

67TH IAPD ANNUAL CONVENTION

SPONSORSHIP MEDIA/DIGITAL OPPORTUNITIES

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

GENERATE MOMENTUM

BUILD YOUR BRAND

ATTRACT NEW CUSTOMERS!

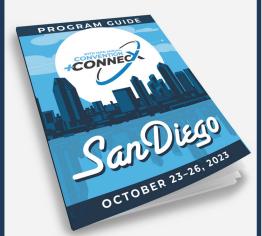
TO RESERVE A SPONSORSHIP OR FOR MORE INFORMATION, CONTACT DAVE BLACKHURST AT (913) 387-1116 OR DBLACKHURST@IAPD.ORG.

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)



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

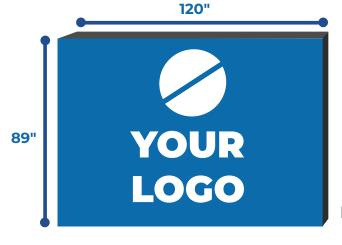


FIGURE C

PREMIER CONVENTION SPONSORSHIP (CONTINUED)



- 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)



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



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

- \cdot 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

CONNECX LUNCH SPONSORSHIP - \$4,000

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



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)



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

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

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		Co	ntact Name			
Street Address						
City	State/Province		ZIP/Postal Code	Cor	untry	
Phone						
IAPD SELECT CONVENTION SI	PONSORSHIPS		PRINT OPPORTU	INITIES		
□ Premier Sponsor – \$25,000 SOLD □ Platinum Sponsor – \$10,000 SOLD □ Gold Sponsor – \$6,500 SOLD □ Silver Sponsor – \$2,000 Choose Your Sponsor Promotional Item			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			
□ Wi-Fi Sponsor – \$5,000 □ Hotel Keycard Sponsor – \$4,000 SOLD			□ Convention Logo Package – \$500 (Exhibitors Only)			
□ Lanyard Sponsor – \$4,000 SC □ Healthy Hands Sanitation Sta □ Gift Bag – \$2,000 SOLD Welcome Reception – □ \$20,000 Exclusive □ \$6 Closing Party –	ation – \$4,000		PRIVATE MEETIN			
□ \$15,000 Exclusive □ \$4,500 Shared			DIGITAL MARKETING			
GENERAL CONVENTION SESS	ION SPONSORSHII	PS	☐ Convention We	ebsite Buttor	ı Ad – \$2,500	
 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 			2023 CONVENTION MARKETING INVESTMENT TOTAL: \$ IAPD Non-Members – please add 40% to all prices			
PLEASE RETURN SIGNED A Dave Blackhurst, IAPD, 6734 West 121st Stre				913.345.1006 Ema	ail: dblackhurst@iapd.org	
2023 IAPD CONVENTION M 67TH IAPD Annual Convention & Full payment must accompany the sponsor	connecX			ıt payment.		
METHOD OF PAYMENT (PL	EASE CHECK ON ☐ MasterCard ☐ Discover	-	enclosed (U.S. funds transfer	from a U.S. banl	<)	
Credit Card Number		Expi	iration Date		CSC	
Cardholder's Name						
Billing Address (if Different from Above)			City	Stat	re/Province	
Zip/Postal Code	Country					
Cardholder's Signature						
Sponsorship Approved by			Date			