 Full Page 4C ad in the conference show guide
- Company logo on web site

☐ Opening Lunch Buffet Sponsor - \$6,500

This sponsor will have the opportunity to be the host to all attendees with lunch on Tuesday in the exhibit hall. Includes:

- Sponsor signage
- Table signs
- Two (2) free Conference Passes
- Four (4) select clientele complimentary passes
- 1 Full Page 4C ad in the conference show guide
- Company logo on web site

☐ Internet Café Sponsor - \$6,300

Includes sponsor name associated with the internet café. Also includes:

- Opportunity to hang a banner (up to 4' x 12') inside Internet Café area
- A company logo displayed on screensaver of Internet Café workstations
- Two (2) free Conference Passes
- Three (3) select clientele complimentary passes
- 1 Full Page 4C ad in the conference show guide
- Company logo on web site



WiFi Service Provider - \$5,200

This sponsorship makes WiFi service available to all conference attendees. Sponsor may distribute a flyer with login code. Includes:

- Signage in registration area
- Company information published in show guide
- Two (2) free Conference Passes
- Two (2) select clientele complimentary passes
- Company logo on web site

Opening Breakfast Sponsor - \$5,000

This sponsor will have the opportunity to be the host to all attendees with breakfast on Tuesday morning. Includes:

- Sponsor signage
- Table signs
- Two (2) free Conference Passes
- Two (2) select clientele complimentary passes
- Company logo on web site

Second/Third Day Lunch Sponsor - \$4,600

The lunch sponsors will have the opportunity to be the host to all attendees with lunch in the exhibit hall on Wednesday and Thursday. Includes:

- Sponsor signage
- Table signs
- One (1) free Conference Pass
- Two (2) select clientele complimentary passes
- Company logo on web site

Conference Track Sponsor – Full Day: \$4,600 Half Day: \$3,100

The track sponsor will have the opportunity to introduce or moderate a session during a conference track for 1 day or 1/2 day. Includes:

- Track sponsorship highlighted in the show guide
- Signage at the entrance to conference room
- One (1) free Conference Pass plus two (2) Clientele Passes for the full day sponsor
- One (1) free Conference Pass for half day sponsor
- Company logo on web site



Charging Station Sponsor - \$4,500

The charging station sponsor will help make a recharging kiosk available to all attendees in the conference foyer, and a recharging “laptop lane” in each of the meeting rooms. Includes:

- Sponsor logo on recharging kiosk and laptop lane signage
- Signage in registration area
- One (1) free Conference Pass
- Two (2) select clientele complimentary passes
- Company logo on web site

Digital Signage Sponsor - \$4,500

Sponsor the digital signage at the event, featuring conference information and directions. Includes:

- Sponsor logo in digital signage header, and an exclusive 15-second digital presentation, rotating regularly on digital signs
- One (1) free Conference Pass
- Two (2) select clientele complimentary passes
- Company logo on web site

Break Host Sponsor – Full Day: \$3,800 Single Break: \$2,300

Provide an enhanced break to all conference attendees. Sponsor will have the option to provide logo cups or mugs to serve coffee drinks in. Full-day, or morning/afternoon sponsorships available. Includes:

- Sponsorship highlighted in the show guide
- Signage at the entrance to exhibits
- One (1) free Conference Pass for full-day sponsor
- Company logo on web site

Second/Third Day Breakfast Sponsor - \$3,500

This sponsor will have the opportunity to be the host to attendees with breakfast on Wednesday or Thursday morning. Includes:

- Sponsor signage
- Table signs
- One (1) free Conference Pass
- Company logo on web site



□ **New Exhibit Option: Turnkey Exhibition Kiosk Space - \$3,500**

This year we're offering an easy, low-overhead way to establish your company's presence in the exhibit hall. These turnkey exhibit kiosk spaces include counter space for exhibit materials, a laptop, or a display monitor—whatever you need to quickly and easily interface with the conference attendees. There are four spaces for exhibiting companies at each unit. Each space includes:

- One 18" x 28" counter space with 120v electrical outlet, storage cabinet and room for custom graphics, (graphics to be provided by sponsor)
- One (1) free Conference Pass
- Company logo on website

□ **Conference Program Advertising - \$2,100 full page, \$900 half page**

One page, or half-page color advertisement in the conference show guide, which is distributed to all attendees.

Advertising Specifications

Art Deadline: March 7, 2016

Mechanical Requirements: Trim Size: 8 ½" x 11"

Full Page Ad, Live Area: 7-5/8" x 10"; Half Page Ad, 7 ½" x 5"

File Format: High-resolution PDF file required

□ **Reception Beverage Host - \$1,300**

During the evening receptions in the exhibit hall, each beverage host's booth will be set with a selection of beer or wine. A hospitality map in the conference show guide will make your booth a destination for all attendees. Includes:

- Sponsorship highlighted in the show guide
- Signage at the entrance to exhibits
- Company logo on web site



2016 ICMA Sponsorship Agreement

Company: _____

Contact Name: _____ E-mail address: _____

Sponsorship: _____ Amount Due: _____

Electronic Signature: _____ Payment Method: Credit Card Check Wire

Please Select Sponsorship:

<p>SOLD ICMA EXPO Shirt Sponsor - \$9,500</p> <p><input type="checkbox"/> ICMA Bag Sponsor - \$5,750</p> <p><input type="checkbox"/> ICMA Élan Dinner Gold Sponsor (Limit of 2) - \$4,500</p> <p><input type="checkbox"/> ICMA Élan Dinner Silver Sponsor (Limit of 2) - \$2,500</p> <p><input type="checkbox"/> ICMA Welcome Gift / Amenity to Delegate Room Sponsor - \$3,500</p> <p>SOLD ICMA Badge Lanyard Sponsor - \$3,500</p> <p>SOLD ICMA Customized Notepad Sponsor - \$3,000</p> <p><input type="checkbox"/> ICMA Pen Sponsor - \$2,500</p> <p><input type="checkbox"/> ICMA Conference Bag Insertion Advertising - \$1,300</p> <p>SOLD Platinum Sponsorship - \$29,000</p> <p>SOLD Gold Sponsor (Limit 2 Sponsors) - \$21,000</p> <p><input type="checkbox"/> Silver Sponsor (2 Available) - \$14,000</p> <p><input type="checkbox"/> Monday Welcome Reception, or Tuesday Evening Reception Sponsor - \$11,300</p>	<p><input type="checkbox"/> Opening Lunch Buffet Sponsor - \$6,500</p> <p><input type="checkbox"/> Internet Café Sponsor - \$6,300</p> <p><input type="checkbox"/> WiFi Service Provider - \$5,200</p> <p><input type="checkbox"/> Opening Breakfast Sponsor - \$5,000</p> <p><input type="checkbox"/> Second/Third Day Lunch Sponsor - \$4,600</p> <p><input type="checkbox"/> Conference Track Sponsor – Full Day: \$4,600 Half Day: \$3,100</p> <p><input type="checkbox"/> Charging Station Sponsor - \$4,500</p> <p><input type="checkbox"/> Digital Signage Sponsor - \$4,500</p> <p><input type="checkbox"/> Break Host Sponsor – Full Day: \$3,800 Single Break: \$3,100</p> <p><input type="checkbox"/> Second/Third Day Breakfast Sponsor - \$3,500</p> <p><input type="checkbox"/> New Exhibit Option: Turnkey Exhibition Kiosk Space - \$3,500</p> <p><input type="checkbox"/> Reception Beverage Host - \$1,300</p> <p><input type="checkbox"/> Conference Program Advertising - \$2,100 full page, \$900 half page</p>
---	--

Payment in full must be received when contract is signed. Payment can be made by credit card right online in ICMA's Online Store, or by check or wire. Currency amounts are in US dollars. Submitting this form confirms your sponsorship. No cancellations / refunds since the publicity will have already begun.

Cancellation & Payment Policy: This document serves as a contract. All Sponsorship requests are final. Execution of this Agreement Form signifies assumption of legal responsibility to pay for all Sponsorships as stipulated on the Form.