



November 4-5, 2020

A Dynamic Virtual Event for the Card Industry

- Educational Sessions
- Interactive Tradeshow
- Networking Opportunities

A Time to Reconvene and Reconnect

Event Information

Join us for ICMA's new event designed to bring together attendees, exhibitors, and speakers through a virtual platform. We are excited to bring you many of the benefits of our live events... *virtually* with a dynamic, interactive experience at *ICMA Connect*.

As an Exhibitor at *ICMA Connect*, you will have the opportunity to:

- **Build your brand** through a customized page on the *ICMA Connect* virtual platform, as well as additional exposure through the ICMA website and eblasts. Review the options below and select the package which is best for you to build your brand exposure.
- **Reach your target audience** and engage with card industry attendees through video chat, instant message and resource sharing through the virtual platform.
- **Display your expertise** by taking advantage of opportunities to take the main stage and speak to your organization's value in front of all attendees, both streamed live and available on demand.

Exhibitor Packages

Premier Exhibitor Package: \$2,750

(Members Only) Capacity for Premier level packages is limited; reserve your space early.

Registration Includes:

- One customized exhibitor page with virtual booth within the *ICMA Connect* virtual platform.

Features:

- Live video chat available with all conference attendees throughout the duration of the event.
- Customized exhibitor page within the *ICMA Connect* virtual platform including options for custom text, logo, video, and resources downloadable to attendees.
- Option to break out into private chats within the virtual booth.
- Option for attendee to schedule meetings via appointment.
- Instant messaging feature within the *ICMA Connect* virtual platform.
- Access to all *ICMA Connect* programming for registered attendees.

Additional Exposure:

- Option to participate in the *Rapid Fire Exhibitor Talks* which allows for a short presentation to highlight your organization on the main stage and help drive traffic to your virtual exhibit booth.
- Featured on the *ICMA Connect* page on the ICMA website.
- Featured in ICMA eblasts related to *ICMA Connect*.

Exclusive Premier Exhibitor Benefits

- **Three** registrations for *ICMA Connect* with the ability to manage the virtual exhibit booth, field online chats, and participate in all programming and networking sessions. **(\$1,185 value)**
- **Three-minute showcase** on the virtual main stage – your presentation will be featured within the event agenda and available to all attendees live and on demand post-event.
- Top-tier featured logo placement on website and event pages.
- Pre-event Exhibitor Spotlight eblast to ICMA's card industry distribution list.

General Exhibitor Package: \$1,750 Members, \$2,450 Non-Members

Registration Includes:

- One customized exhibitor page with virtual booth within the *ICMA Connect* virtual platform.
- **Two (\$790 value)** representative registrations for *ICMA Connect* with the ability to manage the virtual exhibit booth, field online chats, and participate in all programming and networking sessions.
- Option for attendee to schedule meetings via appointment.
- Instant messaging feature within the *ICMA Connect* virtual platform.
- Access to all *ICMA Connect* programming for registered attendees.

Features:

- Live video chat available with all conference attendees throughout the duration of the event.
- Customized exhibitor page within the *ICMA Connect* virtual platform including options for custom text, logo, video, and resources downloadable to attendees.
- Option to break out into private chats within the virtual booth.

Additional Exposure:

- Option to participate in the *Rapid Fire Exhibitor Talks* which allows for a short presentation to highlight your organization on the main stage and help drive traffic to your virtual exhibit booth.
- Featured on the *ICMA Connect* page on the ICMA website.
- Featured in ICMA eblasts related to *ICMA Connect*.

Additional Opportunities

General Sponsorship: \$895

In addition to your exhibit package, there are more opportunities to promote your company to not only *ICMA Connect* attendees, but all ICMA members and visitors to the website. Please note, sponsorship includes the options below and is a separate opportunity from the exhibitor packages. You are welcome to take advantage of both.

Sponsorship offers the following opportunities:

- **One (1)** representative registrations for *ICMA Connect*.
- Logo acknowledgment and link to company website through the following:
 - Sponsor page within the *ICMA Connect* virtual platform
 - ICMA website
 - Eblasts related to *ICMA Connect*
 - *InBrief* newsletter
 - *Inside ICMA* newsletter
 - *Card Manufacturing Magazine*
- Recognition by event chair during *ICMA Connect* programming and on slide show during session breaks.

— Questions —

To secure your exhibit or sponsorship or for more information, contact [Diane Webster-Sweeney](#) from the ICMA headquarters team.