



iapd

international association
of plastics distribution



**CONVENTION &
PLASTICS SHOWCASE**

63RD ANNUAL IAPD CONVENTION

**SPONSORSHIP
MEDIA/DIGITAL
OPPORTUNITIES**

SEPTEMBER 22 – 25, 2019

GENERATE MOMENTUM

BUILD YOUR BRAND

ATTRACT NEW CUSTOMERS!

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

BECOME A SPONSOR OF THE 63RD ANNUAL IAPD CONVENTION & PLASTICS SHOWCASE

- Reach IAPD's most active performance plastics professionals
- More than 500 IAPD attendees are expected at the 2019 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:

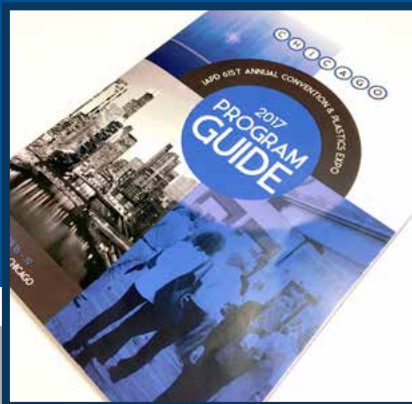
- Sponsor recognition in the convention program guide given to all delegates
- Sponsor recognition on the IAPD convention website sponsorship page
- Sponsor recognition signage to be displayed at your exhibitor booth (exhibitors only)
- Sponsor recognition in the sponsorship section of the A/V presentation 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 2019 Convention Preview Issue of Performance Plastics magazine (sponsorship commitments must be received by July 19, 2019)
- Sponsor recognition in convention coverage in December 2019/January 2020 issue of Performance Plastics magazine
- Featured in sponsorship section of the convention mobile app



The 63rd Annual IAPD Convention & Plastics Showcase in Miami Beach, FL is ideal for on-site sponsors because most activities will take place at the same location in the Loews Miami Beach 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)

- Receives Standard Recognition Package PLUS
- Company logo and direct link to your website on all IAPD Convention emails, sent regularly for 3 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 months leading up to convention
- Complimentary full-page ad in the convention program guide given to all attendees
- Custom banner at event space entrance near registration desk
- Custom Column Wrap of company logo on two prominently positioned columns at the Registration Desk
- Custom Escalator Cling of company logo on escalator leading to IAPD meeting space
- Company marketing materials or handout (provided by company) placed at each attendee's seat during the IAPD General Session
- Opportunity to provide gift at every seat in the General Session



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- Company logo and direct link to your website on all IAPD Convention emails, sent regularly for 3 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 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 two prominently positioned areas near the IAPD meeting space



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 3 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 3 months leading up to convention
- Custom Floor Cling of company logo in two prominently positioned areas near the IAPD meeting space

MORE FUN WAYS TO MAXIMIZE YOUR EXPOSURE!



CUSTOM BRANDED PROMOTIONS

- Window clings located outside of main convention ballroom – \$1,500 each
- Column wraps located near IAPD registration desk and main convention ballroom – \$1,500 each

GENERAL SESSION COFFEE BREAK SPONSOR – \$1,500

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



WOMEN IN PLASTICS BREAKOUT SESSION – \$1,500

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

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

EDUCATIONAL SESSION SPONSORSHIPS – \$1,500 EACH

- Standard Recognition Package PLUS
- Sponsor recognition at the educational breakout session
- Session topics to be determined

CHARGING STATION AND LOUNGE SPONSORSHIP – \$2,500

- 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

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 9, 2019
- 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 63rd Annual Convention and Plastics Showcase
- Distributed as part of the convention delegates registration package
- Space Deadline July 19, 2019
- Premium Positions Available:
 - Inside Front Cover – \$2,500
 - Inside Back Cover – \$2,000
 - Back Cover – \$3,000



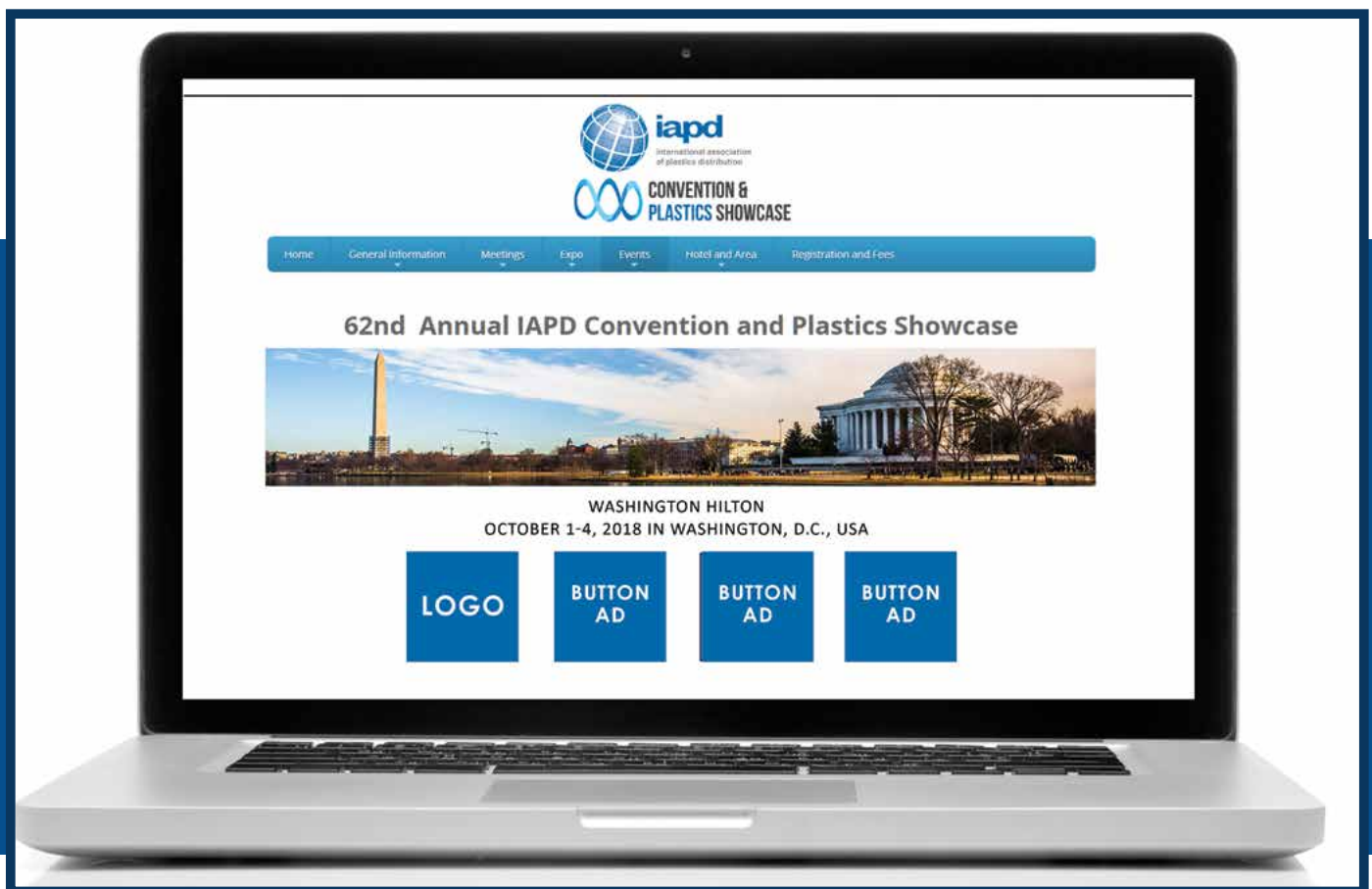
CONVENTION LOGO PACKAGE (FOR EXHIBITORS ONLY) – \$500

- Includes August/September 2019 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 19, 2019

DIGITAL OPPORTUNITIES

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

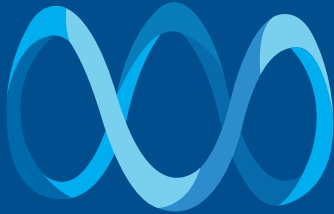
- Prominent placement on the IAPD convention website
- IAPD website unique visitors traffic increases substantially in the months approaching the convention
- Includes link to your website
- Ad Size – 150 pixels x 150 pixels
- Button ad can include a customized convention message if you'd like
- Available for July, August and September (discounts available for multiple months)





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To reserve A sponsorship or for more information, contact
Dave Blackhurst, Director of Membership and Sales, at
(913) 387-1116 or dblackhurst@iapd.org.

IAPD CONVENTION MARKETING

63RD 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
 - Exclusive Gold – \$10,000
 - Silver Premier – \$6,000
 - Bronze Elite – \$3,500
 - Copper Contributing – \$1,500
- Choose Your Promotional Item (if applicable)

SOCIAL EVENT SPONSORSHIPS

- Welcome Reception – \$5,000 – **SOLD**
- Platinum Closing Party – \$5,000
- Gold Closing Party – \$2,500
- Plastics Showcase Lunch Sponsor – \$2,000
- Networking Breakfast and Lunch – \$2,000 – **SOLD**
- Sunday Night Happy Hour Sponsorship – \$2,000
- Plastics Showcase Happy Hour Sponsorship – \$2,500 – **SOLD**
- New Member and First-timer Reception – \$1,500
- Gameshow Plastics Showcase Lunch – \$3,500

FEATURED SPONSORSHIPS

- Charging Station and Lounge – \$2,500
- Mobile Phone App Sponsorship – \$1,500

2019 CONVENTION MARKETING INVESTMENT: \$ _____

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

SESSION SPONSORSHIPS

- Educational Session Sponsorships – \$1,500 each
- General Session Coffee Break Sponsorship – \$1,500
- Women in Plastics Committee Meeting – \$1,500

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
 - 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 2019)

CUSTOM BRANDED PROMOTIONS

- Column Wraps – \$1,500
- Window Clings – \$1,500

PLEASE RETURN SIGNED AGREEMENT WITH PAYMENT TO:

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

2019 IAPD CONVENTION MARKETING AGREEMENT

63RD 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, August 30, 2019. 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 (June 28, 2019). 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.