

# SPONSOR / ADVERTISING INFO

LAST UPDATED ON NOVEMBER 15, 2017

Enjoy strong branding and enhanced visibility in a focused environment as a Sponsor at this premiere gathering of representatives from companies around the world that connect speakers to audiences.

We have a variety of opportunities, including advertising designed to maximize your experience and exposure.

Space is limited! Reserve today! For more information, please contact the IASB Office at (480) 839-1423.

## PLATINUM PACKAGE :: \$10,000

EXCLUSIVE! LIMIT OF 1 SPONSOR

- **Exclusive Host** of the Awards Banquet: **SAT Dinner**
- Two Podium Opportunities (5 minutes each) and exclusive Signage at sponsored function.
- Display table at event plus Exclusive Night Room Drop on Saturday.
- Opportunity to distribute premiums at registration or event plus insert in hotel's welcome packet.
- A full-page ad with premium placement in Program\* (\$1,250 value)
- Two (2) exhibit spaces\*\*.
- Two (2) meal function Guest passes (\$400 value)
- One (1) Member eBlast plus one (1) Banner Ad in the IASB eNews publication (\$200 value).
- Home Page Side Box Ad and Banner Subpage Ad on IASB Website for 12 months (\$3,000 value)
- IASB Members: Six (6) convention passes for use by company employees (\$3,670 value).
- Non-Members: Three (3) Video Spots (includes link) in the mobile event app (\$1,500 value).

## GOLD PACKAGE :: \$5,000

LIMIT OF 3 SPONSORS

- **Exclusive Host** of one of the meal functions: **FRI Lunch :: SAT Lunch :: SAT Reception**
- Podium Opportunity (5 minutes) and exclusive Signage at sponsored function.
- Opportunity to distribute premiums to function attendees.
- A full-page ad in Program\* (\$1,250 value).
- One (1) exhibit space\*\*.
- Two (2) sponsored function Guest passes (\$500 value).
- IASB Members: Two (2) convention passes for use by company employees (\$1,290 value).
- Non-Members: One (1) Video Spot (includes link) in the mobile event app (\$500 value).

## SILVER PACKAGE :: \$2,500

LIMIT OF 10 SPONSORS

- A half-page ad in Program\* (\$750 value).
- One (1) exhibit space\*\*.
- IASB Members: One (1) convention pass for use by a company employee (\$695 value).
- Non-Members: One (1) Video Spot (includes link) in the mobile event app (\$500 value).

### Above packages include:

Stage Acknowledgement/Logo on screen at Opening Session; Logo on event website page; Logo in convention marketing literature, Logo on Signage and Program Sponsor Listing.

\*A digital version of the program will be produced and ads will include a hyperlink.

\*\*IASB Members may exchange the exhibit space for a convention pass for an employee.

### ABOUT IASB

The International Association of Speakers Bureaus (IASB) is a USA-based, 501c6 nonprofit trade organization serving members around the globe. Our Members are companies that operate as a speakers bureau, agency or speaker management company. Founded in 1986, IASB provides leadership to the meetings & events industry through education, resources and partnerships.

### THE CONVENTION

The Annual Convention is the premiere face-to-face meeting of representatives of IASB Members. The 2-day convention features in-depth educational sessions, lively roundtable discussions, the Annual Awards Banquet and the IASBtalks Program.

### WHO ATTENDS

This premiere event is attended by company owners senior staff, booking agents and other professionals.

APRIL 12-14  
2018

BOSTON USA

tel  
(480) 839-1423

**RESERVE YOUR SPOT TODAY!**  
CONTACT THE IASB OFFICE OR COMPLETE THE APPLICATION.  
**DEADLINE IS MARCH 1<sup>st</sup>**

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## MOBILE EVENT APP HOST :: \$5,000

EXCLUSIVE - LIMIT OF 1 SPONSOR

Enjoy year-round exposure with this robust and interactive mobile event app.

- **Exclusive Host** of mobile event app (available year-round to attendees)
- Logo on Splash Screen and App Landing
- Podium Opportunity (1 minute)
- A full-page ad in Program (\$1,250 value) plus three (3) Social Ads - one each day (\$600 value).
- One (1) exhibit space\*\*.
- IASB Members: Two (2) convention passes for use by company employees (\$1,290 value).
- Non-Members: One (1) Video Spot (includes link) in the mobile event app (\$500 value).

## FRI NIGHT EXPERIENCE HOST :: \$3,500 SAT BREAKFAST HOST :: \$3,500

LIMIT OF 3 (MAKE IT EXCLUSIVE \$11,000\*\*\*)

Featuring a social, locally-inspired experience.

- Opportunity to distribute premiums at function plus logo on sponsored event signage.
- Display table at function plus table signage.
- A quarter-page ad in program\* (\$500 value).
- One (1) Social Ad in the event app\* (\$200 value).
- One (1) exhibit space\*\*.
- Three (3) function passes (\$450 value)\*.
- IASB Members: One (1) convention pass for use by a company employee (\$695 value).
- Non-Members: One (1) Video Spot (includes link) in the mobile event app (\$500 value).

Featuring roundtable discussions.

- Opportunity to distribute premiums at function plus logo on sponsored event signage.
- Display table at function plus table signage.
- A half-page ad in Program (\$750 value).
- One (1) Social Ad in the event app\* (\$200 value).
- One (1) exhibit space\*\*.
- Three (3) function passes (\$150 value)\*.
- IASB Members: One (1) convention pass for use by a company employee (\$695 value).
- Non-Members: One (1) Video Spot (includes link) in the mobile event app (\$500 value).

## ENGAGE LOUNGE HOST :: \$3,000

EXCLUSIVE - LIMIT OF 1 SPONSOR

- Opportunity to distribute premiums in lounge.
- Display table plus logo on signage in lounge.
- One (1) video link in the mobile event app.
- One (1) Social Ad (\$200 value)
- IASB Members: One (1) convention pass for use by a company employee (\$695 value).
- Non-Members: One (1) Video Spot (includes link) in the mobile event app (\$500 value).

## WELCOME RECEPTION HOST :: \$1,000

LIMIT OF 5 (MAKE IT EXCLUSIVE \$5,500\*\*\*)

- Opportunity to distribute premiums at event.
- Display table at function plus event signage.
- One (1) event pass.
- One (1) Social Ad (\$200 value)\*.

## VIDEO PROMO (5 MINUTES) :: \$1,000

EXCLUSIVE—LIMIT OF 2 (ONE PER DAY)

- Presented on the Main Stage.
- Includes One (1) Social Ad (\$200 value)\*.

**All above sponsorships include:** Stage Acknowledgement/Logo on screen at Opening Session; Logo on event website page; Logo in convention marketing literature, Logo on Signage and Program Sponsor Listing.

\*A digital version of the program will be produced and ads will include a hyperlink.

\*\*IASB Members may exchange the exhibit space for a convention pass for an employee.

\*\*\*When bought out - benefits convert to Gold Level plus items with a plus (+).

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APRIL 12-14  
**2018**

**BOSTON USA**

**tel**  
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## ADVERTISING

PRICE RANGE: \$200-\$1,750

DEADLINE FOR ARTWORK IS  
MARCH 1<sup>ST</sup>.

- **Social Ad** (\$200)  
These interactive ads are in the event app; includes link.
- **Convention Program Ad\***  
Premium (\$1,750); Full-page (\$1,250); Half-page (\$750); Quarter-page (\$500).

This form is for purchasing a sponsorship or advertising for the Convention - **prior to completing the form, please check availability of your desired opportunity by contacting the IASB office.** For info on digital advertising on our website or in our electronic communications, please refer to the MediaKit or contact IASB for assistance.

### APPLICATION DEADLINE IS MARCH 1st.

Company Name: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Contact Phone: \_\_\_\_\_  
 Contact Email: \_\_\_\_\_  
 URL for Hyperlinked Ad: \_\_\_\_\_

Please indicate the info that will be printed in the Sponsor/Advertiser Directory:

Phone: \_\_\_\_\_ Web: \_\_\_\_\_

*I, the undersigned, am authorized to act on behalf of the above named Company and wish to purchase the checked items below. I understand that items are awarded on a first-paid, space available basis and IASB reserves the right to refuse my sponsorship or advertising. I hereby acknowledge that I have read and agree to the Terms & Conditions below.*

Printed Name: \_\_\_\_\_

Payment Method:  Check (Mail)  Credit Card (Fax/Email/Phone)

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Number: \_\_\_\_\_

CVV: (Amex 4-digits; Visa/MC 3 digits) \_\_\_\_\_ Expiry: \_\_\_\_\_ / \_\_\_\_\_

I certify I am an authorized user of the above card and have read and agree to the terms and conditions below and authorize IASB to charge amount indicated below.

Card Holder's Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

### SPONSOR OPTIONS & RATES

**PLATINUM PACKAGE :: \$10,000**

PLEASE SELECT YOUR PREFERENCE BELOW:

- Inside Front Cover Ad  Inside Back Cover Ad  
 Back Cover Ad  No Preference

\*Buyout Amount.

**GOLD PACKAGE :: \$5,000**

PLEASE SELECT YOUR PREFERENCE BELOW:

- Lunch (Fri)  Lunch (Sat)  Reception (Sat)

**SILVER PACKAGE :: \$2,500**

**MOBILE EVENT APP :: \$5,000**

**FRI EVENT :: \$3,500** ( \$11,000\*)

**CHARGING LOUNGE :: \$3,000**

**THU RECEPTION :: \$1,000** ( \$5,500\*)

### ADVERTISING OPTIONS & RATES

**FULL PAGE (PREMIUM\*) :: \$1,750**

PLEASE SELECT YOUR PREFERENCE BELOW:

- Inside Front Cover Ad  Inside Back Cover Ad  
 Back Cover Ad  No Preference

\*Placement is dependent on preference of Platinum Sponsor.

**FULL PAGE :: \$1,250**

**HALF PAGE :: \$750**

**QUARTER PAGE :: \$500**

**VIDEO PROMO :: \$1,000**

**SOCIAL AD :: \$200**

### ARTWORK SPECIFICATIONS

**NOTE: ARTWORK DEADLINE IS MARCH 1st.**

Please send via Dropbox or similar program (email: info@iasbweb.org).  
 Artwork files must be a JPG or PNG (Logos and Social Ads) or PDF ([Program Ads]).  
 High-resolution format (minimum 300 dpi). We will resize logos as needed for web.

**Print Ad Sizes:** smaller artwork that is received will be centered. Please do not include registration/crop marks or color guides (we use a digital printer).

▪ Full : 7.375"x9.875" ▪ 1/2 Horizontal:7.375"x4.875" ▪ 1/4 Vertical: 3.625"x4.875"

**Social Ad Size:** 580px by 256px (horizontal)

### TERMS & CONDITIONS

**Advertising:** See Print Ad specs above—deadline for artwork is March 1st.

Note: Platinum Sponsor has first choice of premium ad placement. Advertisers that pay for premium placement that cannot be accommodated will be provided with an opportunity to cancel or receive a refund of the difference in price.

**Approval:** Sponsors/Advertising is subject to approval and IASB may reject a sponsor/advertiser or artwork for any reason. Those rejected are eligible for a refund.

**Artwork:** All artwork including logos must meet the specifications listed above. IASB reserves the right to resize artwork as needed.

**Cancellations/Refunds:** Cancellations must be in writing (mail, fax or email) and acknowledged by IASB. Cancellations made by March 1st will be entitled to a full refund. Credit will not be provided for unused Passes or Exhibit Space.

**Exhibit Space:** Send a completed **Agreement For Exhibit Space by March 1st** or advise that you will not be utilizing this benefit. Additional info including exhibit

accompaniments, specifications and requirements are in the agreement.

**Function Hosts:** IASB selects the menu where applicable. A table will be available to display collateral at the function. It is encouraged (but not required) to have a representative at the table during the event.

**Literature/Signage/Event Webpage:** your logo and/or company name will be included on promotional materials and signage for the event. Logo with a link will be displayed on event webpage within 2 business days of receipt of payment and approved artwork and will remain on page for the duration of the page. IASB at their discretion may display the logo on other webpages, promotional materials, etc.

**Premium Distribution/Room Drop:** make arrangements to ship your items to the hotel *at your expense* to arrive no earlier than Noon on Thursday to be stored in the IASB Convention Office. Please plan on 100 items. Excess items will be held for pick-up until 10PM on Saturday; remaining items will be disposed of at our discretion.