

## SPONSOR / HOST / ADVERTISING INFO

LAST UPDATED ON OCTOBER 25, 2018

**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 Stage 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\* (\$1,750 value).
- Two (2) exhibit spaces\*\*.
- Two (2) meal function Guest passes (\$400 value).
- One (1) Member eBlast plus one (1) Banner eAd 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: Four (4) Convention Passes\*\* for use by company employees (\$2,880 value).
- Non-Members: Four (4) Meal Passes (\$2,000 value) plus three (2) Video Spotlights (\$1,000 value).

### GOLD PACKAGE :: \$5,000 LIMIT OF 3 SPONSORS

- **Exclusive Host** of one of the meal functions: **FRI Lunch :: SAT Lunch :: SAT Reception**
- Stage 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 (\$200 value).
- IASB Members: Two (2) Convention Passes\*\* for use by company employees (\$1,490 value).
- Non-Members: Two (2) Meal Passes (\$1,000 value) plus one (1) Video Spotlight (\$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 (\$795 value).
- Non-Members: One (1) Meal Pass (\$500 value) plus one (1) Video Spotlight (\$500 value).

**Above packages include:** Stage Acknowledgement/Logo on screen at Opening Session; Logo on event website page; Logo Social Ad in Mobile Event App, Logo in convention marketing literature, Logo on Signage and Program Sponsor Listing.

### PACKAGE ADD-ONS

ENHANCE YOUR PACKAGE WITH ONE OF THESE EXCLUSIVE ADD-ONS

#### VIDEO PROMO :: \$1,500 LIMIT OF 2

- Your video presented on the Main Stage during a Plenary Session (limit: 1 per day).
- Stage Opportunity (5 minutes) to intro video.
- One (1) Social Ad (\$200 value).

#### BREAK HOST :: \$500 LIMIT OF 4

- Opportunity to distribute premiums at break plus Signage on break tables.
- Push Notification Prior to Break.

### ABOUT IASB

The International Association of Speakers Bureaus (IASB) is a USA-based, 501(c)(6) 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 4-6**  
**2019**

**tel**  
(480) 839-1423

**RESERVE YOUR OPPORTUNITY TODAY!**  
CONTACT THE IASB OFFICE OR COMPLETE THE APPLICATION.

**DEADLINE IS MARCH 1<sup>st</sup>**

**VANCOUVER, BC**

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*These Host Packages include: Members: Two (2) Convention Passes\*\* for use by company employees (\$1,490 value); Non-Members: Two (2) Meal Passes (\$1,000 value) plus One (1) Video Spotlight (\$500 value).*

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

EXCLUSIVE - LIMIT OF 1

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

- Exclusive Host of year-round event app
- Logo in App Banner
- Podium Opportunity (5 minutes).
- A full-page ad in Program\* (\$1,250 value) plus three (3) Social Ads - one each day (\$600 value).
- One (1) exhibit space\*\*.

### MASTERCLASS HOST :: \$3,500

EXCLUSIVE - LIMIT OF 1

*Pre-convention Workshop—consistently ranked as a favorite by attendees.*

- Podium Opportunity (5 minutes) and exclusive Signage at sponsored session.
- Break Host for session (\$1,000 value).
- A half-page ad in Program\* (\$750 value).
- Push Notification in App.
- One (1) exhibit space\*\*.

*These Host Packages include: IASB Members: One (1) Convention Pass\*\* for use by company employees (\$795 value); Non-Members: One (1) Meal Pass (\$500 value) plus One (1) Video Spotlight (\$500 value).*

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

LIMIT OF 3 (MAKE IT EXCLUSIVE \$10,500\*\*\*)

*Featuring a social, locally-inspired experience.*

- Opportunity to distribute premiums at function plus logo on sponsored event signage.
- Display at function plus shared Fri Room Drop+.
- 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)+.

EXCLUSIVE - LIMIT OF 1

*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).

### ENGAGE LOUNGE HOST :: \$3,500

EXCLUSIVE - LIMIT OF 1

- Opportunity to distribute premiums in lounge.
- Display table plus logo on signage in lounge.
- Three (3) Push Notifications in the event app.
- One (1) Social Ad (\$200 value)

*The following do NOT include Convention Passes/Video Spotlights but offer great value at a great price!*

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

LIMIT OF 5 (MAKE IT EXCLUSIVE \$5,000\*\*\*)

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

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



### ADVERTISING

*The following options are connected to the event. We have additional advertising available on our web and our digital communications—contact us for more info.*

- **Social Ad** (\$200): These interactive ads are in the event app; includes link.
- **Video Spotlight** (\$500): These are promoted ads that link to a video that play in the app and throughout the event.
- **Program Ad\***: Premium (\$1,750); Full-page (\$1,250); 1/2-page (\$750); 1/4-page (\$500).

**All above host 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 exhibit space for a Convention Pass for an employee or a Convention Pass for a Video Spotlight.

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

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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: \_\_\_\_\_

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

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: \_\_\_\_\_

### SPONSOR PACKAGE & HOST OPTIONS + RATES

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

**Ad Placement Preference:**

Inside Front  Inside Back  Back  No Preference

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

**Preference:**  Lunch -Fri  Lunch-Sat  Reception-Sat

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

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

**MASTERCLASS :: \$4,000**

**FRI NIGHT :: \$3,500** ( \$10,500\*)

**SAT BREAKFAST :: \$3,500**

**ENGAGE LOUNGE :: \$3,500**

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

The following may be added to any sponsorship, host or advertising purchase; not sold individually:

**VIDEO PROMO :: \$1,500**  Fri  Sat

**BREAK :: \$500**  Fri  Sat **and**  AM  PM

### ADVERTISING OPTIONS & RATES

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

**Ad Placement Preference:**

Inside Front  Inside Back  Back  No Preference

\*Placement is dependent on preference of Platinum Sponsor.

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

**HALF PAGE :: \$750**

**QUARTER PAGE :: \$500**

**SOCIAL AD :: \$200**

**VIDEO SPOTLIGHT \*\*: \$500**

\*\*Limited availability—please call the IASB Office before purchasing.

### 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 / Video Spotlight Size:** 580px by 256px (horizontal)

### TERMS & CONDITIONS

**Advertising/Placement:** See specs above—deadline for artwork is March 1st.

*Note: Platinum Sponsor has first choice of 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:** IASB may reject a sponsor, host or 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 Convention 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 information including exhibit accompaniments, specifications and requirements are in the agreement.

**Function Hosts:** IASB selects the menu. 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 function.

**Literature/Signage/Event Webpage:** your logo and/or company name will be included on promotional materials and signage. 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.

**Non-Members:** If you/your company are not a Member; you will not be able to attend the sessions or the Breakfast Roundtables; however you will be provided with a Meal Pass to attend the Lunches; Receptions and Dinner.

**Premiums/Room Drop:** refer to shipping instructions. Shipping is at your expense. Please plan on 100 items. Excess items will be held until 10PM on Saturday; remaining items will be disposed of at our discretion.

**Video Spotlight:** please provide the video file at least 1 week prior.