



SECURE. PERSONAL. ESSENTIAL.
CARDS AT THE CORE

April 19-22, 2026 | Orlando, Florida

ENGAGEMENT OPPORTUNITIES KIT



Maximize Your Engagement at the ICMA EXPO

The ICMA EXPO is the premier global event for the card manufacturing industry, bringing together leading innovators, decision-makers and suppliers shaping the future of cards.

As the only event dedicated exclusively to card manufacturing and personalization, the EXPO provides unmatched opportunities to showcase your products, build partnerships and strengthen your brand presence among a highly targeted audience.

Exhibiting and sponsoring at the ICMA EXPO places your company at the center of innovation, collaboration and industry growth. Whether your goal is to launch new products, connect with strategic partners or gain international exposure, the EXPO is where it all happens.

RENAISSANCE ORLANDO AT SEAWORLD

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• Why Engage in 2026

- Connect directly with key decision-makers across every segment of the card industry
- Showcase your innovations to an engaged, global audience
- Build partnerships and expand your market reach through focused networking and visibility

Each year, the ICMA EXPO attracts more than 350 professionals from around the world, including executives and managers from card manufacturers, personalizers, issuers, suppliers, consulting firms and other key industry stakeholders.

• Enhanced 2026 Benefits

The 2026 ICMA EXPO introduces new ways to stand out and engage:

- Expanded engagement opportunities through new sponsor, exhibit and advertising packages
- Increased visibility before, during and after the event across ICMA's marketing channels
- Marketplace experiences that connect exhibitors and attendees through live demos, interactive displays and networking lounges
- Premium branding placements across event signage, digital platforms and attendee materials

**POSITION YOUR COMPANY AT THE HEART OF INNOVATION—
WHERE THE WORLD OF CARDS CONNECTS.**

• Exhibit at the 2026 ICMA EXPO— Where Innovation Meets Opportunity

Step into the spotlight at the 2026 ICMA EXPO, the premier global event for the card manufacturing industry. Exhibiting at the EXPO gives your company direct access to the decision-makers, buyers and innovators shaping the future of cards.

From high-level executives to technical specialists, attendees come ready to explore new solutions, build partnerships and discover what's next. As an exhibitor, you'll have the opportunity to showcase your products, share your expertise and connect with a global audience in an environment built for collaboration and growth.

With enhanced visibility, exclusive networking opportunities and a diverse international audience, exhibiting at the ICMA EXPO is the most impactful way to grow your brand and strengthen your position at the core of the industry.

	MEMBER PRICING	NON-MEMBER PRICING
Early (Before December 31, 2025)	\$4,575 (single booth)	\$5,975 (single booth)
Early (Before December 31, 2025)	\$9,150 (double booth)	\$11,650 (double booth)
Regular (As of January 1, 2026)	\$4,775 (single)	\$6,175 (single booth)
Regular (As of January 1, 2026)	\$9,550 (double booth)	\$11,950 (double booth)

What's Included:

- Two full conference registrations
- 10x10 booth with ID signage, table, chairs, wastebasket
- Company listing (Mobile App, *EXPO Insider*, website)
- Discounted additional registration (25%)
- Social media and marketing toolkit

To Book Your Exhibit and Small Business Marketplace Space, [Visit Exhibitors - ICMA](#).

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• Small Business Marketplace

New for 2026, the Small Business Marketplace (SBM) offers emerging companies in the card manufacturing sector a unique opportunity to participate in the ICMA EXPO. This program is open to businesses operating for fewer than three years that have never previously exhibited at the EXPO.

Located within the main EXPO Hall, the Marketplace features six tabletop display spaces available on a first-come, first-served basis.

Each tabletop package includes:

- One full conference registration
- 6-ft table, chair and wastebasket
- Company listing in the EXPO mobile app, *EXPO Insider* and website
- 25% discount on additional registrations
- Social media and marketing toolkit

	MEMBER PRICING	NON-MEMBER PRICING
Early (Before December 31, 2025)	\$3,075	\$3,775
Regular (As of January 1, 2026)	\$3,275	\$3,975

To Book Your Exhibit and Small Business Marketplace Space, Visit Exhibitors - ICMA.



• **Sponsor the 2026 ICMA EXPO—** **Where Visibility Becomes Influence**

Sponsorship at the ICMA EXPO is the most powerful way to elevate your brand and connect directly with global decision-makers in the card manufacturing industry. As a sponsor, your company gains high-impact visibility before, during and after the event through digital, print and on-site exposure—ensuring your message reaches the right audience at every touchpoint.

Whether you're looking to launch a new product, reinforce brand leadership or build relationships, ICMA EXPO sponsorship delivers unmatched value through targeted engagement and recognition across all event platforms.

Benefits of Sponsorship:

- Premium brand visibility across digital and onsite channels
- Direct engagement with key industry influencers and buyers
- Opportunities for live presentations and product showcases
- Exclusive alignment with ICMA's global reputation for innovation and excellence

Position your company at the center of the conversation—where the card industry connects, collaborates and grows.

All sponsors* receive the following benefits:

- One 20-minute presentation on the NEXUS Stage to showcase your company's innovations or thought leadership
- Verbal recognition during Opening Remarks at the ICMA EXPO
- Prominent logo placement on event signage, digital platforms and all EXPO marketing materials
- Company logo and profile featured on the official EXPO website
- Sponsor designation and listing in the event mobile app and *EXPO Insider*
- Social media and marketing toolkit

**All sponsorship opportunities are exclusive*

• **Lead the Conversation.**

Inspire the Industry.

Keynote Sponsor – \$7,500

Take center stage as the exclusive sponsor of the ICMA EXPO Opening Keynote, which is the most anticipated session of the event. This is your moment to command the attention of industry leaders, innovators and decision-makers as they gather to launch the EXPO.

Your brand will be front and center, featured across pre-event promotions, opening session visuals and live on stage, reinforcing your company's reputation as a driving force for innovation and leadership in the global card industry.

Sponsorship Includes:

- A video presentation during the opening session
- A 2-minute live introduction to welcome attendees
- Recognition during the keynote introduction
- One 20-minute presentation on the NEXUS Stage
- Two full conference registrations



• **Connecting People.** **Powering Experiences.**

Position your brand where innovation, networking and engagement converge. The NEXUS Stage, Networking Lounge and Connection Zone each offer exclusive, high-visibility sponsorship opportunities designed to place your company at the center of the EXPO experience. Whether you're showcasing thought leadership on stage, fostering connections in a vibrant lounge or facilitating meaningful interactions in the Connection Zone, these platforms ensure your brand stands out as a driving force in the future of card technology and industry collaboration.

NEXUS Stage – \$8,500

Position your brand at the center of the EXPO floor as the NEXUS Stage Sponsor. As the exclusive sponsor, your company takes the spotlight—gaining visibility every time the NEXUS Stage comes to life. This high-energy hub hosts live presentations, product spotlights and tech talks throughout the event, drawing continuous traffic and engagement from attendees eager to discover what's next in card technology.

The NEXUS Stage is the ultimate platform to showcase innovation, thought leadership and industry expertise while keeping your brand front and center during the most talked-about moments of the EXPO.

Sponsorship Includes:

- One 20-minute presentation on the NEXUS Stage
- Two full conference registrations
- Branded signage and title recognition on the NEXUS Stage



Networking Lounge – \$7,500

Be at the heart of connection and conversation by sponsoring the Networking Lounge. Located in a prime area of the EXPO floor, this inviting space offers attendees a comfortable place to meet, recharge and collaborate throughout the event. Designed with stylish seating, café tables and branded light towers, the lounge naturally attracts continuous foot traffic and meaningful interactions.

As the exclusive sponsor, your company will be synonymous with networking and hospitality—gaining premium visibility and recognition as attendees gather, connect and build relationships across the global card industry.

Sponsorship Includes:

- One 20-minute presentation on the NEXUS Stage
- Two full conference registrations
- Branded lounge signage and light tower display prominently featuring your logo

The Connection Zone – \$5,500

Capture the spotlight in the heart of the EXPO floor by sponsoring the Connection Zone. This central hub is thoughtfully designed to facilitate connection, collaboration and conversation—complete with inviting seating and a warm layout where attendees naturally gather and engage.

As the exclusive sponsor of this high-traffic networking space, your company becomes synonymous with meaningful interaction and industry engagement every time attendees pause, meet and share ideas in this dedicated area.

Sponsorship Includes:

- One 20-minute presentation on the NEXUS Stage
- One full conference registration
- Prominent logo placement on signage throughout the Connection Zone

• Fuel Connections at the Core of the EXPO

Fuel engagement and connection throughout the EXPO with premium hospitality sponsorships designed to keep attendees energized, refreshed and inspired. From morning coffee to evening celebrations, the Recharge Coffee Bar, Breakfast Sponsor, Lunch Sponsor and Élan Awards Dinner opportunities place your brand at the center of the event's most social and memorable moments. Each exclusive sponsorship offers high-impact visibility, helping your company stand out as a generous host and key supporter of networking, collaboration and industry excellence.

Recharge Coffee Bar – \$5,000

Energize the EXPO by sponsoring the Recharge Coffee Bar. This high-traffic destination, featuring a professional barista, attracts attendees eager to enjoy expertly crafted lattes, espressos and other specialty beverages.

Your brand will be synonymous with energy, connection and hospitality as you help attendees recharge and refocus between sessions.

Sponsorship Includes:

- One 20-minute presentation on the NEXUS Stage
- Branded signage at the coffee station
- Coffee bar branding with your company name in the EXPO Hall

Breakfast Sponsor (3 Days) – \$5,000

Start each day in the spotlight as the Breakfast Sponsor. Each morning, attendees gather to fuel up and network, giving your company consistent exposure during one of the EXPO's most social times.

Be recognized for supporting the connections that set the tone for each day's success.

Sponsorship Includes:

- One 20-minute presentation on the NEXUS Stage
- Branded buffet signage
- Table tent cards featuring your logo at every table

Lunch Sponsor (2 Days) – \$5,000

Attendees gather midday to share insights and network in a relaxed setting, making lunch one of the highest-traffic events of the EXPO.

Your brand will stand out as you help bring the industry together over great food and conversation.

Sponsorship Includes:

- One 20-minute presentation on the NEXUS Stage
- Branded buffet signage
- Table tent cards featuring your logo at every table

Élan Awards Dinner – \$5,000

This prestigious event draws top leaders and innovators for an evening of recognition and networking.

As the exclusive dinner sponsor, your brand will be front and center during one of the EXPO's most memorable experiences.

Sponsorship Includes:

- One 20-minute presentation on the NEXUS Stage
- Branded signage throughout the dinner venue
- Table tent cards featuring your logo on every table
- Recognition during the Élan Awards presentation

Reception Sponsor – \$2,500 Each

Choose from three opportunities—the Welcome Reception, Happy Hour or Élan Award Reception—each offering a unique atmosphere to showcase your brand.

Position your company at the center of the event's most social and memorable experiences while engaging directly with leading industry professionals.

Each Sponsorship Includes:

- One 20-minute presentation on the NEXUS Stage
- Branded signage displayed prominently at the reception bar
- Custom drink tickets and napkins featuring your company logo
- Recognition as the sponsor of a specialty signature cocktail

• **Visibility That Connects.**

Recognition That Lasts.

Maximize your brand visibility and engagement across every touchpoint of the EXPO with high-impact sponsorships that put your company front and center. The Lanyard Sponsor and Mobile App Sponsor opportunities offer powerful exposure—keeping your logo in attendees' hands. Through constant visibility, these sponsorships ensure your brand stays top-of-mind from arrival to the closing remarks.

Lanyard Sponsor – \$4,000

Be seen from the moment attendees arrive as the Lanyard Sponsor. Your logo will be prominently displayed on the badges worn by every attendee, exhibitor and speaker throughout the event.

It's continuous, highly visible branding that travels everywhere — ensuring your company stands out in every conversation, photo, and connection made during the EXPO.

Sponsorship Includes:

- One 20-minute presentation on the NEXUS Stage
- Branded lanyards distributed to all attendees

Mobile App Sponsor – \$4,000

Keep your company at the center of the EXPO experience as the Mobile App Sponsor. The official event app helps attendees navigate sessions, explore exhibitors and connect with peers, giving your brand constant exposure throughout the event.

With enhanced functionality and interactive features, this sponsorship positions your company as a tech-forward leader powering engagement from start to finish.

Sponsorship Includes:

- One 20-minute presentation on the NEXUS Stage
- Exclusive branding of the event mobile app
- Prominent logo placement on the app webpage
- One push notification sent to all attendees during the conference

● ICMA EXPO Insider— Be Seen Where the Industry Looks First.

The ICMA EXPO Insider is the official program and exhibitor guide for the ICMA EXPO and the most influential publication of the event. Distributed to every attendee on-site and available digitally worldwide, the Insider is the essential roadmap for navigating the EXPO.

Inside its pages, attendees find the complete conference agenda, exhibitor listings, floor plan, Élan Awards highlights and exclusive insights that shape their experience. From the first registration check-in to the final session, the ICMA EXPO Insider is the resource attendees return to again and again, keeping your brand front and center at every step.

Advertising in the ICMA EXPO Insider is more than exposure—it's influence. Your company will be seen by the decision-makers, innovators and leaders driving the global card manufacturing industry, ensuring your message reaches the right audience before, during and long after the EXPO.

Distribution: Provided to all EXPO attendees on-site and available digitally after the event, extending your visibility and reach far beyond the show floor.

Advertising Deadline: March 6

● Rates

AD PLACEMENT	NON-MEMBER RATE	MEMBER RATE	EXHIBITOR / SPONSOR RATE
Front inside cover	\$2,500	\$1,875	\$1,500
Back inside cover	\$2,500	\$1,875	\$1,500
Back cover	\$2,700	\$2,025	\$1,620
Full page	\$1,900	\$1,425	\$1,140
Half page	\$1,200	\$900	\$720

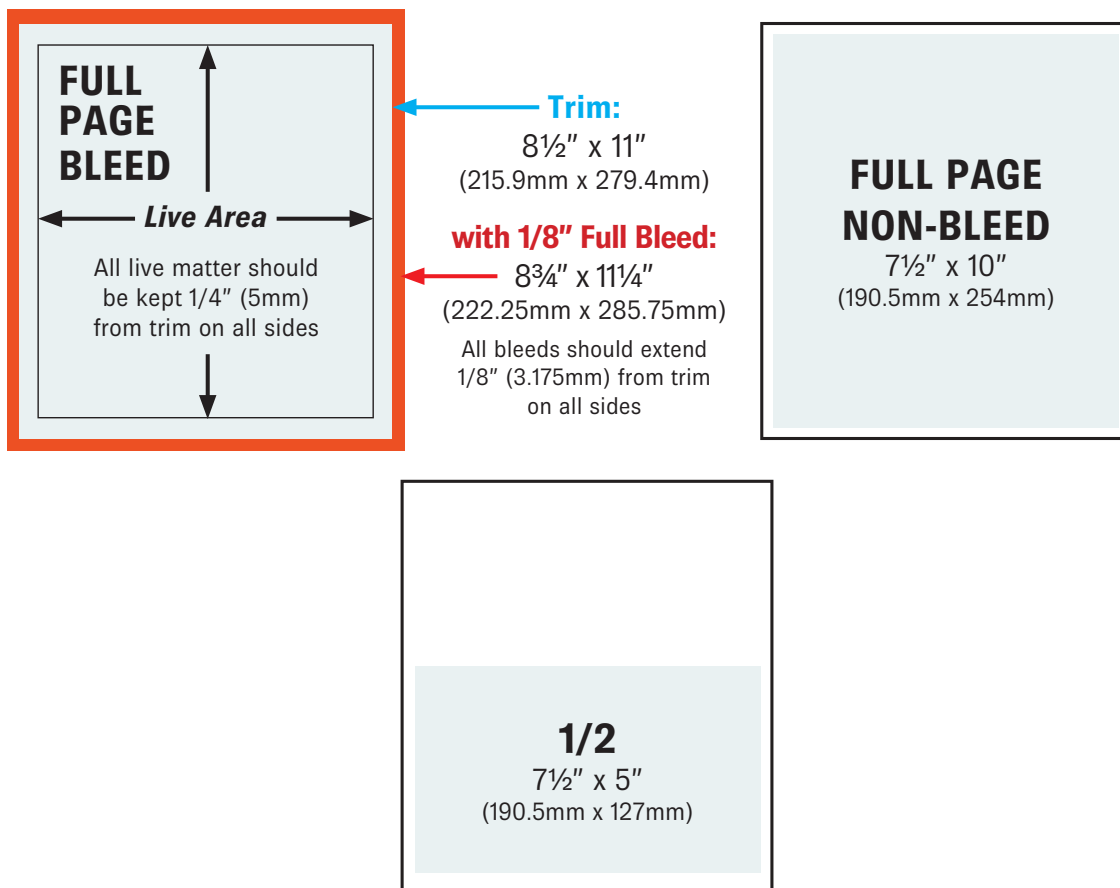
• Artwork Guidelines

The ICMA EXPO Insider is the official program and exhibitor guide for the ICMA EXPO and the most influential publication of the event. Distributed to every attendee on-site and available digitally worldwide, the Insider is the essential roadmap for navigating the EXPO.

1. Color ads submitted via FTP upload (25MB maximum size) to <https://cmasolutions.com/upload-artwork-cm/>.

- *The file must be one of the following formats: EPS, TIF, JPG or Press Optimized PDF. Be sure to include any fonts and images linked to your file. All photos and logos must be high resolution (300dpi).*

2. If we have not received your artwork by the published deadline, we reserve the right to use artwork submitted for a previous advertisement, or to cancel the ad.





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2026 ICMA EXPO Insertion Order (IO)

Sponsorship • Exhibit • Advertising Agreement

Please complete the following mandatory information and send to Donna Latham, dlatham@icma.com.

COMPANY INFORMATION

Company: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Telephone: _____ Fax: _____

Email: _____

ICMA Member ☐ Yes ☐ No New Exhibitor? ☐ Yes ☐ No

Company Name (as it should appear in print / digital listings): _____

EXHIBIT SELECTION

For Exhibit Booth Options and to Book Your Exhibit Space, Visit [Exhibitors - ICMA](#).

SMALL BUSINESS MARKETPLACE (SBM)

For SBM Options and to Book Your SBM Space, Visit [Exhibitors - ICMA](#).

SPONSORSHIP SELECTION

Premium Sponsorships

SPONSORSHIP	RATE	TOTAL
NEXUS Stage	\$8,500	
Networking Lounge	\$7,500	
Keynote Session	\$7,500	

Networking & Experience Sponsorships

SPONSORSHIP	RATE	TOTAL
Connection Zone	\$5,500	
Recharge Coffee Bar	\$5,000	
Breakfast (3 days)	\$5,000	
Lunch (2 days)	\$5,000	
Élan Awards Dinner	\$5,000	

Visibility Sponsorships

SPONSORSHIP	RATE	TOTAL
Lanyards	\$4,000	
Mobile App	\$4,000	
Reception* (per event) *Indicate which reception inside the TOTAL box	\$2,500	

Preferred Sponsorship (list): _____

Alternate Option (if unavailable): _____

ADVERTISING – ICMA EXPO INSIDER

AD PLACEMENT	NON-MEMBER RATE	MEMBER RATE	EXHIBITOR / SPONSOR RATE	TOTAL
Front inside cover	\$2,500	\$1,875	\$1,500	
Back inside cover	\$2,500	\$1,875	\$1,500	
Back cover	\$2,700	\$2,025	\$1,620	
Full page	\$1,900	\$1,425	\$1,140	
Half page	\$1,200	\$900	\$720	

Advertising Deadline: _____

☐ I will provide print ready artwork.

☐ I request design assistance (additional fee may apply).

PAYMENT INFORMATION

Total Amount Due: \$ _____

Payment Method: ☐ Check (payable to *International Card Manufacturers Association*)

☐ Credit Card ☐ Visa ☐ MasterCard ☐ AMEX

Card Number: _____ Exp. Date: ____ / ____ CVV: _____

Billing Zip/Postal Code: _____

Payment Terms:

Full payment due within 30 days of invoice or upon signing, whichever comes first.

Sponsorships, ads, and exhibit space will not be confirmed until payment is received.

AUTHORIZATION

By signing below, I acknowledge that I am authorized to commit my organization to the terms of this agreement and agree to abide by all ICMA EXPO participation guidelines.

Authorized Signature: _____

Printed Name: _____

Title: _____

Date: _____

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• Terms & Conditions

- 1. Acceptance:** This order becomes binding upon ICMA's written confirmation.
- 2. Cancellations:** Must be submitted in writing. Sponsorship and advertising refunds are subject to ICMA policy: 50% refund available through February 1, 2026; no refunds after that date.
- 3. Artwork & Materials:** Due by published deadlines. Late submissions may forfeit placement.
- 4. Exclusivity:** All sponsorships listed as exclusive are first-come, first-served.
- 5. Exhibit Space:** Booth assignment determined by ICMA based on availability.
- 6. Compliance:** Exhibitors and sponsors must comply with ICMA EXPO rules, venue regulations and brand standards.
- 7. Liability:** ICMA assumes no responsibility for loss, injury or damage to exhibitor property or personnel.
- 8. Promotion Rights:** ICMA reserves the right to use exhibitor/sponsor names and logos for event promotion.

SUBMIT COMPLETED FORM TO

Donna Latham, Advertising Sales Manager

Email: dlatham@icma.com | Phone: 609-297-2227

Submit Exhibit and SBM Bookings online at [Exhibitors - ICMA](#).



