



67TH IAPD ANNUAL CONVENTION

SPONSORSHIP MEDIA/DIGITAL OPPORTUNITIES

OCTOBER 23 – 26, 2023 • SAN DIEGO, CA USA

GENERATE MOMENTUM

BUILD YOUR BRAND

ATTRACT NEW CUSTOMERS!

TO RESERVE A SPONSORSHIP OR FOR MORE INFORMATION, CONTACT DAVE BLACKHURST
AT (913) 387-1116 OR DBLACKHURST@IAPD.ORG.

BECOME A SPONSOR OF THE 67TH IAPD ANNUAL CONVENTION

ALL SPONSORS RECEIVE THE CONVENTION SPONSOR RECOGNITION PACKAGE:

- Sponsor recognition in the *Convention Program Guide* given to all delegates
- Sponsor recognition on the IAPD Annual Convention website sponsorship page
- Sponsor recognition signage to be displayed at your connecX booth (exhibitors only)
- Sponsor recognition in the sponsorship section of the A/V presentation during the General Session
- Company logo in *Convention Program Guide* sponsorship section
- Badge ribbons identifying delegates as sponsors
- Sponsor recognition in convention coverage in the August/September 2023 *Convention Preview Issue* of *Performance Plastics* magazine
- Sponsor recognition in convention coverage in December 2023/January 2024 issue of *Performance Plastics* magazine
- Featured in sponsorship section of the convention mobile app
- All 2023 sponsors have the opportunity to provide a giveaway item at the convention registration desk (sponsor assumes cost of giveaway item)



PREMIER CONVENTION SPONSORSHIP – \$25,000 (AVAILABLE EXCLUSIVELY TO ONE COMPANY ONLY)

SOLD

Receives **Convention Sponsor Recognition Package Plus**

Premium Location – YOUR CHOICE

CONVENTION REGISTRATION DESK AREA OR GENERAL/CLOSING SESSION AREAS

- Exceptional visibility in hotel front entrance and either the convention registration or major session space, as well as across the entire convention digital and print platforms
- (2) Outdoor columns located in hotel front drive (Figure A)
- (2) Hotel entrance top window clings placed on front doors (Figure B)
- (2) Branding walls – 120" x 89" prominently placed in the main convention registration space (Figure C)
- (4) Window clings convention at registration desk space (Seascape Foyer)
- Prominent digital graphics exposure during Convention General and Closing Sessions
- Custom exclusive branding on hotel lobby bars and outdoor bar



FIGURE A



FIGURE B



FIGURE C

PREMIER CONVENTION SPONSORSHIP (CONTINUED)

SOLD

- Company logo and direct link to your website on all IAPD Annual Convention emails
- Company logo on Convention Pocket Agenda given to all attendees
- Company logo on IAPD convention website landing page with direct link to your website
- Digital ad – 150 pixels x 150 pixels on the convention website
- Complimentary full-page ad in the *Convention Program Guide* given to all attendees
- Company marketing materials or handout (provided by company) placed at each attendee's seat during the IAPD General Session and/or Closing Session

PLATINUM CONVENTION SPONSORSHIP – \$10,000 (AVAILABLE EXCLUSIVELY TO ONE COMPANY ONLY)

SOLD

Receives **Convention Sponsor Recognition** Package **Plus**

PREMIUM LOCATION – GENERAL AND CLOSING SESSION AREA

- Exceptional visibility in either convention registration or major session space as well as across the entire convention digital and print platforms
- (2) Branding Walls – 60" x 90" prominently placed in the Convention General and Closing Sessions Space (Pacific Jewel Ballroom Foyer)
- (4) Digital Video Signs 36" x 61" prominently placed in the Convention General and Closing Sessions Space (Pacific Jewel Ballroom Foyer)
- Sponsor of all education breakout sessions including signage at each event
- Prominent digital graphics exposure during Convention General and Closing Sessions
- Company logo and direct links to your website on all convention emails, sent regularly
- Company logo on Convention Pocket Agenda given to all attendees
- Company logo on IAPD convention website landing page with direct link to your website
- Digital ad – 150 pixels x 150 pixels on the convention website
- Complimentary full-page ad in the *Convention Program Guide* given to all attendees

GOLD CONVENTION SPONSORSHIP – \$6,500

ONLY 3 AVAILABLE

SOLD

Receives **Convention Sponsor Recognition** Package **Plus**

PREMIUM LOCATION – FOYER SPACE

WHERE ALL EDUCATION AND NETWORKING BREAKFAST/LUNCHES WILL TAKE PLACE

- (2) Full door clings (31" x 70") prominently located in the high-traffic Coral Foyer space
- Company logo and direct link to your website on all IAPD convention emails
- Company logo on IAPD convention website landing page with direct link to your website
- Digital ad – 150 pixels x 150 pixels on the IAPD convention website

SILVER CONVENTION SPONSORSHIP – \$2,000

- Receives **Convention Sponsor Recognition** Package

WI-FI SPONSORSHIP – \$5,000

Receives **Convention Sponsor Recognition** Package **Plus**

- Logo and URL link on Wi-Fi splash page
 - Limited to 100 users/day
 - Sponsorship runs through October 23 – 26, 2023

NEW SPONSORSHIPS

LANYARD SPONSORSHIP/HOTEL ROOM KEYCARD SPONSORSHIP

HOTEL KEYCARD SPONSORSHIP – \$5,000

SOLD

Receives **Convention Sponsor Recognition** Package **Plus**

- Custom branded hotel keycard(s) for each convention delegate staying at the San Diego Sheraton Hotel and Marina
- Cost of keycards included

CONVENTION LANYARD SPONSORSHIP – \$5,000

SOLD

Receives **Convention Sponsor Recognition** Package **Plus**

- Custom branded convention lanyard for each convention delegate
- Cost of lanyards included

HEALTHY HANDS SANITATION STATION SPONSORSHIP – \$4,000

- Receives **Convention Sponsor Recognition** Package **Plus**
- Provide hand sanitizer stations throughout convention branded with your company information
- Cost of stations included



GIFT BAG SPONSORSHIP – \$2,000

SOLD

- Receives **Convention Sponsor Recognition** Package **Plus**
- Logo bag (company provided) containing giveaways at convention registration area

PRIVATE MEETING ROOM DIGITAL BRANDED ROOM SIGNAGE – \$300/DAY OR \$1,000/4 DAYS

- Highlight the foyer space leading into your convention private meeting room
- Digital sign measures 29" x 47.25"

WELCOME RECEPTION SPONSORSHIP – EXCLUSIVE – \$20,000 OR UP TO 4 SHARED – \$6,000 EACH

Receives **Convention Sponsor Recognition** Package **Plus**

- Your company's name will be front and center at this outdoor event that marks the beginning of the IAPD Annual Convention & connecX
- Video wall with custom branding
- Custom branded doors leading into reception
- Custom branded proscenium with step and repeat leading into outdoor closing party event space
- Branded photo from step and repeat
- Branded table signage
- Service staff branded with custom items (hats, sunglasses, etc.)
- Bars custom branded
- Custom branded drink
- Branded food items
- Deliverables may be altered with sponsors' approval and number of sponsors
- Party items including branded cocktail napkins with company logo
- Event includes appetizers and drinks – unlimited beer, wine and cocktails for attendees

CLOSING PARTY SPONSORSHIP – EXCLUSIVE – \$15,000 OR UP TO 6 SHARED – \$4,500 EACH

Receives **Convention Sponsor Recognition** Package **Plus**

- Digital signage on video screens throughout venue listing company as Platinum Closing Party Sponsor
- Branded napkins and drink tickets
- On-site signage with logo
- Event includes open bar and food stations
- Custom branded drink

GENERAL CONVENTION SESSION SPONSORSHIPS

CONNEX LUNCH SPONSORSHIP – \$4,000

SOLD

Receives **Convention Sponsor Recognition** Package **Plus**

- Lunch during IAPD connecX – Wednesday, October 25
- Branded signage at each dining table

NETWORKING BREAKFAST AND LUNCH SPONSOR – \$4,000

SOLD

Receives **Convention Sponsor Recognition** Package **Plus**

- Includes three meals:
 - Wednesday, October 25: Networking Breakfast
 - Thursday, October 26: Networking Breakfast and Lunch
- Branded signage at each dining table

GENERAL SESSION COFFEE BREAK SPONSOR – \$4,000

SOLD

2 SESSIONS – WEDNESDAY, OCTOBER 25 AND THURSDAY, OCTOBER 26

Receives **Convention Sponsor Recognition** Package **Plus**

- Sponsor recognition at coffee break during the IAPD General Session and Closing Session
- Branded signage
- Branded coffee sleeves and stir sticks

CHARGING STATION AND LOUNGE SPONSORSHIP – \$4,000

(AVAILABLE EXCLUSIVELY TO ONE COMPANY ONLY)

SOLD

Receives **Convention Sponsor Recognition** Package **Plus**

- Provides an upscale lounge area and charging station in high traffic area within the convention registration area
- Premium visibility throughout the entire IAPD Annual Convention
- Allows delegates to sit, gather and connect while recharging their electronics
- Includes signage in the lounge area

NEW MEMBER AND FIRST-TIMER RECEPTION SPONSOR – \$2,000

SOLD

Receives **Convention Sponsor Recognition** Package **Plus**

- Welcome IAPD's newest companies and convention attendees with sponsor recognition at the New Member First-timer Reception

PRINT OPPORTUNITIES

CONVENTION PROGRAM GUIDE ADS – \$1,500

- Full-page display advertisements – 7-3/4" x 10"
- The *Convention Program Guide* is the essential companion guide to the IAPD Annual Convention
- Distributed to all convention attendees
- Premium positions available:
 - Inside front cover – \$2,500
 - Inside back cover – \$2,000
 - Back cover – \$3,000
- Space deadline September 8, 2023

CONVENTION LOGO PACKAGE (FOR EXHIBITORS ONLY) – \$500

- Includes logo placement in the August/September 2023 *Convention Preview Issue* of *Performance Plastics* magazine and the official *Convention Program Guide*
- Logo placement next to your complimentary exhibitor listing to increase awareness of your presence at connecX (price includes logo in both publications)
- Space Deadline July 14, 2023

DIGITAL OPPORTUNITIES

CONVENTION WEBSITE BUTTON ADS – \$2,500

- Prominent placement on the IAPD Annual Convention website
- IAPD website unique visitors traffic increases substantially in the months approaching the convention
- Includes link to your website
- Ad Size – 150 pixels x 150 pixels
- Button ad can include a customized convention message if you'd like
- Ad will run on convention website through October 23 – 26, 2023

IAPD ANNUAL CONVENTION MARKETING

67TH IAPD Annual Convention and connecX

COMPANY INFORMATION

Company Name _____ Contact Name _____

Street Address _____

City _____ State/Province _____ ZIP/Postal Code _____ Country _____

Phone _____ Fax _____ Email _____

IAPD SELECT CONVENTION SPONSORSHIPS

- ☐ Premier Sponsor – \$25,000 **SOLD**
 - ☐ Platinum Sponsor – \$10,000 **SOLD**
 - ☐ Gold Sponsor – \$6,500 **SOLD**
 - ☐ Silver Sponsor – \$2,000
- Choose Your Sponsor Promotional Item

- ☐ Wi-Fi Sponsor – \$5,000
- ☐ Hotel Keycard Sponsor – \$4,000 **SOLD**
- ☐ Lanyard Sponsor – \$4,000 **SOLD**
- ☐ Healthy Hands Sanitation Station – \$4,000
- ☐ Gift Bag – \$2,000 **SOLD**

Welcome Reception –

- ☐ \$20,000 Exclusive
- ☐ \$6,000 Shared

Closing Party –

- ☐ \$15,000 Exclusive
- ☐ \$4,500 Shared

GENERAL CONVENTION SESSION SPONSORSHIPS

- ☐ connecX Showcase Lunch – \$4,000 **SOLD**
- ☐ Networking Breakfast & Lunch – \$4,000 **SOLD**
- ☐ General/Closing Session Coffee Break – \$4,000 **SOLD**
- ☐ New Member & First-Timer Reception – \$2,000 **SOLD**
- ☐ Charging Station & Lounge – \$4,000 **SOLD**

PRINT OPPORTUNITIES

CONVENTION PROGRAM GUIDE ADS:

- ☐ Full-page display advertisement – \$1,500
- ☐ Program Guide Premium Position Ads:
 - ☐ Inside Front Cover – \$2,500
 - ☐ Inside Back Cover – \$2,000
 - ☐ Back Cover – \$3,000

- ☐ Convention Logo Package – \$500
(Exhibitors Only)

PRIVATE MEETING ROOM DIGITAL SIGNAGE

- ☐ \$300/day x _____ days = \$ _____
- ☐ \$1,000/4 days

DIGITAL MARKETING

- ☐ Convention Website Button Ad – \$2,500

2023 CONVENTION

MARKETING INVESTMENT TOTAL: \$ _____

IAPD Non-Members – please add 40% to all prices

PLEASE RETURN SIGNED AGREEMENT WITH PAYMENT TO:

Dave Blackhurst, IAPD, 6734 West 121st Street, Overland Park, KS 66209 USA | Phone +913.387.1116 | Fax: +913.345.1006 | Email: dblackhurst@iapd.org

2023 IAPD CONVENTION MARKETING AGREEMENT

67TH IAPD Annual Convention & connecX

Full payment must accompany the sponsorship contract form as sponsorships will not be finalized without payment.

METHOD OF PAYMENT (PLEASE CHECK ONE)

- | | | |
|-------------------------------|-------------------------------------|---|
| <input type="checkbox"/> AMEX | <input type="checkbox"/> MasterCard | <input type="checkbox"/> Check enclosed (U.S. funds from a U.S. bank) |
| <input type="checkbox"/> Visa | <input type="checkbox"/> Discover | <input type="checkbox"/> Wire Transfer |

Credit Card Number _____ Expiration Date _____ CSC _____

Cardholder's Name _____

Billing Address (if Different from Above) _____ City _____ State/Province _____

Zip/Postal Code _____ Country _____

Cardholder's Signature _____

Sponsorship Approved by _____ Date _____