



**iapd**

international association  
of plastics distribution



**CONVENTION &  
PLASTICS SHOWCASE**

**62ND ANNUAL IAPD CONVENTION**

**SPONSORSHIP  
MEDIA/DIGITAL  
OPPORTUNITIES**

**OCTOBER 1-4, 2018**

**GENERATE MOMENTUM**

**BUILD YOUR BRAND**

**ATTRACT NEW CUSTOMERS!**

TO RESERVE A SPONSORSHIP OR FOR MORE INFORMATION, CONTACT  
DARLA HALL, IAPD SALES ACCOUNT EXECUTIVE, AT (913) 345-1005 OR [DHALL@IAPD.ORG](mailto:DHALL@IAPD.ORG).

# BECOME A SPONSOR OF THE 62ND ANNUAL IAPD CONVENTION & PLASTICS SHOWCASE

- Reach IAPD's most active performance plastics professionals
- More than 700 IAPD attendees are expected at the 2018 IAPD Convention
- Build your brand and increase loyalty
- Make your company stand out
- Position your company as a performance plastics leader with key decision makers
- Sponsorships and promotions are available at many price points
- Take advantage of brand-building exposure platforms, in print and online

## ALL SPONSORS RECEIVE THE STANDARD RECOGNITION PACKAGE:

- Sponsor recognition in the convention program guide given to all delegates
- Sponsor recognition on the IAPD convention website sponsorship page
- Sponsor recognition signage to be displayed at your exhibitor 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 a sponsor
- Sponsor recognition in convention coverage in the August/September 2018 Convention Preview Issue of Performance Plastics magazine (sponsorship commitments must be received by July 20, 2018)
- Sponsor recognition in convention coverage in December 2018/January 2019 issue of Performance Plastics magazine
- Featured in sponsorship section of the convention mobile app

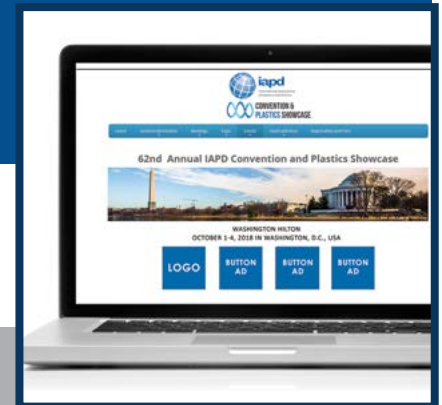
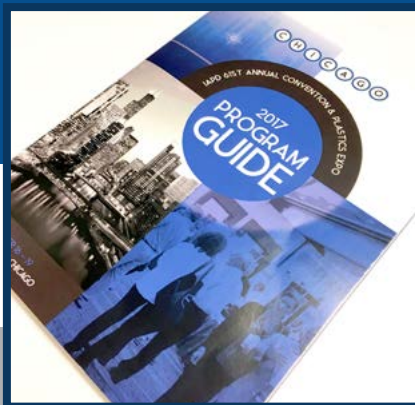


The 62nd Annual IAPD Convention & Plastics Showcase in Washington D.C. is ideal for on-site sponsors because most activities will take place at the same location in the Washington Hilton Hotel, ensuring that your company name and brand will be seen again and again.

## EXCLUSIVE WORLD CLASS PLATINUM CONVENTION SPONSOR - \$15,000 (AVAILABLE EXCLUSIVELY TO ONE COMPANY ONLY)

**SOLD**

- Receives Standard Recognition Package PLUS
- Company logo and direct link to your website on all IAPD Convention emails, sent regularly for 3-1/2 months leading up to convention
- 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 IAPD convention website for 3-1/2 months leading up to convention
- Complimentary full-page ad in the convention program guide given to all attendees
- \$1,500 credit toward premium promotional item
- Custom Column Wrap of company logo on two prominently positioned columns at the Registration Desk
- Custom Escalator Cling of company logo on two prominently positioned escalators leading to IAPD meeting space
- Custom Column Wrap of company logo on two prominently positioned columns inside the ballroom for General Session and the IAPD Plastics Showcase
- Company logo on convention t-shirt
- Company marketing materials or handout (provided by company) placed at each attendee's seat during the IAPD General Session



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

**SOLD**

- Receives Standard Recognition Package PLUS
- Company logo and direct link to your website on all IAPD Convention emails, sent regularly for 3-1/2 months leading up to convention
- 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 IAPD convention website for 3-1/2 months leading up to convention
- Complimentary full-page ad in the convention program guide given to all attendees
- Custom Column Wrap of company logo on two prominently positioned columns at the Registration Desk
- Custom Floor Cling of company logo in four prominently positioned areas near the IAPD Registration desk and meeting space
- Company logo on convention t-shirt giveaway



## SILVER PREMIER CONVENTION SPONSORSHIP – \$6,000

- Receives Standard Recognition Package PLUS
- Company logo and direct link to your website on all IAPD Convention emails, sent weekly for 4 months leading up to convention
- 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 for 4 months leading up to convention
- Custom Floor Cling of company logo in four prominently positioned areas near the IAPD Registration desk and meeting space
- Company logo on convention t-shirt

## BRONZE ELITE CONVENTION SPONSORSHIP – \$3,500

- Receives Standard Recognition Package PLUS
- Custom Floor Cling of company logo in one prominently positioned area near the IAPD Registration desk and meeting space
- Company logo on convention t-shirt



## COPPER CONTRIBUTING CONVENTION SPONSORSHIP – \$1,500

- Receives Standard Recognition Package PLUS
- Provide company branded giveaway at IAPD registration desk (company provided)



# BUILD YOUR BRAND AT IAPD CONVENTION EVENTS

## WELCOME RECEPTION – \$5,000 EXCLUSIVE SPONSORSHIP

**SOLD**

(AVAILABLE EXCLUSIVELY TO ONE COMPANY ONLY)

- Your company's name will be front and center at this event that marks the beginning of the IAPD Convention & Plastics Showcase
- Network with attendees
- Gobo signage with company logo
- Branded cocktail napkins with company logo
- Event includes drinks and appetizers – unlimited beer, wine and cocktails for attendees
- TV for company video (you provide) available for additional \$500

## CLOSING PARTY SPONSORSHIPS \$5,000 PLATINUM OR \$2,500 GOLD LEVELS

### PLATINUM PARTY SPONSORSHIP \$5,000 – THE HAMILTON LIVE VENUE

- Standard Recognition Package PLUS
- Digital signage on video screens throughout venue listing company as Platinum Closing Party Sponsor
- Company logo on convention t-shirt
- Branded napkins
- On-site signage with logo
- Event includes open bar for one hour and food stations



## **GOLD CLOSING PARTY SPONSORSHIP \$2,500 – THE HAMILTON LIVE VENUE**

- Standard Recognition Package PLUS
- Digital signage on video screens throughout venue listing company as Gold Closing Party Sponsor
- Logo on convention t-shirt
- On-site signage with logo
- Event includes open bar for one hour and food stations
- Opportunity to provide giveaway item (at sponsor cost)

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## **PLASTICS SHOWCASE LUNCH SPONSORSHIP – \$2,000**

**SOLD**

- Standard Recognition Package PLUS
- Buffet lunch during the IAPD Plastics Showcase on the show floor
- Branded signage at each dining table

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## **NETWORKING BREAKFAST AND LUNCH SPONSOR – \$2,000**

**SOLD**

- Standard Recognition Package PLUS
- Buffet breakfast and lunch before and after the IAPD General Session
- Branded signage at each dining table

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## **MONDAY NIGHT HAPPY HOUR SPONSORSHIP – \$2,000**

- Receives Standard Recognition Package PLUS
- On Monday, October 1 provide a fun, casual meet up at the Washington Hilton lobby bar for attendees to gather before the start of convention.
- Company signage and company branded drink tickets will be provided to attendees
- Company responsible for all beverage costs

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## **PLASTICS SHOWCASE HAPPY HOUR SPONSORSHIP – \$2,000**

**SOLD**

- Receives Standard Recognition Package PLUS
- On Thursday, October 4 provide beer and wine to convention attendees during the IAPD Plastics Showcase
- Company signage and company branded drink tickets will be provided to attendees
- Company responsible for all beverage costs

# MORE FUN WAYS TO MAXIMIZE YOUR EXPOSURE!

## GENERAL SESSION SPEAKER'S BOOK SPONSORSHIP – \$6,000 **SOLD**

- Receives Standard Recognition Package PLUS
- Provide a copy of Keynote Speaker's book to convention attendees, custom wrapped in branded sleeve with company logo
- Provide a branded bookmark (at sponsor cost) in all books
- Branded step and repeat signage with company logo during Keynote speaker book signing, following IAPD General Session

## FITNESS SPONSORSHIP – \$2,000

- Standard Recognition Package PLUS
- Sponsor recognition at the Sunrise Stretch and Sweat workout class on Wednesday, October 3
- Sponsor recognition at the Fun Run on Thursday, October 4
- Water bottles branded with your company logo at both workout events
- Branded exercise bands provided at both workout events



**BUY BOTH FOR  
\$4,000 TOTAL**

## STEPS COMPETITION SPONSORSHIP – \$2,500

- Standard Recognition Package PLUS
- 3-day competition to see who takes the most steps in Washington D.C. during the convention
- Participants use personal tracking devices or tracking app to track every step they take
- One daily winner (2 total) and one 3-day total steps winner
- Prizes: \$50 gift cards for 1 day winners on Tuesday and Wednesday of convention; 1 Fitbit Alta for 3-day winner given out on Thursday at the end of the Plastics Showcase



## GENERAL SESSION COFFEE BREAK SPONSOR – \$1,500 **SOLD**

- Standard Recognition Package PLUS
- Sponsor recognition at coffee break during the IAPD General Session
- Signage and branded coffee sleeves and stir sticks



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## WOMEN IN PLASTICS COMMITTEE MEETING – \$1,500 **SOLD**

- Standard Recognition Package PLUS
- Sponsor recognition at the Women in Plastics educational breakout session

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## NEW MEMBER AND FIRST-TIMER RECEPTION – \$1,500

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

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## GOVERNMENT RELATIONS EDUCATIONAL SESSION SPONSORSHIP – \$1,500

- Standard Recognition Package PLUS
- Sponsor recognition at the government relations educational breakout session

## CHARGING STATION AND LOUNGE SPONSORSHIP – \$2,500

**SOLD**

- Standard 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 convention
- Allows delegates to sit, gather and connect and recharge their electronics
- Includes signage in the lounge area
- Exclusive sponsorship

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## CONVENTION PUBLIC MESSAGE DRY WIPE BOARD SPONSORSHIP – \$2,000

- Standard Recognition Package PLUS
- Fun, interactive promotive for the entire convention
- Convention delegates will be able to write in their answers to the “Question of the Day” on a large dry wipe board located at the convention registration desk
- Branded exposure on dry wipe board
- Exclusive sponsorship

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## MOBILE PHONE APP SPONSORSHIP – \$1,500

- Standard Recognition Package PLUS
- Connect with IAPD’s convention audience on their mobile device including smartphones and tablets
- “IAPD Convention Mobile App Sponsored by \_\_\_\_” message will appear on the mobile app home/landing page
- Link to the app sponsor’s website in the convention app

# MORE PROMOTIONAL OPPORTUNITIES TO MAKE AN IMPACT!

## CONVENTION REGISTRATION DESK LOGO ON SIGNAGE – \$300

- IAPD's most affordable convention exposure
- Your company logo prominently displayed at the IAPD convention registration area
- Great visibility throughout the entire IAPD convention



## PLASTICS SHOWCASE PRIZE DRAWING GIVEAWAY

- Provide a prize giveaway for drawings during the Plastics Showcase
- Companies must provide an item worth US\$250 or more and send it to IAPD by Friday, August 10, 2018
- Sponsoring companies will receive exposure during the Showcase by having their name announced to the attendees before the drawing
- Suggested items include universal gift cards, electronics, etc.



# CONVENTION MEDIA OPPORTUNITIES (PRINT AND DIGITAL)

## 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 IAPD's 62nd Annual Convention and Plastics Showcase
- Distributed as part of the convention delegates registration package
- Space Deadline July 20, 2018
- Premium Positions Available:
  - Inside Front Cover – \$2,500 **SOLD**
  - Inside Back Cover – \$2,000 **SOLD**
  - Back Cover – \$3,000



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

- Includes August/September 2018 Convention Preview Issue of Performance Plastics magazine and the official Convention Program Guide
- Publish your logo next to your complimentary exhibitor listing to increase awareness of your presence at the Plastics Showcase (price includes logo in both publications)
- Space Deadline July 20, 2018

## DIGITAL OPPORTUNITIES

### CONVENTION WEBSITE BUTTON ADS – \$1,500/MONTH

- Prominent placement on the IAPD 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
- Available for July, August and September (discounts available for multiple months)





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## **The 62nd Annual IAPD Convention and Plastics Showcase**

in Washington D.C. will be a great place for sponsors because most activities will take place at the same location in the Washington Hilton Hotel, ensuring that your company name and brand will be seen again and again.

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To reserve A sponsorship or for more information, contact  
Darla Hall, IAPD Sales Account Executive, at  
**(913) 345-1005 or [dhall@iapd.org](mailto:dhall@iapd.org).**

# IAPD CONVENTION MARKETING

## 62ND ANNUAL IAPD ANNUAL CONVENTION AND PLASTICS SHOWCASE

### COMPANY INFORMATION

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

### IAPD SELECT CONVENTION SPONSORSHIPS

- Exclusive World Class Platinum – \$15,000 – **SOLD**
  - Exclusive Gold – \$10,000 – **SOLD**
  - Silver Premier – \$6,000
  - Bronze Elite – \$3,500
  - Copper Contributing – \$1,500
- Choose Your Promotional Item (if applicable)
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### SOCIAL EVENT SPONSORSHIPS

- Welcome Reception – \$5,000 – **SOLD**
- Platinum Closing Party – \$5,000
- Gold Closing Party – \$2,500 – **SOLD**
- Plastics Showcase Lunch Sponsor – \$2,000 – **SOLD**
- Networking Breakfast and Lunch – \$2,000 – **SOLD**
- Monday Night Happy Hour Sponsorship – \$2,000
- Plastics Showcase Happy Hour Sponsorship – \$2,000 – **SOLD**
- New Member and First-timer Reception – \$1,500

### FEATURED SPONSORSHIPS

- Fitness Sponsorship – \$2,000
  - Steps Competition Sponsorship – \$2,500
  - Charging Station and Lounge – \$2,500 – **SOLD**
  - Convention Public Message Dry Wipe Board – \$2,000
  - Mobile Phone App Sponsorship – \$1,500
- GET BOTH FOR \$4,000**

### SESSION SPONSORSHIPS

- General Session Speaker's Book Sponsorship – \$6,000
- General Session Coffee Break Sponsorship – \$1,500 – **SOLD**

- Government Relations Educational Session Sponsorship – \$1,500
- Women in Plastics Committee Meeting – \$1,500 – **SOLD**

### PROMOTIONAL MARKETING

- Convention Registration Desk Logo on Banner – \$300
- Plastics Showcase Prize Drawing – \$250+

### PRINT OPPORTUNITIES

- Program Guide Full Page Ads – \$1,500
- Program Guide Premium Position Ads:
  - Inside Front Cover – \$2,500 – **SOLD**
  - Inside Back Cover – \$2,500 – **SOLD**
  - Back Cover – \$3,000
- Exhibitor Logo – \$500  
(Runs in Aug/Sept *Performance Plastics* Convention Preview Issue plus Convention Program Guide)

### DIGITAL MARKETING

- Convention Website Button Ad – \$1,500  
(Available July, August, September 2018)

**2018 CONVENTION MARKETING INVESTMENT:** \$ \_\_\_\_\_

Check out sponsors at: [www.iapd.org/sponsors](http://www.iapd.org/sponsors)

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

### PLEASE RETURN SIGNED AGREEMENT WITH PAYMENT TO:

Darla Hall, IAPD, 6734 W. 121st Street, Overland Park, KS 66209 USA | Phone +913.345.1008 | Fax: +913.345.1006 | Email: [dhall@iapd.org](mailto:dhall@iapd.org) |

### 2018 IAPD CONVENTION MARKETING AGREEMENT

62ND ANNUAL IAPD CONVENTION & PLASTICS SHOWCASE

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

### METHOD OF PAYMENT (PLEASE CHECK ONE)

- AMEX
- MasterCard
- Check enclosed (U.S. funds from a U.S. bank)
- Visa
- Discover
- 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 \_\_\_\_\_

Giveaway items' costs are not included in the sponsorship fee. Sponsors are responsible for all costs. IAPD will provide assistance with creative ideas as well as reputable printing companies for items. Sponsoring companies will be in charge of their own shipping. All shipping information will be provided by IAPD. All sponsored items must be approved by IAPD to ensure we do not have duplicate items. All sponsored items that include the IAPD logo must be approved by IAPD. IAPD does not get involved with room drops and sponsors must work out all details with the participating hotels. Please refer to the event opportunities for details on when/where items may be distributed. If you are interested in placing your item at the IAPD registration area, items must be present NO LATER than 8 a.m., Friday, September 7, 2018. Any items left at the IAPD registration area will be shipped back to the sponsor at the sponsor's expense.

Companies receive first right of refusal on products and/or services they had the preceding year through (May 11, 2018). If the company opts not to provide the same product or service again the following year, it will then become available to member and non-member companies. If no other company provides the product or service, the first right of refusal will extend to the original company in which the product or service was provided the previous year. If another company chooses to provide the available product or service, that company will then receive first right of refusal the following year.