



May 13-16, 2024

Renaissance Orlando at SeaWorld
Orlando, Florida

EXHIBIT & SPONSORSHIP

ICMA is committed to advancing the global card industry—today and in the future. That's why strategy, innovation, profitability and leadership are the focus of our annual Card Manufacturing & Personalization EXPO.

Face-to-face marketing at the world's only card-focused event is still considered the best way to reach and engage with top decision-makers in the card industry. Check out the exhibit and sponsorship opportunities we have at the EXPO that will help you build your brand, launch your products and remain top of mind with your target market.

WHO WILL ATTEND?

The ICMA EXPO draws more than 350 card industry professionals from across the globe. Attendees include executives and managers of card manufacturing companies, personalizers, suppliers, card payment brands, bank issuers, retail issuers, consulting firms and more.



RESERVE EXHIBIT BOOTH SPACE

Providing an unparalleled opportunity to engage a captive audience of high-level decision makers, the Exhibit Hall is the place where the industry's most influential buyers gather to see the latest and greatest in card industry equipment and services. They seek out new technology and products to make their businesses more productive and profitable.

An Exhibit Booth is a solid, high-quality investment of your marketing dollars that yields exceptional value and positive results. Prepare to build brand awareness, expand market share, collect leads and increase profits.



FEE STRUCTURE:

Single Booth

Members:

\$4,575 USD – by December 31, 2023

\$4,775 USD – after December 31, 2023

Non-Members:

\$5,375 USD – by December 31, 2023

\$5,575 USD – after December 31, 2023

Double Booth (2 spaces)

Members:

\$9,150 USD – by December 31, 2023

\$9,550 USD – after December 31, 2023

Non-Members:

\$10,750 USD – by December 31, 2023

\$11,150 USD – after December 31, 2023



WHAT'S INCLUDED:

- Two (2) complimentary registrations to the full conference
- A single 10-foot-by-10-foot booth with ID signage, a skirted table, two chairs, wastebasket
- Exhibitor profile through our interactive floor plan leading up to the EXPO
- A 100-word product listing in the Mobile App
- Listings in *Card Manufacturing* magazine and on ICMA.com
- A 25% discount on the early event registration fee for any additional booth staff
- An "I'm Exhibiting" graphic to use in your marketing and social media campaigns

BECOME AN EXHIBITOR:

- To reserve exhibit space, visit <https://icma.com/icma-expo/exhibits-sponsorship>.



SELECT A SPONSORSHIP LEVEL

Event sponsorships provide premium marketing exposure to a targeted group of card manufacturing professionals and companies when they are actively evaluating products and services. ICMA's industry-leading event offers a wide variety of ways to reach these highly qualified buyers, build brand recognition and generate targeted leads.



PREMIER CARD LEVEL SPONSORSHIP
Full Meeting Sponsor (Exclusive Opportunity)
\$12,000



ELITE CARD LEVEL SPONSORSHIP
Water Bottles and Hydration Stations Sponsor (Exclusive Opportunity)
\$8,000



PLATINUM CARD LEVEL SPONSORSHIP PACKAGES
Sponsors at this level receive exclusive branding of dining and reception events during the EXPO and more.
\$3,500-\$5,000



SIGNATURE CARD LEVEL SPONSORSHIP PACKAGES
Enjoy a targeted sponsorship that will showcase your brand to attendees.
\$1,500-\$4,000



PREMIER CARD LEVEL SPONSORSHIP PACKAGE

As our highest-level sponsorship, the Premier Card Level Sponsor enjoys prominent brand exposure at the EXPO. As the full meeting sponsor, your company gets top branding on all ICMA EXPO advertisements, marketing and promotional campaigns. Your company also receives exclusive logo placement on the event shirts, which are a longstanding traditional giveaway at the EXPO.



MARKETING BENEFITS:

- Premier logo placement on EXPO signage and all EXPO advertising and materials
- Banner ad placement in the event Mobile App
- Logo and company description in the event Mobile App

ADDITIONAL BENEFITS:

- Two (2) full conference registrations.
- Two-minute EXPO audience welcome remarks during General Session



ELITE CARD LEVEL SPONSORSHIP PACKAGE

Sponsors will have the opportunity to customize and brand a water bottle giveaway. This sponsorship level also includes branded signage next to hydration stations located in the exhibit hall and branded tent cards on the tables where attendees enjoy meals. Sponsors will have the option to provide branded bottles (contact ICMA Headquarters for pricing) to re-use throughout the EXPO.



ELITE CARD LEVEL SPONSORSHIP
Water Bottles and Hydration Stations Sponsor (Exclusive Opportunity)

\$8,000



MARKETING BENEFITS:

- Premier placement on EXPO signage and all EXPO advertising and materials
- Exclusive logo placement on water bottle and hydration stations
- Logo and company description in the event Mobile App

ADDITIONAL BENEFITS:

- One (1) full conference registration



PLATINUM CARD LEVEL SPONSORSHIP PACKAGES

Sponsors at this level receive exclusive branding of dining and reception events during the EXPO and more.

Marketing Benefits:

- Placement on EXPO signage and all EXPO advertising and materials
- Logo and company description in the event Mobile App



PLATINUM CARD LEVEL SPONSORSHIP PACKAGES

Sponsors at this level receive exclusive branding of dining and reception events during the EXPO and more.

\$3,500-\$5,000



Networking Reception Sponsor - \$5,000/each

Receive exclusive branding of signage at the bar entrance, napkins and drink tickets. Your organization will also be recognized as the company that offers attendees a specialty drink at our themed networking reception.

- Monday Night Opening Reception (Exclusive Opportunity)
- Tuesday Night Reception (Exclusive Opportunity)
- Élan Night Reception (Exclusive Opportunity)

Mobile App Sponsor - \$5,000

Put your company's brand and message right in attendees' hands with a Mobile App Sponsorship! Sponsorship includes splash screen logo when App is launched, one banner ad display, a highlighted sponsor listing and one push notification from the Mobile App on one conference day. Attendees will have the ability to access session content, a schedule of events, exhibitor listings, all general event information and a map of the exhibit hall floor plan using their mobile devices.



PLATINUM CARD LEVEL SPONSORSHIP PACKAGES

(Continued)

EXPO Keynote Sponsor - \$4,500 (Exclusive Opportunity)

Inspire attendees with this Opening Keynote Sponsorship! Your company would be identified as the exclusive sponsor to lead off the meeting with branded signage as attendees enter the meeting room. This sponsor will also have the opportunity to introduce the keynote speaker.

Charging Station Sponsor - \$4,500

Get remarkable onsite visibility by sponsoring the ICMA Charging Station. As the exclusive sponsor, in addition to signage, your company will be noticed with your logo on the branded station panels while attendees charge up for the day or during the breaks and meals.

Badge Lanyard Sponsor - \$4,000 (Exclusive Opportunity)

Our most popular sponsorship! Each EXPO attendee will receive a lanyard featuring the sponsor's logo or company name. Along with signage in the registration area, imagine every ICMA attendee walking the floor promoting your organization by wearing your company logo throughout the EXPO!

Breakfast or Lunch Sponsor - \$3,500

Along with signage at the entrance to the hall and at the buffet stations, we'll also provide tent cards with your logo at every table. This sponsor will have the opportunity to be the host to all attendees on a day of their choice in the exhibit hall.



SIGNATURE CARD LEVEL SPONSORSHIP PACKAGES

Enjoy a targeted sponsorship that will showcase your brand to attendees.

Marketing Benefits:

- Placement on EXPO signage and all EXPO advertising and materials
- Logo and company description in the event Mobile App



SIGNATURE CARD LEVEL SPONSORSHIP PACKAGES

Enjoy a targeted sponsorship that will showcase your brand to attendees.

\$1,500-\$4,000



Hotel Keycard Sponsor - \$4,000 (Exclusive Opportunity)

Be the brand every attendee sees when they check in and every time they enter their hotel room. This sponsorship will stay with every attendee throughout the EXPO!

Pen Sponsor - \$3,000 (Exclusive Opportunity)

Show your support by sponsoring the official EXPO Pen! Each attendee will receive this branded item during registration and will use it throughout the event as they meet new people and take notes.

Élan Dinner Entertainment Sponsor - \$2,500

In addition to branded signage leading into the Élan Dinner, this sponsorship package includes branded signs by the music station.



SIGNATURE CARD LEVEL SPONSORSHIP PACKAGES

(Continued)

Speed Networking Prize Sponsor - \$1,500

This is your chance to be the company to draw the winning numbers and present the prizes to our card manufacturer and personalizer participants during the Speed Networking session on the Exhibition Floor.

ICMA Showcase Advertising - \$1,500

Place one branded item, such as a flyer or brochure, about your product or services on the central information table. Sponsor to provide 350 pieces to be delivered to the hotel 2 days prior to the event.

If you have an idea for your company that you would like to discuss which is not outlined in this brochure, please contact Michael Canino at mcanino@icma.com.



ICMA 2024 SPONSOR FORM

SEND COMPLETED SPACE RESERVATION FORM TO:

MICHAEL CANINO, OPERATIONS AND MEMBER EXPERIENCE MANAGER

Email: mcanino@icma.com

Phone: 609-297-5926

To reserve exhibit space, visit <https://icma.com/icma-expo/exhibits-sponsorship>.

Please complete the following mandatory information.

SPONSOR INFORMATION:

Sponsor Contact: _____

Company: _____

Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Telephone: _____

Email: _____

BILLING INFORMATION: (if different from sponsor information)

Billing Contact: _____

Company: _____

Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Telephone: _____

Email: _____

Sponsorship Selection:

*Exclusive Opportunity

PREMIER CARD LEVEL SPONSORSHIP

Full Meeting Sponsor* - \$12,000

ELITE CARD LEVEL SPONSORSHIP

Water Bottles & Hydration Stations* - \$8,000

PLATINUM CARD LEVEL SPONSORSHIP

Networking Reception Sponsor - \$5,000/each

Monday Night Opening Reception*

Tuesday Night Reception*

Élan Awards Reception*

Mobile App Sponsor - \$5,000

Charging Station Sponsor - \$4,500

EXPO Keynote Sponsor* - \$4,500

Badge Lanyard Sponsor* - \$4,000

Breakfast or Lunch Sponsor - \$3,500

Tuesday Breakfast*

Tuesday Lunch*

Wednesday Breakfast*

Wednesday Lunch*

Thursday Breakfast*

SIGNATURE CARD LEVEL SPONSORSHIP

Hotel Keycard Sponsor* - \$4,000

Pen Sponsor* - \$3,000

Élan Dinner Entertainment Sponsor - \$2,500

Speed Networking Prize Sponsor - \$1,500

ICMA Showcase Advertising - \$1,500

Total Sponsorship Cost: _____

Client Signature _____

ICMA Signature _____