



65TH ANNUAL IAPD CONVENTION • AUGUST 16-19, 2021

65TH ANNUAL IAPD CONVENTION

The background of the central section is a collage of images related to the horse industry. On the left, there are stacks of wooden barrels, some with labels that include "KENTUCKY" and "SERIAL NO.". On the right, there is a photograph of a dark horse being led by a person, with another horse visible in the background. The entire image has a blue color cast.

**SPONSORSHIP
MEDIA/DIGITAL
OPPORTUNITIES**

GENERATE MOMENTUM

BUILD YOUR BRAND

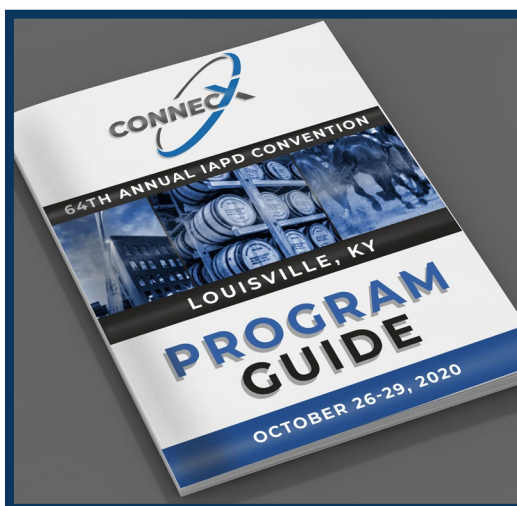
ATTRACT NEW CUSTOMERS!

TO RESERVE A SPONSORSHIP OR FOR MORE INFORMATION, CONTACT DAVE BLACKHURST
AT (913) 345-1005 OR DBLACKHURST@IAPD.ORG.

BECOME A SPONSOR OF THE 65TH 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 June/July 2021 Convention Preview Issue of Performance Plastics magazine
- Sponsor recognition in convention coverage in December 2021 /January 2022 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)

SOLD

- 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)

SOLD

- 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

SOLD

- 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 – \$3,500

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



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)

SOLD

- 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

CONNEX 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

SOLD

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

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

SOLD

- 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)

SOLD

- 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
- 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 June/July 2021 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 May 12, 2021

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 June, July and August

IAPD CONVENTION MARKETING

65th 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 (Sold)**
- Premier Quinella – \$6,000 **Exclusive (Sold)**
- Elite Trifecta – \$3,500
- Contributing Daily Double – \$1,500

Choose Your Promotional Item (if applicable)

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

GENERAL CONVENTION SESSION SPONSORSHIPS

- connecX Showcase Lunch – \$3,500 **Exclusive (Sold)**
- Custom Branded Promotions – \$ _____
- General Session Coffee Break – \$1,500 **Exclusive (Sold)**
- New Member & First-Timer Reception – \$1,500
- Educational Session (\$1,500 each) – \$ _____
- Charging Station & Lounge (Exclusive) – \$2,500 **Exclusive (Sold)**
- 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

2021 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 +913.345.1005 | Fax: +913.345.1006 | Email: dblackhurst@iapd.org

2021 IAPD CONVENTION MARKETING AGREEMENT

65th 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 _____