

# 2008 ICMA EXPO Sponsorship Opportunities



The ICMA annual EXPO is attended by leading card manufacturers, personalizers and suppliers in the card manufacturing industry. In fact, past ICMA EXPO's have been attended by card industry representatives from more than 35 countries worldwide!

Want to reach new customers? Sponsorships are the best way to receive enhanced visibility among the card manufacturer and personalizer audience at the EXPO. Each sponsorship comes with a variety of beneficial extras, even FREE EXPO registrations if applicable.

Confirm your investment by January 18 and your sponsorship will be acknowledged in the Registration Brochure and the Spring Events issue of *Card Manufacturing* magazine, which is mailed to more than 3,000 potential attendees.

## GOLD LEVEL SPONSORSHIPS

### Gold sponsors receive all of the following:

- Two (2) FREE EXPO registrations
- One half-page four-color ad in the EXPO Registration Brochure\*
- One full-page four-color ad in the Spring Events issue of *Card Manufacturing* magazine\*
- One full-page black & white display ad in the onsite EXPO Program Book (unique size)
- Recognition during the Opening Session on Monday

\*if reserved by January 18.

### Shirts | SOLD to Kurz Group

This sponsor will have every attendee wearing the conference logo as well as their company logo! You provide us with your logo, and ICMA will purchase and distribute the shirts to all EXPO attendees at registration.

### Keynote Speaker/Opening General Session

**Investment: \$5,500**

This sponsorship also includes an opportunity for a welcome statement in the front of the audience on the opening morning and one piece of your literature placed at each person's seat. ICMA will showcase your company's name and logo on screen and signage.

### Bags | Investment: \$4,500

This sponsor will have every attendee carrying a bag with the conference logo as well as your company logo! This sponsorship also enables you to insert a piece of your company literature, a product sample or a company give-away into the bag. You provide us with your logo, and ICMA will design, purchase and distribute the bags to all EXPO attendees at registration.

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_

E-mail address: \_\_\_\_\_ (print clearly)

Sponsorship: \_\_\_\_\_ Amount Due: \_\_\_\_\_

Payment Method:  MasterCard  Visa  American Express  Discover  Check

Account # \_\_\_\_\_

Signature: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Currency amounts are in US dollars. (Submitting this form confirms your sponsorship. Cancellations / refunds will only be accepted if made prior to January 18, after which the publicity will have already begun.) Payment is due with form.

## SILVER LEVEL SPONSORSHIPS

### Silver sponsors receive all of the following:

- One (1) FREE EXPO registration
- One quarter page four-color ad in the EXPO Registration Brochure\*
- One half-page four-color ad in the Spring Events issue of *Card Manufacturing*\*
- One half-page black & white display ad in the onsite Program Book (unique size)
- Recognition during the Opening Session on Monday

\*if reserved by January 18.

### Internet Kiosk | Investment: \$3,500

This sponsorship will allow attendees to use two computers set up in the exhibit hall for internet access during the show. Your company's name and logo will be displayed on the computer kiosk as well as on the desktop of the computers. You can also place company literature at the station. This sponsorship gives great visibility positioned in the high-traffic exhibition.

### Wireless Access | Investment: \$2,500

This sponsorship allows attendees wireless access in the general session, foyer, and exhibition space on behalf of your company. Your logo will be prominently displayed in the meeting room and in meeting materials, letting all attendees know what company provided them with complimentary wireless.

### Conference Proceedings | Investment: \$3,500

Every attendee will receive a CD containing the speaker papers presented at the EXPO. ICMA will produce the CD with your company logo printed on it and include your promotional advertisement.

### Welcome Gift | Investment: \$3,500

Includes your company material such as a brochure or other company-supplied card, literature or product sample to be delivered with a nice food amenity to each guest's room on opening night.

### Badge Lanyards | Investment: \$3,000

Each EXPO attendee will receive a lanyard featuring the sponsor's logo or company name printed on it. Imagine every attendee walking the floor promoting your organization by wearing your company logo throughout the EXPO!

### Customized Notebooks | Investment: \$2,500

ICMA will produce notebooks for distribution in all conference sessions. Your company's message will appear on the front of the notebook (with your company artwork).

### Meeting Essentials Kit | Investment: \$2,250

Every attendee will receive a pen, post-it pad, mints container and water bottle, in their attendee bag, all with your company logo on them. Your company's logo will be continuously viewed as attendees use these must-have items throughout the EXPO.

## BRONZE LEVEL SPONSORSHIPS

### Bronze sponsors receive the following:

- Your company logo and web address in the EXPO Brochure\*
- A black & white Marketplace ad in the Spring Events issue of *Card Manufacturing*\*
- Your company logo and web address in the onsite Program Book
- Recognition during the Opening Session on Monday

\*if reserved by January 18.

### General Session - Half Day Sponsorship

**Investment: \$1,500**

Put your company's product literature or promotional item at each person's seat in the General Session. ICMA will also showcase your company's name / logo on the screen during the entry and exit of each session.

Options are:

- |   |  |
|---|--|
| <input type="checkbox"/> Monday Morning   | <input type="checkbox"/> Tuesday Morning   |
| <input type="checkbox"/> Monday Afternoon | <input type="checkbox"/> Tuesday Afternoon |
|   | <input type="checkbox"/> Wednesday Morning |

### On-site Program Book | Investment: \$1,500 each

Every attendee will receive this on-site guide in advance as well as on-site. This is the official guide to all conference sessions and the exhibit guide. There are three opportunities available for a four-color advertisement. (Size of artwork to be determined.)

Choose one:

- Outside Back Cover
- Inside Front Cover
- Inside Back Cover

### Hotel Key Card | Investment: \$1,500

Imagine your logo or product name on the attendees' room card keys. This will give your company great visibility throughout their stay!

### Conference Bag Insert | Investment: \$1,000

(Limit of five sponsors)

Insert one piece of your company's promotional literature or promotional item give-away in the EXPO bag. Each attendee will receive an EXPO bag upon registering. The bag will also contain the EXPO's on-site Final Program Book and Conference Proceedings CD.