

May 12-15, 2025

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, 2024

\$4,775 USD – after December 31, 2024

##### Non-Members:

\$5,975 USD – by December 31, 2024

\$6,175 USD – after December 31, 2024

#### Double Booth (2 spaces)

##### Members:

\$9,150 USD – by December 31, 2024

\$9,550 USD – after December 31, 2024

##### Non-Members:

\$11,650 USD – by December 31, 2024

\$11,950 USD – after December 31, 2024

### 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 company 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
- "I'm Exhibiting" graphics 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.

**BANK**

**PREMIER CARD LEVEL SPONSORSHIP**

Full Meeting Sponsor  
(Exclusive Opportunity)

**\$12,000**

VALID FROM      EXPIRES ENDS

CARDHOLDER NAME

**MEMBER**

**ELITE CARD LEVEL SPONSORSHIP**

Keynote Sponsor  
(Exclusive Opportunity)

**\$7,500**

*Gift Card*

**PLATINUM CARD LEVEL SPONSORSHIP PACKAGES**

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

**\$3,500-\$11,500**

**Signature**

**CARD LEVEL SPONSORSHIP PACKAGES**

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

**\$1,500-\$5,000**

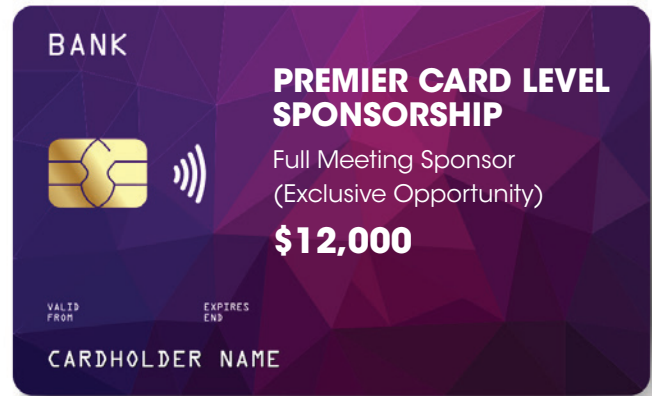
**William Lore**  
PROJECT MANAGER

ID NUMBER: 0923



## 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 mobile app used by all attendees.



### MARKETING BENEFITS:

- Premier logo placement on EXPO signage and all EXPO advertising and materials
- Exclusive branding of the event Mobile App
- Company listing in the event Mobile App
- "I'm Sponsoring" graphics to use in your marketing and social media campaigns

### ADDITIONAL BENEFITS:

- Two (2) full conference registrations.
- Two-minute EXPO audience welcome remarks during General Session
- One branded pre-event eblast to attendees
- One branded post-event eblast to attendees
- Mobile app sponsorship including one push notification from the mobile app on one conference day



## ELITE CARD LEVEL SPONSORSHIP PACKAGE

Sponsor our Keynote Speaker who is sure to inspire EXPO attendees and leave them feeling empowered with actionable takeaways! This sponsorship level includes a speaker introduction, exclusive logo placement on keynote session signage, as well as logo placement on additional EXPO signage and marketing materials.



### MARKETING BENEFITS:

- Logo placement on EXPO signage and all EXPO advertising and materials
- Logo and company description in the event Mobile App
- "I'm Sponsoring" graphics to use in your marketing and social media campaigns

### ADDITIONAL BENEFITS:

- One (1) full conference registration
- Speaker introduction
- Branded signage at keynote session
- One branded pre-event eblast to attendees



## 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

*Gift Card*

### PLATINUM CARD LEVEL SPONSORSHIP PACKAGES

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

**\$3,500-\$11,500**

#### **Networking Reception Sponsor - \$11,500 for all or \$5,000/each (Exclusive Opportunity)**

- Monday Night Opening Reception
- Tuesday Night Reception
- Élan Night Reception

#### **ADDITIONAL BENEFITS:**

- Branded signage at bar
- Beverage napkins with company logo
- Branded drink tickets
- Specialty drink recognition
- "I'm Sponsoring" graphics to use in your marketing and social media campaigns

#### **Breakfast and Lunch Sponsor - \$5,000 for Tuesday or Wednesday bundle or \$3,500/each (Exclusive Opportunity)**

- Tuesday Breakfast
- Tuesday Lunch
- Wednesday Breakfast
- Wednesday Lunch

#### **ADDITIONAL BENEFITS:**

- Branded signage at buffet
- Tent cards with company logo at every table
- "I'm Sponsoring" graphics to use in your marketing and social media campaigns



## SIGNATURE CARD LEVEL SPONSORSHIP PACKAGES

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

Marketing Benefits:

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



### **Water Bottles and Hydration Station Sponsor - \$5,000 (Exclusive Opportunity)**

Sponsors will have the opportunity to customize and brand a water bottle giveaway. This sponsorship also includes branded signage next to hydration stations located throughout the exhibit hall.

### **Charging Station Sponsor - \$4,500 (Exclusive Opportunity)**

Get remarkable on-site 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 breaks and meals.

### **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!



## SIGNATURE CARD LEVEL SPONSORSHIP PACKAGES

(Continued)

### **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!

### **Pen/Notebook Sponsor - \$3,000 (Exclusive Opportunity)**

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

### **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 to Nicole Lauzon at [nlauzon@icma.com](mailto:nlauzon@icma.com).*





# ICMA 2025 SPONSOR FORM

SEND COMPLETED SPACE RESERVATION FORM TO:  
 NICOLE LAUZON, MEMBERSHIP & PROJECT MANAGER  
 Email: [nlauzon@icma.com](mailto:nlauzon@icma.com)  
 Phone: 1-609-799-4900 ext. 1  
 To reserve exhibit space, visit  
<https://icma.com/icma-expo/exhibitsponsorship>.

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**

Keynote Sponsor\* - \$7,500

**PLATINUM CARD LEVEL SPONSORSHIP**

Networking Reception Sponsor - \$11,500 for all or \$5,000/each

- Monday Night Opening Reception\*
- Tuesday Night Reception\*
- Élan Awards Reception\*

Breakfast and Lunch Sponsor\* - \$5,000 per Tuesday or Wednesday bundle or \$3,500 each

- Tuesday Breakfast\*
- Tuesday Lunch\*
- Wednesday Breakfast\*
- Wednesday Lunch\*

**SIGNATURE CARD LEVEL SPONSORSHIP**

Water Bottles & Hydration Station Sponsor\* - \$5,000

Charging Station Sponsor\* - \$4,500

Badge Lanyard Sponsor\* - \$4,000

Hotel Keycard Sponsor\* - \$4,000

Pen & Notebook Sponsor\* - \$3,500

ICMA Showcase Advertising - \$1,500

**SOLD**

Total Sponsorship Cost: \_\_\_\_\_

Client Signature \_\_\_\_\_ ICMA Signature \_\_\_\_\_