



68TH IAPD ANNUAL CONVENTION

**SPONSORSHIP
MEDIA/DIGITAL
OPPORTUNITIES**

OCTOBER 7 – 10, 2024 • LOUISVILLE, KY USA

BUILD YOUR BRAND

GENERATE MOMENTUM

ATTRACT NEW CUSTOMERS!

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

BECOME A SPONSOR OF THE 68TH 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 Opening and Closing General Session presentations
- Badge ribbons identifying delegates as sponsors
- Sponsor recognition in the August/September 2024 Convention Preview issue of *Performance Plastics* magazine
- Sponsor recognition in the December 2024/January 2025 Convention Coverage issue of *Performance Plastics* magazine
- Feature in sponsorship section of the convention mobile app
- All 2024 convention sponsors have the opportunity to provide promotional swag in the convention registration space (sponsor assumes cost of promotional swag items)



PREMIER CONVENTION SPONSORSHIP – \$25,000 (AVAILABLE EXCLUSIVELY TO ONE COMPANY)

Receives **Convention Sponsor Recognition Package Plus**

PREMIUM LOCATION – CONVENTION REGISTRATION SPACE

- Exceptional visibility in convention registration space and across all convention digital and print platforms.
- (2) custom branded columns (mirrors) in premier registration event space (Figure A)
- (2) custom branded escalator clings (Figure B)
- (1) custom welcome banner, co-branded with IAPD, hanging above the escalator leading to registration area (Figure C)
- (2) Branding walls – 120" x 89" prominently placed in the main convention registration space (Figure D)
- Prominent digital graphics exposure during Opening and Closing General Sessions
- Company logo and direct link to your website on all IAPD Annual Convention emails



FIGURE A



FIGURE B

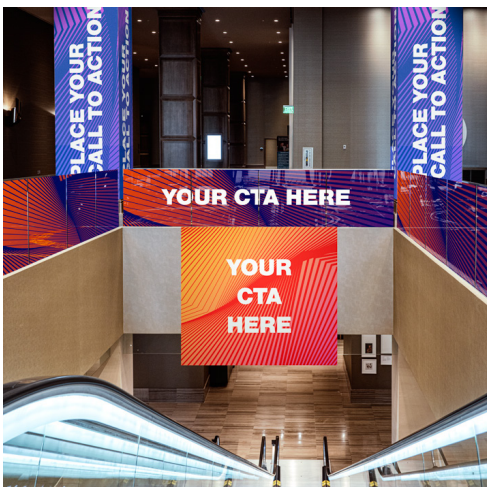


FIGURE C



FIGURE D

PREMIER CONVENTION SPONSORSHIP (CONTINUED)

- Company logo on *Convention Pocket Agenda* given to all delegates
- Company logo on the convention landing page with direct link to your website
- Digital ad – 150 pixels x 150 pixels on the convention landing page
- Complimentary full-page ad in the *Convention Program Guide* given to all attendees
- Company marketing or promotional items (provided by company) placed at each delegate's seat before the Opening General Session and/or Closing General Session

PLATINUM CONVENTION SPONSORSHIP – \$10,000 (AVAILABLE EXCLUSIVELY TO ONE COMPANY)

Receives **Convention Sponsor Recognition Package Plus**

PREMIUM LOCATION – OPENING AND CLOSING GENERAL SESSION SPACE OLMSTEAD BALLROOM FOYER

- (2) branding walls – 60" x 90" prominently placed in the Convention Opening and Closing General Sessions space
- (2) custom branded window clings - minimum size 53" x 119" prominently placed in the Convention General and Closing Sessions space
- Sponsor signage at Education Sessions
- Prominent digital graphics exposure during Convention Opening and Closing General Sessions
- Company logo and direct links to your website on all convention emails, sent regularly
- Company logo on *Convention Pocket Agenda* given to all delegates
- Company logo on the convention 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 delegates

GOLD CONVENTION SPONSORSHIP – \$6,500

(AVAILABLE TO THREE COMPANIES)

Receives **Convention Sponsor Recognition Package Plus**

PREMIUM LOCATION – CONNECX EXHIBIT HALL COMMONWEALTH BALLROOM FOYER

- Exceptional visibility in the high-traffic connecX foyer space and across all convention digital and print platforms.
- (2) window clings – 46” x 117” prominently located in the high-traffic connecX foyer space
- Company logo and direct link to your website on all convention emails
- Company logo on the convention landing page with direct link to your website
- Digital ad – 150 pixels x 150 pixels on the convention landing page

SILVER CONVENTION SPONSORSHIP – \$2,000

- Receives **Convention Sponsor Recognition Package**

EVEN MORE CONVENTION SPONSORSHIPS OPPORTUNITIES

(EACH OPTION AVAILABLE TO EXCLUSIVELY TO ONE COMPANY)

HOTEL KEY CARD SPONSORSHIP – \$5,000

Receives **Convention Sponsor Recognition Package Plus**

- Custom branded hotel key card(s) for each convention delegate staying at the Omni Louisville Hotel
- Cost of key cards included

CONVENTION LANYARD SPONSORSHIP – \$5,000

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**

- Hand sanitizer stations throughout the convention branded with your company information
- Cost of sanitation station equipment included (stands, signage, dispensers)



GIFT/TOTE BAG SPONSORSHIP – \$2,000

Receives **Convention Sponsor Recognition Package Plus**

- Logo bag (company provided) prominently placed at convention registration area

WELCOME RECEPTION SPONSORSHIP

EXCLUSIVE – \$20,000 (SHARED SPONSORSHIP OPTIONS LISTED BELOW)

Your company will be front and center at the kick-off event marking the beginning of the IAPD Annual Convention + connecX.

The Welcome Reception includes light food and drinks (hosted beer, wine and cocktails) for all delegates.

Each sponsor receives **Convention Sponsor Recognition Package Plus**

- Video branding inside the venue
- Custom branded proscenium with step and repeat leading into the event venue
- Branded table signage
- Service staff branded with custom items (hats, sunglasses, etc.)
- Custom branded bars with signature cocktail of your choice
- Branded food service items (napkins, stir sticks, etc.)
- Exclusive sponsor also receives Option 1, 2, 3 and 4 as listed below
- Deliverables may be altered, with approval, based on number of sponsors and availability

OR SHARED SPONSORS choose one of the four options below. Prices as noted.

OPTION 1 BOURBON TASTING SPONSOR – \$8,000

- Custom branded linen, area backdrop and napkins for tasting table
- A local sommelier will provide a bourbon tasting experience for delegates

OPTION 2 MUSIC/DJ SPONSOR - \$7,000

- Custom branded linen and area backdrop for DJ table/booth
- DJ will provide entertainment for delegates through duration of reception

OPTION 3 COFFEE/DESSERT SPONSOR - \$6,500

- Custom branded dessert, napkins and area backdrop
- An assortment of regular and decaf coffee and tea will be offered with dessert

OPTION 4 TACO TRUCK SPONSOR - \$6,000

- Custom branded signage, taco boats and napkins
- Delegates will have a choice of three tacos

CLOSING PARTY SPONSORSHIP

EXCLUSIVE – \$15,000 (SHARED SPONSORSHIP OPTIONS LISTED BELOW)

Your company will be front and center at the party, held at the world famous Churchill Downs, celebrating the close of the IAPD Annual Convention + connecX.

The Closing Party includes light food and drinks (hosted beer, wine and cocktails) for all delegates.

Each sponsor receives **Convention Sponsor Recognition Package Plus**

- Video branding inside the venue
- Branded table signage
- Branded signage at the hotel entry directing delegates to transportation to the Closing Party
- Custom branded bars with signature cocktail of your choice
- Branded food service items (napkins, stir sticks, etc.)
- Exclusive sponsor also receives Option 1, 2 and 3 as listed below
- Deliverables may be altered, with approval, based on number of sponsors and availability

OR choose one of the three options below. Prices as noted.

OPTION 1 FAST TRACK VIRTUAL HORSE RACING - \$6,000

Share in the excitement of virtual racing using historic Churchill Downs race footage with simulated wagering (free to play).

- Branded mutuel ticket booth with teller, betting rules meter board and wager slips

OPTION 2 POST POSITION PRE-PARTY BEVERAGE - \$5,000

Provide complimentary Mint Juleps, the official drink of the Kentucky Derby, to all Closing Party delegates as they enter Churchill Downs.

- Custom signage in the elevator foyer on the main level at Churchill Downs
- Custom branded drink cups and napkins

OPTION 3 WINNERS CIRCLE MUSIC/BAND SPONSOR - \$5,000

- Custom branded wall behind DJ booth/table
- Band will provide live entertainment for delegates through the duration of the event

GENERAL CONVENTION

SESSION SPONSORSHIPS

CONNEX LUNCH SPONSORSHIP – \$4,000

Receives **Convention Sponsor Recognition Package Plus**

- Lunch during IAPD connexX on Wednesday, October 9
- Branded signage at each dining table

NETWORKING BREAKFAST AND LUNCH SPONSOR – \$4,000

Receives **Convention Sponsor Recognition Package Plus**

- Includes three meals:
 - Networking Breakfast on Wednesday, October 9
 - Networking Breakfast and Lunch on Thursday, October 10
- Branded signage at each dining table

GENERAL SESSION COFFEE BREAK SPONSOR – \$4,000

Receives **Convention Sponsor Recognition Package Plus**

- Sponsor recognition at coffee breaks during the IAPD Opening General Session and Closing General Session on Wednesday, October 9 and the Closing General Session on Thursday, October 10
- Branded signage, coffee sleeves and stir sticks

CHARGING STATION AND LOUNGE SPONSORSHIP – \$4,000

(AVAILABLE EXCLUSIVELY TO ONE COMPANY)

Receives **Convention Sponsor Recognition Package Plus**

- Provides a lounge area and charging station in the high-traffic convention registration space, allowing delegates to sit, gather and connect while recharging their electronics
- Premium visibility throughout the entire IAPD Annual Convention
- Branded signage in the lounge area

NEW MEMBER AND FIRST-TIMER RECEPTION SPONSOR – \$2,000

The New Member and First-Timer Reception includes light food and drinks (hosted beer, wine and cocktails) for all delegates.

Receives **Convention Sponsor Recognition Package Plus**

- Welcome IAPD's newest companies and convention attendees with sponsor recognition at the New Member and First-Timer Reception
- Branded event signage

PRINT OPPORTUNITIES

CONVENTION PROGRAM GUIDE ADS – STARTING AT \$1,500

The *Convention Program Guide* is the essential companion guide to the IAPD Annual Convention + connecX

- Full-page display advertisements – 7-3/4" x 10"
- Distributed to all convention attendees
- Premium positions available:
 - Inside front cover – \$2,500
 - Inside back cover – \$2,000
 - Back cover – \$3,000
- Space deadline August 23, 2024

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

Draw attention to your connecX booth with a logo placement next to your exhibitor listing

- Includes a full-color logo placement in **both** the August/September 2024 Convention Preview issue of *Performance Plastics* magazine and the official *Convention Program Guide*
- Space deadline July 12, 2024

DIGITAL OPPORTUNITIES

CONVENTION LANDING PAGE BUTTON ADS – \$2,500

Prominent placement on the IAPD Annual Convention landing page, which draws IAPD's highest volume of new visitors

- Includes a link to your website
- Ad Size – 150 pixels x 150 pixels
- Button ad can include a customized convention message
- Ad will run on convention website through October 10, 2024

CUSTOM BRANDING

- Floor clings
- Window clings

Please contact IAPD staff for available locations, sizes and pricing

Don't see what you're looking for? Inquire with IAPD staff for additional offerings.

IAPD ANNUAL CONVENTION SPONSORSHIPS

68TH IAPD Annual Convention + connecX

COMPANY INFORMATION

Company Name _____ Contact Name _____

Street Address _____

City _____ State/Province _____ ZIP/Postal Code _____ Country _____

Phone _____ Fax _____ Email _____

SELECT IAPD CONVENTION SPONSORSHIPS

- Premier Sponsor – \$25,000
- Platinum Sponsor – \$10,000
- Gold Sponsor – \$6,500
- Silver Sponsor – \$2,000

Choose Your Sponsor Promotional Item

- Hotel Keycard Sponsor – \$5,000
- Lanyard Sponsor – \$4,000
- Healthy Hands Sanitation Station – \$4,000
- Gift/Tote Bag Sponsorship – \$2,000

GENERAL CONVENTION SESSION SPONSORSHIPS

Welcome Reception

- Exclusive – \$20,000
- Bourbon Tasting – \$8,000
- Music/DJ – \$7,000
- Coffee/Dessert – \$6,500
- Taco Truck – \$6,000

Closing Party

- Exclusive – \$15,000
- Fast Track – \$6,000
- Post-Position – \$5,000
- Winner's Circle – \$5,000

- New Member & First-Timer Reception – \$2,000

GENERAL CONVENTION SESSION SPONSORSHIPS

- connecX Lunch – \$4,000
- Networking Breakfast & Lunch – \$4,000
- Opening & Closing Session Coffee Breaks – \$4,000
- Charging Station & Lounge – \$4,000

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 Landing Page Button Ad – \$2,500

2024 CONVENTION

MARKETING INVESTMENT TOTAL: \$ _____

IAPD Nonmembers – 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 +913.387.1116 | Fax: +913.345.1006 | Email: dblackhurst@iapd.org

2024 IAPD CONVENTION MARKETING AGREEMENT

68TH IAPD Annual Convention + connecX

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 _____