Supplier Recognition Program
Supplier Recognition Program

ICMA’s recognition program is a way to showcase suppliers who make a significant investment in the association. It’s our Supplier members that help ensure our education and other benefits continue to bring tremendous value and impact to Manufacturers and Personalizers, keeping them on the leading edge of card manufacturing and personalization.

Suppliers: There are many ways to get your marketing message out through ICMA!
The choice is yours – whether it’s advertising in Card Manufacturing magazine, website or e-newsletters, exhibiting at our annual Card Manufacturing & Personalization EXPO or our CardTREX regional events, virtual events, or sponsoring the EXPO.

So What’s the Next Step?
Review our opportunities – check off what you are interested in on the ICMA Supplier Checklist, and if your total commitment through advertising, exhibiting or sponsorship in the upcoming calendar year is at the levels below, you will receive the valuable recognition and visibility as listed throughout the year! Visibility levels can be achieved at any time during the year and do not need to be confirmed at the beginning of the year. The earlier your company signs up for these marketing opportunities, the more you can take advantage of the expanded company visibility through ICMA.

<table>
<thead>
<tr>
<th>DIAMOND SUPPLIER MEMBER</th>
<th>PLATINUM SUPPLIER MEMBER</th>
<th>GOLD SUPPLIER MEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>If your company invests $20,000 or more in combined marketing dollars (through sponsorship, exhibiting or advertising) you will be designated a Diamond Supplier member and will receive the following throughout 2021:</td>
<td>If your company invests $15,000 in combined marketing dollars (through sponsorship, exhibiting or advertising) you will be designated a Platinum Supplier member and will receive the following throughout 2021:</td>
<td>If your company invests $10,000 in combined marketing dollars (through sponsorship, exhibiting or advertising) you will be designated a Gold Supplier member and will receive the following throughout 2021:</td>
</tr>
<tr>
<td>- Year-round prominent logo placement as a Diamond Supplier Member in Card Manufacturing magazine</td>
<td>- Year-round preferred logo placement as a Platinum Supplier Member in Card Manufacturing magazine</td>
<td>- Year-round logo placement as a Gold Supplier Member in Card Manufacturing magazine</td>
</tr>
<tr>
<td>- Year-round prominent logo placement as a Diamond Supplier Member on the ICMA website and ICMA e-newsletters InBrief and Inside</td>
<td>- Year-round preferred logo placement as a Platinum Supplier Member on the ICMA website and ICMA e-newsletters InBrief and Inside</td>
<td>- Year-round logo placement, as a Gold Supplier Member on the ICMA website and ICMA e-newsletters InBrief and Inside</td>
</tr>
<tr>
<td>- Half page company spotlight in Card Manufacturing magazine in issue of company’s choice</td>
<td>- 100 word company spotlight in Card Manufacturing magazine in issue of company’s choice</td>
<td>- Tagline use of: ICMA Gold Supplier, including receiving a button to use in your marketing material</td>
</tr>
<tr>
<td>- Tagline use of: ICMA Diamond Supplier, including receiving a button to use in your marketing material</td>
<td>- Tagline use of: ICMA Platinum Supplier, including receiving a button to use in your marketing material</td>
<td>- Recognized at ICMA’s Card Manufacturing &amp; Personalization EXPO</td>
</tr>
<tr>
<td>- Recognized at ICMA’s Card Manufacturing &amp; Personalization EXPO</td>
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<td>- Ribbon on the organization’s attendee badges at the EXPO</td>
</tr>
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<td>Note: The recognition listed above is in addition to any recognition you receive as part of exhibiting or EXPO sponsorships.</td>
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</tbody>
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MARKETING CHECKLIST

So what ICMA opportunities will your company take advantage of for your 2021 marketing budget?

Remember, if the total combined investment adds up to the Diamond ($20,000), Platinum ($15,000) or Gold ($10,000) levels listed, you will receive exceptional added visibility in ICMA at the level for which you qualify throughout all of 2021!

Please select all items that you are interested in securing with ICMA at this time and return this form to ICMA by email at info@icma.com or fax to 1-609-799-7032. All items checked will be invoiced separately.

Advertisements

<table>
<thead>
<tr>
<th>Print Ad Size</th>
<th>1x</th>
<th>4x</th>
<th>Magazine Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$2270</td>
<td>$2160</td>
<td>$1135</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1510</td>
<td>$1405</td>
<td>$755</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1190</td>
<td>$1090</td>
<td>$595</td>
</tr>
</tbody>
</table>

E-newsletter:

- E-news Banner ads: $525 per issue
- Website Banner ads: $1045/$790

Sub-Total, Advertising: _______ x $__________

Exhibiting

Annual EXPO Exhibit (March 29-April 1, 2021)
____ Early Deadline $3975       ____ Regular Deadline $4175

CardTREX Regional Events Tabletop Exhibits (Dates and locations to be announced)
____ $975   ____ $875 each exhibiting at both CardTREX events

Sub-Total, Exhibiting: $________

2021 Card Manufacturing & Personalization EXPO Sponsorships

- Full Meeting Sponsor – $12,000
- EXPO Shirt Sponsor – $9,500
- Exclusive Élan Dinner Sponsor – $7,500
- Anniversary Giveaway Sponsor – $5,000
- WiFi Service Sponsor – $4,500
- Mobile App Sponsor – $4,500
- Welcome Reception Sponsor – $4,500
- Monday Networking Reception Sponsor – $4,500
- Charging Station Sponsor – $4,500
- EXPO Keynote Sponsor – $4,500
- Badge Lanyard Sponsor – $3,500
- Regi-ception Sponsor – $3,500
- Breakfast or Lunch Sponsor – $3,500
- Monday Night Reception Specialty Drink Station Sponsor – $3,500
- Élan Dinner Specialty Drink Station Sponsor – $3,500
- Hotel Keycard Sponsor – $3,000
- Pen Sponsor – $3,000
- Hydration Station Sponsor – $2,500
- Élan Dinner Entertainment Sponsor – $2,000
- Speed Networking Prize Sponsor – $1,500
- ICMA Showcase Advertising – $1,300
- EXPO Program Advertising – $1,500 full page, $1,000 half page

Sub-Total EXPO Sponsorship: ________

Grand Total: ________
By signing below, you confirm the marketing opportunities as identified. After marketing opportunities have been identified, you will be sent a separate contract and an invoice for your marketing opportunities that were selected. Membership dues must remain current to be eligible for the program.

Visibility levels can be achieved at any time during the year and do not need to be confirmed at the beginning of the year. The earlier your company signs up for these marketing opportunities, the more you can take advantage of the expanded company visibility through ICMA.

**Cancellation & Payment Policy:** This document serves as a contract. Execution of this Agreement signifies assumption of legal responsibility to pay for all marketing items as stipulated on the Form. There will be no cancellations of the items chosen above since marketing of your sponsorship level will have already begun. In some cases, requested substitutions will be considered if not resulting in a reduction of investment level.

Name: __________________________________________________________

Company: __________________________________________________________

Signature: __________________________________________ Date: ________________