



64TH ANNUAL IAPD CONVENTION • OCTOBER 26-29, 2020

64TH ANNUAL IAPD CONVENTION

A blue-tinted background image showing a horse in motion on the right and several wooden barrels on the left. The barrels have some text on them, including "CONTENTS BY", "FILL DATE", and "SERIAL NO.". The overall scene suggests a connection to the horse racing industry.

**SPONSORSHIP
MEDIA/DIGITAL
OPPORTUNITIES**

GENERATE MOMENTUM

BUILD YOUR BRAND

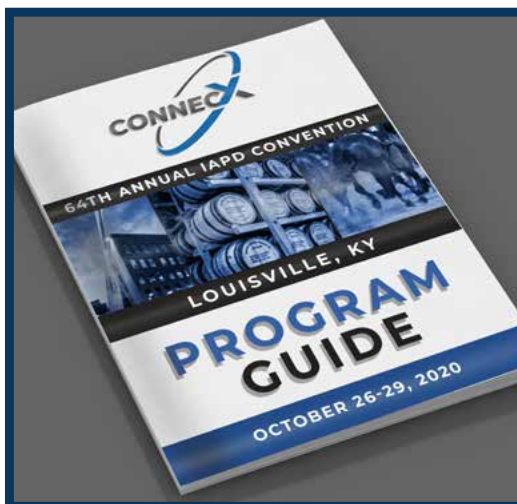
ATTRACT NEW CUSTOMERS!

TO RESERVE A SPONSORSHIP OR FOR MORE INFORMATION, CONTACT SEAN MOORE
AT (913) 345-1008 OR SMOORE@IAPD.ORG.

BECOME A SPONSOR OF THE **64TH ANNUAL IAPD CONVENTION**

ALL SPONSORS RECEIVE THE KENTUCKY DERBY SPONSOR 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 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 a sponsor
- Sponsor recognition in convention coverage in the August/September 2020 Convention Preview Issue of Performance Plastics magazine (sponsorship commitments must be received by July 17, 2020)
- Sponsor recognition in convention coverage in December 2020 /January 2021 issue of *Performance Plastics* magazine
- Featured in sponsorship section of the convention mobile app



EXCLUSIVE TRIPLE CROWN CONVENTION SPONSOR – \$25,000 (AVAILABLE EXCLUSIVELY TO ONE COMPANY ONLY)

- Receives **Kentucky Derby Sponsor Recognition Package Plus**
- 6.5' x 11.5' Video Wall placed prominently in the IAPD Registration area. Video Wall can be connected to a video or presentation to play content (provided by company) continuously throughout the convention.



- 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 Cling on four mirrors of company logo on two prominently positioned at the Registration Desk
- Company marketing materials or handout (provided by company) placed at each attendee's seat during the IAPD General Session



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

- Receives **Kentucky Derby Sponsor 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 Cling on 4 mirrors of company logo on two prominently positioned at the Registration Desk
- Custom Floor Cling of company logo in two prominently positioned areas near the IAPD meeting space
- Provide company branded giveaway at IAPD registration desk (company provided)

PREMIER QUINELLA CONVENTION SPONSORSHIP – \$6,000

- Receives **Kentucky Derby Sponsor Recognition Package Plus**
- Receives KENTUCKY DERBY SPONSOR 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
- Provide company branded giveaway at IAPD registration desk (company provided)

ELITE TRIFECTA CONVENTION SPONSORSHIP – \$3,500

- Receives **Kentucky Derby Sponsor Recognition Package Plus**
- Custom Floor Cling of company logo in two prominently positioned area near the IAPD Registration desk and meeting space
- Provide company branded giveaway at IAPD registration desk (company provided)

CONTRIBUTING DAILY DOUBLE CONVENTION SPONSORSHIP – \$1,500

- Receives **Kentucky Derby Sponsor Recognition Package Plus**
- Provide company branded giveaway at IAPD registration desk (company provided)

HEALTHY HANDS SANITATION STATION SPONSORSHIP – \$5,000

- Receives **Kentucky Derby Sponsor Recognition Package Plus**
- Provide hand sanitizer stations throughout convention branded with your company information.



FACE MASK SPONSORSHIP – \$3,500



- Receives **KENTUCKY DERBY SPONSOR RECOGNITION Package PLUS**
- Provide disposable masks for convention attendees to wear (company provided)

GIFT BAG SPONSORSHIP – \$1,500

- Receives **Kentucky Derby Sponsor Recognition Package Plus**
- Logo bag (company provided) containing giveaways at IAPD registration desk

WELCOME RECEPTION – \$5,000 (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
- Digital signage on video screens throughout venue listing company as Welcome Reception
- Party items including branded cocktail napkins with company logo
- Event includes drinks and appetizers – unlimited beer, wine and cocktails for attendees
- Receives **Kentucky Derby Sponsor Recognition Package Plus**

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

PLATINUM CLOSING PARTY SPONSORSHIP \$5,000 – TAVERN ON 4TH

- Tavern on the 4th is equipped with indoor bocce ball and cornhole courts, darts, ping pong, shuffleboard, classic arcade games and a billiard lounge, Tavern has something for everyone
- Receives **Kentucky Derby Sponsor Recognition Package Plus**
- Digital signage on video screens throughout venue listing company as Platinum Closing Party Sponsor
- Branded napkins
- On-site signage with logo
- Event includes open bar for one hour and food stations

GOLD CLOSING PARTY SPONSORSHIP \$2,500 – TAVERN ON 4TH

- Receives **Kentucky Derby Sponsor Recognition Package Plus**
- Digital signage on video screens throughout venue listing company as Gold Closing Party Sponsor
- On-site signage with logo
- Event includes open bar for one hour and food stations

GENERAL CONVENTION

SESSION SPONSORSHIPS

GAME SHOW PLASTICS SHOWCASE LUNCH SPONSORSHIP – \$3,500

- Receives **Kentucky Derby Sponsor Recognition Package Plus**
- Lunch before IAPD connecX
- Branded signage at each dining table

NETWORKING BREAKFAST AND LUNCH SPONSOR – \$2,500

WEDNESDAY, OCTOBER 28, 2020

- Receives **Kentucky Derby Sponsor Recognition Package Plus**
- Buffet breakfast and lunch before and after the IAPD General Session
- Branded signage at each dining table

MONDAY NIGHT HAPPY HOUR SPONSORSHIP – \$2,500

MONDAY, OCTOBER 26, 2020

- Receives **Kentucky Derby Sponsor Recognition Package Plus**
- Provide a fun, casual meet up at the Library Bar inside the Omni 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

CUSTOM BRANDED PROMOTIONS

- Custom Floor Clings in front of elevator and near event spaces – please inquire, we can create any branding you want!

GENERAL SESSION COFFEE BREAK SPONSOR – \$1,500

- Receives **Kentucky Derby Sponsor Recognition Package Plus**
- Sponsor recognition at coffee break during the IAPD General Session
- Signage and branded coffee sleeves and stir sticks

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

- Receives **Kentucky Derby Sponsor 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

- Receives **Kentucky Derby Sponsor Recognition Package Plus**
- Sponsor recognition at the educational breakout session • Session topics to be determined

CHARGING STATION AND LOUNGE SPONSORSHIP – \$2,500 (AVAILABLE EXCLUSIVELY TO ONE COMPANY ONLY)

- Receives **Kentucky Derby 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 convention
- Allows delegates to sit, gather and connect and recharge their electronics
- Includes signage in the lounge area

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

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 17, 2020
- 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 2020 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 17, 2020

DIGITAL OPPORTUNITIES

CONVENTION WEBSITE BUTTON ADS – \$2,500

- Prominent placement on the IAPD convention website
- IAPD website unique visitor's 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 during the months of July, August and September

IAPD CONVENTION MARKETING

64th Annual 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

- Exclusive Triple Crown – \$25,000
 - Exclusive Exacta – \$10,000
 - Premier Quinella – \$6,000
 - Bronze Elite – \$3,500
 - Contributing Daily Double – \$1,500
- Choose Your Promotional Item (if applicable)
- _____

- Healthy Hands Sanitation Station – \$5,000
- Face Mask – \$3,500
- Gift Bag – \$1,500
- Welcome Reception (Exclusive) – \$5,000
- Platinum Closing Party – \$5,000
- Gold Closing Party – \$2,500

GENERAL CONVENTION SESSION SPONSORSHIPS

- Game Show Plastic Showcase Lunch – \$3,500
- Networking Breakfast & Lunch – \$2,500
- Monday Night happy Hour – \$2,500
- Custom Branded Promotions – \$ _____
- General Session Coffee Break – \$1,500
- New Member & First-Timer Reception – \$1,500
- Educational Session (\$1,500 each) – \$ _____
- Charging Station & Lounge (Exclusive) – \$2,500
- Convention Registration Desk Logo on Signage – \$300

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)

DIGITAL MARKETING

- Convention Website Button Ad – \$2,500
(Available July, August & September 2020)

2020 CONVENTION

MARKETING INVESTMENT TOTAL: \$ _____

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

PLEASE RETURN SIGNED AGREEMENT WITH PAYMENT TO:

Sean Moore, IAPD, 6734 West 121st Street, Overland Park, KS 66209 USA | Phone +913.345.1008 | Fax: +913.345.1006 | Email: smooore@iapd.org

2020 IAPD CONVENTION MARKETING AGREEMENT

64th Annual IAPD 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 _____

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., September 28, 2020. 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 (July 3, 2020). 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.