

IBPA *Virtual* PUBLISHING UNIVERSITY 2021

The Premier
Educational Event for
Independent Publishers

APRIL 7 – 10, 2021
WITH ATTENDIFY



discover
fresh strategies,
new connections,
& innovative ideas!

f /IBPAonline

t #PubU2021

INDEPENDENT BOOK
ibpa
PUBLISHERS ASSOCIATION

2021 Sponsorship Opportunities

Thank you for your interest in sponsoring IBPA Publishing University 2021!

<https://www.publishinguniversity.org/>

This fully virtual event will take place on the Attendify* platform, with live programming April 7, 8, 9, and 10 and access to recorded programming through May 7. Sponsor connections and offers will be accessible before, during, and after the live sessions (through May 7).

*Virtual events should feel like events, not websites. That's why IBPA partnered with Attendify to deliver IBPA Publishing University 2021. Attendify's reimagined social and event features will help attendees engage in a virtual environment like never before. Online features include:

- **Town Hall:** Attendify's virtual experience starts with an open community space that captures the excitement and energy of walking into an event venue and seeing all the learning and networking opportunities available to you.
- **Interactive Sessions:** IBPA Publishing University is built around educational opportunities and Attendify makes it easy to access live and recorded video while also engaging in the experience with social features like polling, Q&A, and a list of attendees in each session for easy networking.
- **Effective Networking:** At every step of the virtual experience attendees will have networking tools. Whether posting on the Town Hall's activity stream, browsing other attendee profiles, sending messages and chat requests, or viewing a session, networking is just one click away.

In addition, sponsors will have the option of associating their brand with a particular educational session, showcasing demo videos, messaging attendees, and offering limited time discounts.

See below for the full list of packages and contact us with questions. We're happy to help!

Ted Olczak
Publisher Partnerships
Independent Book Publishers Association
4mindshare@gmail.com

Terry Nathan
Chief Operations Officer
Independent Book Publishers Association
terry@ibpa-online.org

<https://www.publishinguniversity.org/>

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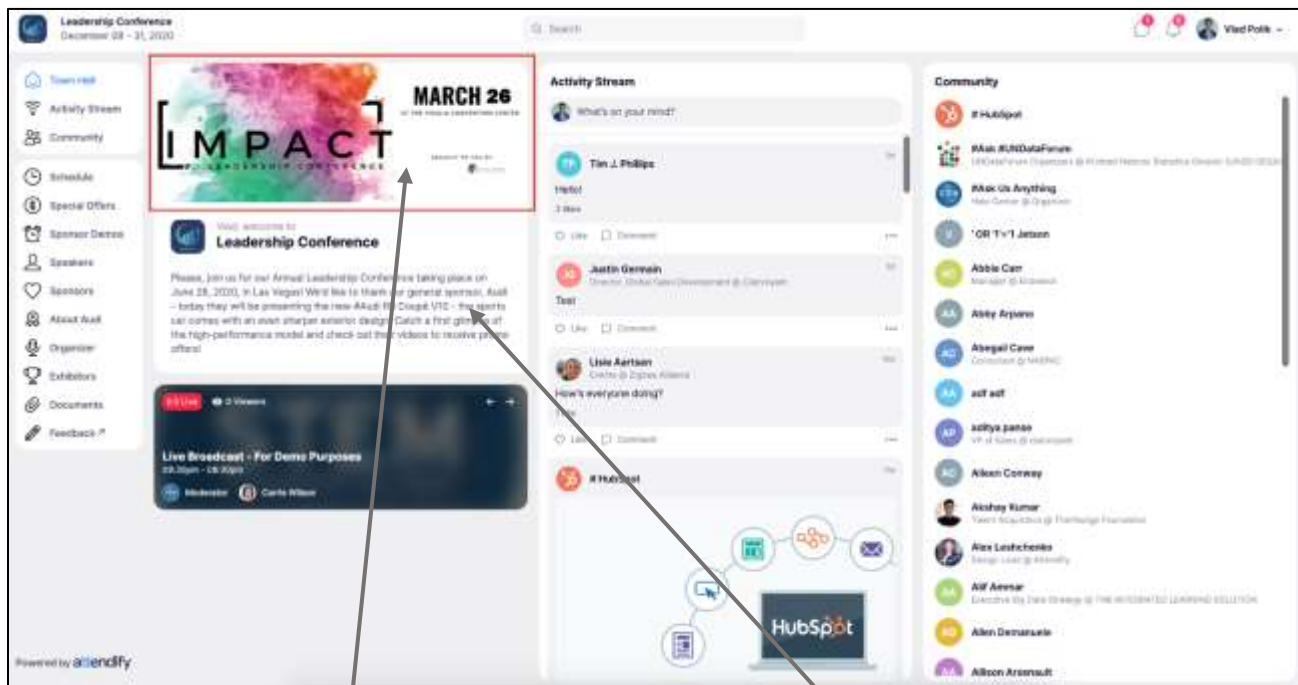
Become a Featured Sponsor of the Day! Sponsor IBPA Publishing University's Town Hall area and the day's Keynote Address – **\$3,000/day** (only 2 available)



Includes everything in SPONSOR AREA package below, plus...

...this package will include your company logo on IBPA Publishing University Town Hall's cover image on **April 8 or 9**. In addition, hyperlinked promotional text will be placed in the Town Hall welcome note directly beneath the cover image. Finally, your company will receive exclusive sponsorship of that day's keynote address, complete with the opportunity to provide 3-minute remarks prior to the keynote. You can also add live polling to collect feedback from session attendees.

- April 8 Keynote Address: "In Conversation with B&N CEO James Daunt"
- April 9 Keynote Address: "#Voices for Inclusion in the Book Publishing Industry"



TOWN HALL COVER IMAGE

TOWN HALL WELCOME NOTE

List your company in IBPA Publishing University's SPONSOR AREA – \$1,500



Set up a unique listing within IBPA Publishing University's dedicated SPONSOR AREA inclusive of:

- Company logo
- Key contact information (name, email)
- Featured image (size must be 1640 pixels wide by 625 pixels tall)
- Social media links (Twitter, Facebook, etc.)
- Links to any external resources (videos, special offer pages, etc.)
- Downloadable presentations (PDF, PPT, Word)
- Ability to host 1-on-1 live video conference meetings with attendees via [Attendify's on demand "Meet Now" functionality](#).

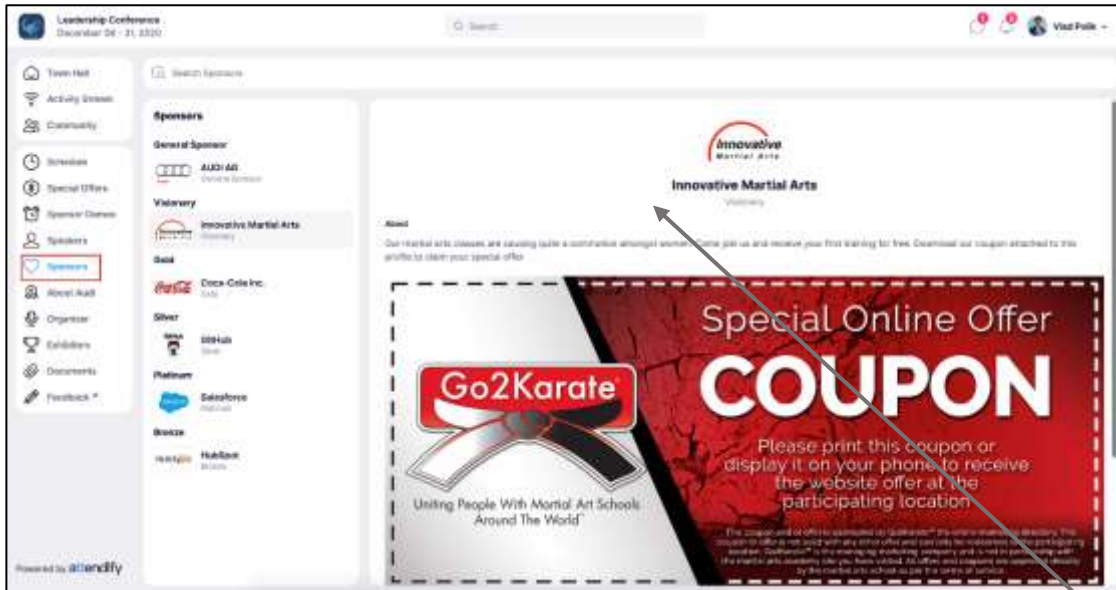
Attendees will be encouraged to visit each SPONSOR page via a "Sponsor Treasure Hunt" game featuring prizes provided by IBPA. [Click here to scroll through a SPONSOR page online](#).

- This offer also includes:
 - Sponsorship mention on IBPA Publishing University website before and after the event.
 - Sponsorship mention in all IBPA Publishing University eblasts to IBPA's 10,000+ contacts.
 - Three (3) complimentary event tickets (a \$687 value); additional tickets available at half price.
 - Quarter page ad in *IBPA Independent* magazine (a \$435 value). Some restrictions apply. Contact the IBPA office for details.
 - Upgrade to ½-page for additional \$250.
 - Upgrade to full-page for additional \$500.
 - Registrant gift (or marketing materials) in conference box mailed to attendees prior to the event; materials must be mailed by the sponsor to arrive in the IBPA office no later than March 1, 2021. Weight limit applies. If deadline is missed, materials will not be included in the conference box (a \$600 value).
 - Opportunity for two (2) company representatives to participate in IBPA Publishing University's exclusive "Ask the Experts" program, scheduled for Saturday, April 10, 2021.

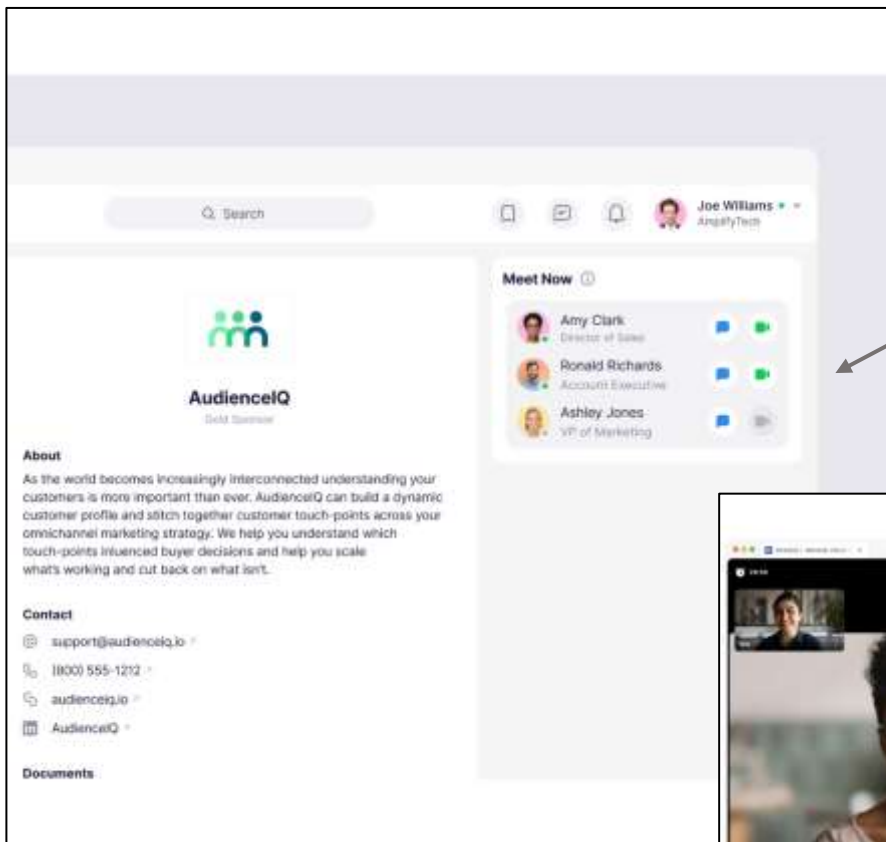
[See next page for screen shots....]

INTERESTED IN A LIVE DEMO OF THE ATTENDIFY PLATFORM? NO PROBLEM!
EMAIL TED OLCZAK AT 4mindshare@gmail.com TO SET ONE UP.

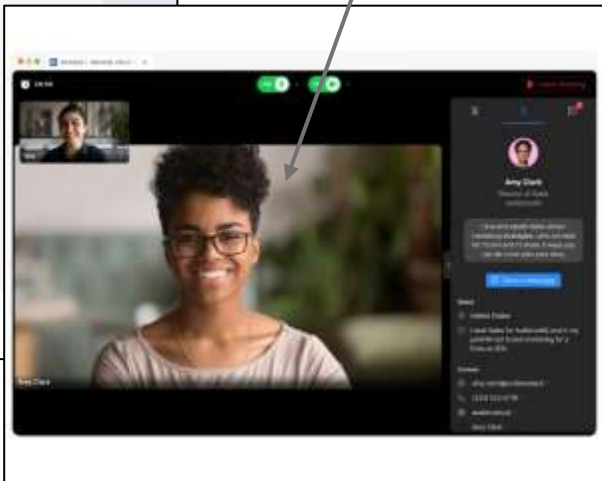
List your company in IBPA Publishing University's SPONSOR AREA – continued



SAMPLE SPONSOR PAGE SHOWING NAME, LOGO, TEXT, AND A FEATURED IMAGE



SAMPLE SPONSOR PAGE SHOWING "MEET NOW" FUNCTIONALITY



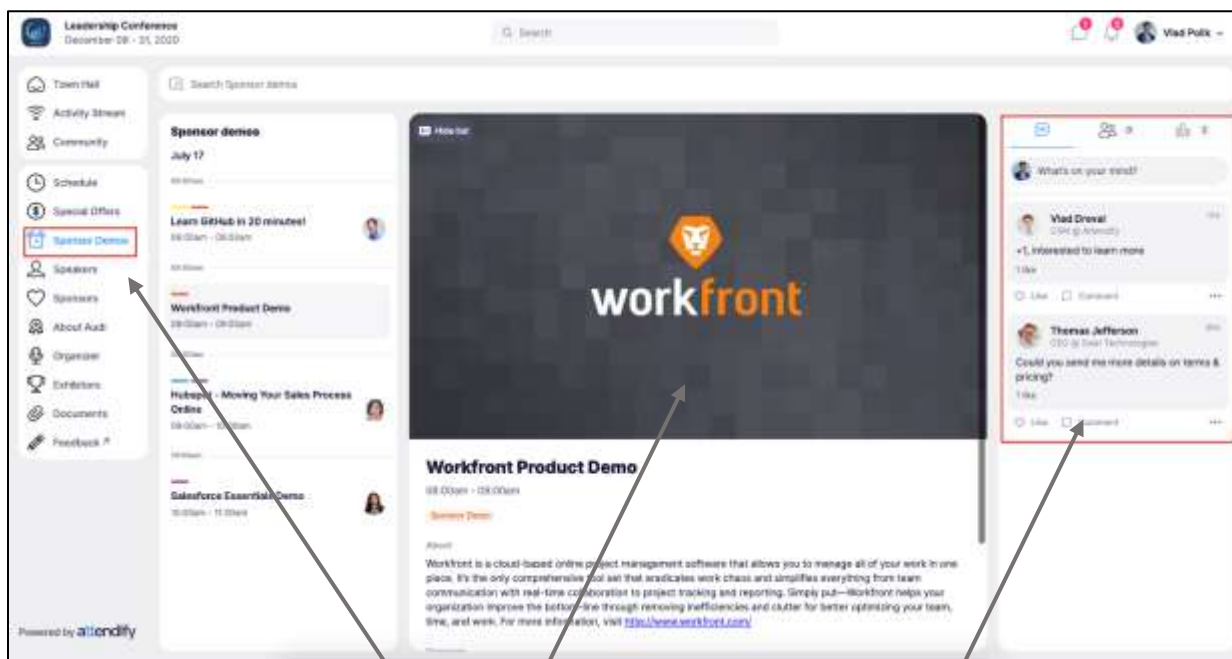
Feature a product demo video in IBPA Publishing University's SPONSOR DEMOS area - **\$500**



Must purchase a listing in the SPONSOR AREA (see page 2) to purchase space in the SPONSOR DEMOS area.

Make your pre-recorded product demo video easily accessible within IBPA Publishing University's dedicated SPONSOR DEMOS area. Sponsors and attendees can use the chat (on the right side) to ask questions and have online discussion. This is also a place where you can post special offers.

You're welcome to purchase space for multiple SPONSOR DEMOS.



THE SPONSOR DEMOS AREA IS A DEDICATED AREA WITHIN THE EVENT NAVIGATION

PRE-RECORDED PRODECT DEMO

EACH DEMO INCLUDES ITS OWN UNIQUE CHAT AREA

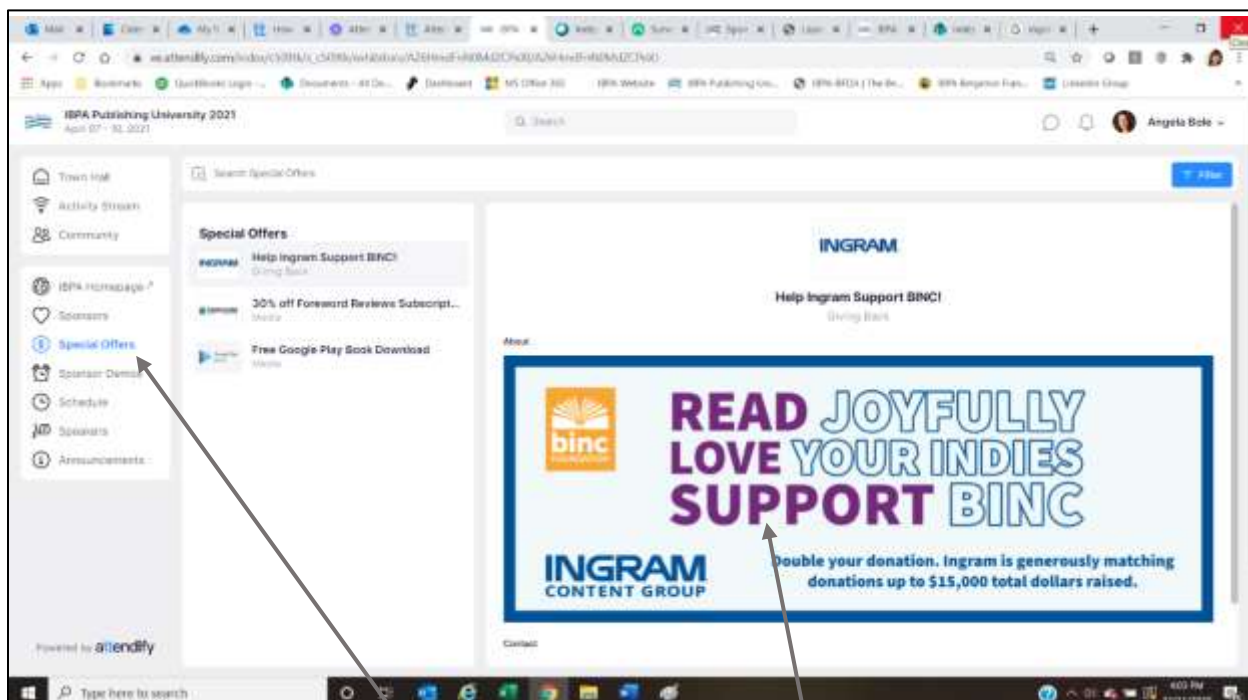
Add a “Special Offer” to IBPA Publishing University’s SPECIAL OFFERS area – \$200



Must purchase a listing in the SPONSOR AREA (see page 2) to purchase space in the SPECIAL OFFERS area.

Aside from a listing in the standard SPONSORS area, create *another* listing in IBPA Publishing University’s SPECIAL OFFERS area. This is a place to list promo specials marked in a way that draws the attention of attendees looking for special deals. **SPECIAL OFFER must be presented in the form of a visual “coupon.”** Sponsor to supply a PNG or JPG image 1640 pixels wide x 625 pixels tall.

You’re welcome to purchase space for multiple SPECIAL OFFERS.



THE SPECIAL OFFERS AREA IS A DEDICATED AREA WITHIN THE EVENT NAVIGATION

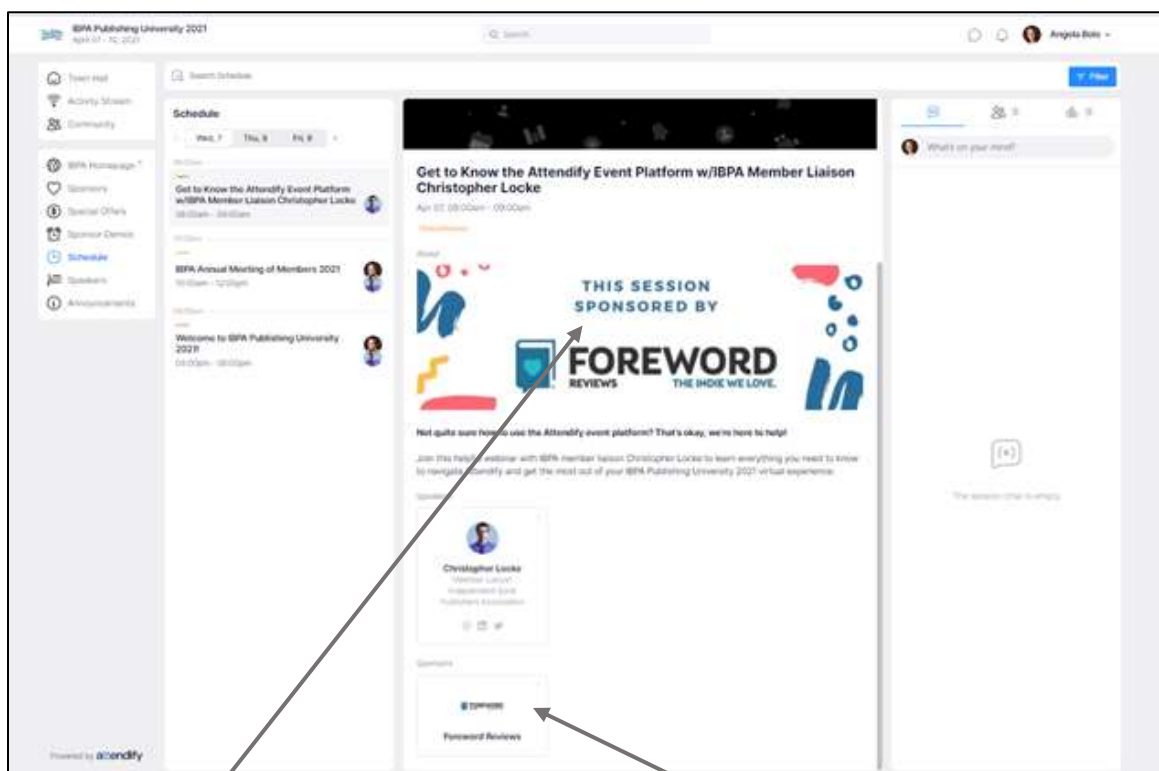
SPECIAL OFFER must be presented in the form of a visual “coupon.”
Sponsor to supply a PNG or JPG image 1640 pixels wide x 625 pixels tall.

Sponsor an IBPA Publishing University EDUCATIONAL SESSION - **\$500** (limited # available – 1 sponsor per session)



Must purchase a listing in the SPONSOR AREA (see page 2) to sponsor an EDUCATIONAL SESSION.

Add a “Sponsored by...” tile to the top of any educational session and a link to your company profile in the SPONSORS AREA of the online platform (\$500 per session not including keynotes – only one sponsor per session). Your company will be thanked by the session presenter(s). You can also add live polling to collect feedback from session attendees.



SPONSORED BY... TILE

COMPANY LOGO LINKS TO COMPANY PROFILE IN SPONSORS AREA

Send a dedicated email to IBPA Publishing University 2021 registrants - **\$900** (only 5 available – sold out as of 01/26/21)



- One pre- or post-event marketing email sent by the IBPA office to the registrants of IBPA Publishing University 2021 on behalf of the sponsor.
- Email must be sent prior to May 7, 2021.
- Email content subject to approval by IBPA staff.

Send a special gift to registrants in the IBPA Publishing University conference box - **\$600**



- Registrant gift (or marketing materials) in conference box mailed to attendees prior to the event
- Materials must be mailed by the sponsor to arrive in the IBPA office no later than March 1, 2021. Weight limit applies.
- Sponsors are welcome to purchase multiple spaces in the conference box.