



EXHIBIT & SPONSORSHIP PROSPECTUS 2023



73rd Annual ICA Conference
Toronto, Ontario, Canada
25-29 May 2023

**Welcome to the
73rd Annual ICA Conference**





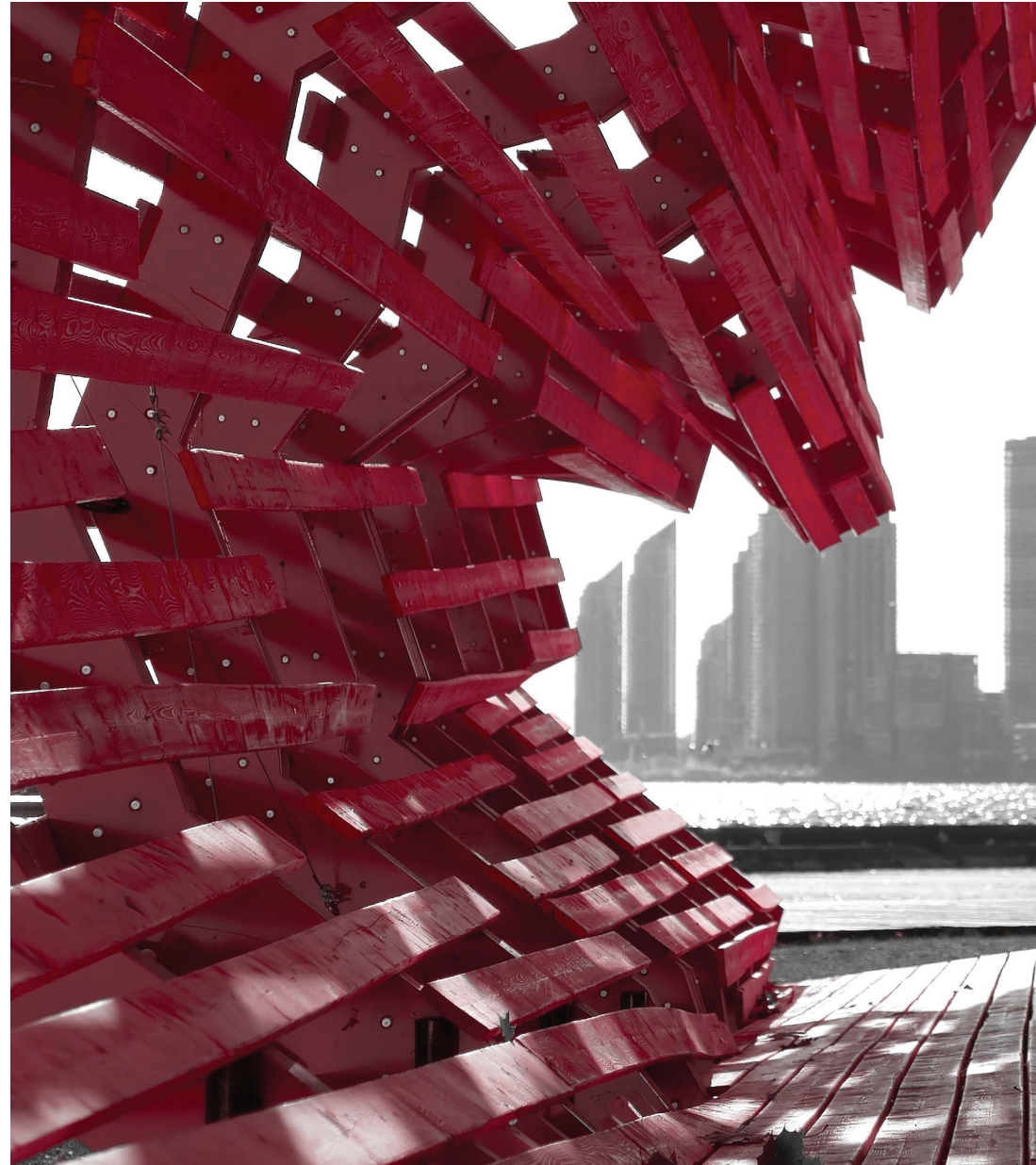
Welcome Notes

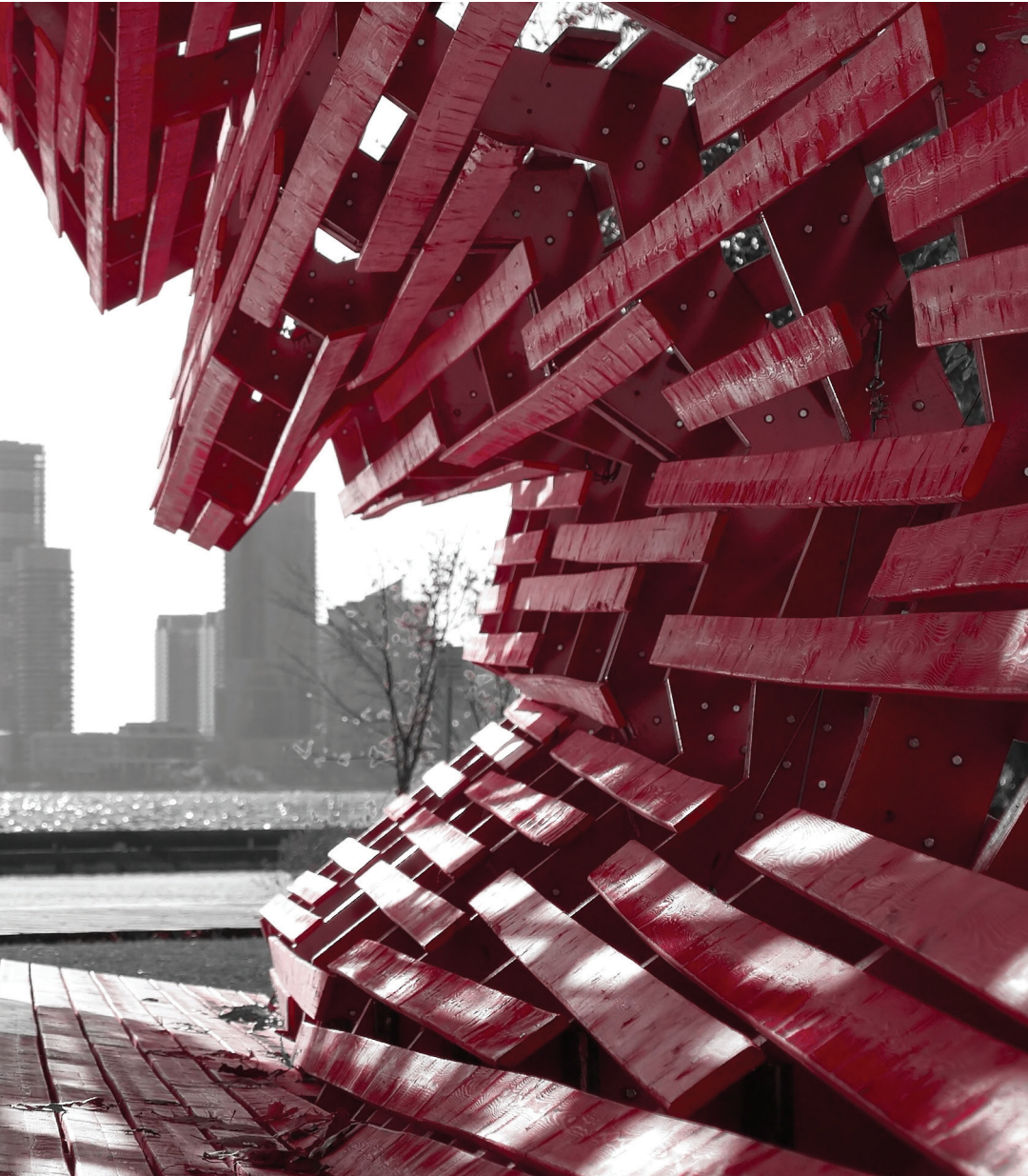
Welcome to the 73rd Annual Conference of the International Communication Association. The ICA 2023 conference theme of ***Reclaiming Authenticity in Communication*** invites communication scholars to

examine how authenticity has become a variable, rather than a constant, in public discourses and popular culture across the globe, and with what relational, social, political, and cultural implications.

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About ICA

International Communication Association aims to advance the scholarly study of human communication by encouraging and facilitating excellence in academic research worldwide. ICA began more than 50 years ago as a small association of U.S. researchers and is now a truly international association with more than 4,500 members in 80 countries. Since 2003, ICA has been officially associated with the United Nations as a non-governmental association (NGO).



About the Annual ICA Conference

The 73rd Annual Conference of the International Communication Association will be from 25-29 May 2023.

Throughout the five-day conference, an estimated 3,000 in-person scholars will attend over 400 presentations representing the latest advances in the field of Communication. With the addition of a virtual booth for exhibitors this will allow exhibitors to reach attendees near and far.

To reserve your exhibit, advertising, or sponsor opportunities, please complete and return the enclosed forms

by **Tuesday, 28 February 2023**. Please note that there are a limited number of exhibit and sponsorship opportunities.

Reservations are on a first come, first-served basis and must be accompanied by payment and contract.

Our exhibit area will include food and beverage breaks designed to bring in traffic. The exhibit area will be open Friday, Saturday, and Sunday. By designating key exhibit

area activities, we hope to allow exhibitors to plan their networking and to attend workshops in which they have an interest.

In addition to our exhibit area, your organization also has an opportunity to sponsor special events and workshops and to purchase additional advertising space in the convention program. The opportunities to put your organization in front of over 3,000 professional attendees

from 35-40 countries are varied and many.

Make your reservations today, as opportunities are limited! Official deadline to reserve your exhibit, sponsorship and advertising space is **Tuesday, 28 February 2023**.



Attendees

Our attendees are from all around the world and consist of academics, scholars, professors, teachers, students, and publishers. The number of conference attendees grows exponentially each year. Attendance at our most recent in-person conference, in May 2022, was over 4,800. And there were over 3,000 attendees in our 2021 virtual conference.

Attendees include:

- Graduate students looking to expand and establish their careers.
- University faculty such as professors, department chairs, and program directors.
- Representatives from organizations who focus on communication studies.

VIRTUAL

VIRTUAL

PARIS,
FRANCE

2,317

2020

3,500

2021

4,884

2022

Exhibiting

Organizations interested in reaching university educators, graduate students, and organizations who's focuses are in the wide range of communication. Typical exhibitors are university departments and publishers of university-level texts, journals, and periodicals. But we are not limited to just universities and publishers. We would love to expand the variety of exhibitors at our conferences and encourage all sorts of organizations or businesses to exhibit.

LOCATION OF EXHIBITS: The Exhibit Hall will be located at the SHERATON CENTRE TORONTO HOTEL

EXHIBIT HOURS:

This year's meeting follows a THURSDAY through MONDAY pattern. Please observe the schedule listed (**schedule subject to change**).

EXHIBIT SET UP:

Exhibits must be set up on Thursday, the 25th between 12:00 and 17:00. Dismantle on Sunday, the 28th after the exhibit hall closes at 15:00.

day1

Thu, 25 May

EXHIBIT HALL SET UP
12:00 PM - 17:00 PM

day2

Fri, 26 May

EXHIBIT HALL
9:00 AM - 17:00 PM

day3

Sat, 27 May

EXHIBIT HALL
9:00 AM - 17:00 PM

day4

Sun, 28 May

EXHIBIT HALL
9:00 AM - 15:00 PM
EXHIBIT HALL TEARDOWN
15:00 PM - 17:00 PM

Advertising

All members receive a printed conference program on site at registration and have access to the virtual program. The conference program is a vital tool and souvenir for attendees. In addition, many institutional members place copies of the printed program in their libraries for students and faculty to peruse in learning what is being talked about at scholarly meetings. The conference program includes scheduling and other essential conference-related information. The online conference program will be available to all attendees. We keep the online conference program online even after the conference is over for people to access the information for years to come!

Ad Size	Ad Rate	Specs
Quarter Page	US\$500	3.5" (89mm) W x 4.5" (114mm) H
Half Page	US\$800	7.25" (184mm) W x 4.5" (114mm) H
Full Page	US\$1,200	7.25" (184mm) W x 10" (254mm) H
Inside Back Cover*	US\$2,000	7.25" (184mm) W x 10" (254mm) H
Inside Front Cover*	US\$2,000	7.25" (184mm) W x 10" (254mm) H
Outside Back Cover*	US\$2,500	7.25" (184mm) W x 10" (254mm) H
Newsletter Ad	US\$500	March sidebar ad
Newsletter Ad	US\$500	April sidebar ad

- Acceptable electronic formats are TIFF, EPS or PDF. PDF is preferred.
- All fonts and images must be included. Color images must be CMYK. Images can not be RGB or Index color. The resolution must be 300 dpi or greater.
- PDF files must be created using Press Optimized in Adobe Acrobat. Fonts and high resolution images must be embedded in the PDF. Please be sure that the PDF does not contain any security passwords.
- Newsletter Advertising (limited availability): Like the website sidebar ad, the *ICA Newsletter* has the opportunity to advertise in the sidebar. This type of advertising typically contains text, logos, photographs, or other images. This sidebar ad consists of camera-ready artwork that ICA will place on specific article pages in only the newsletter. Sidebar ads on the newsletter must be requested no later than the 24th of the previous month.



Mobile App Banner US\$1,000

AD SIZE:
mobile (640x100 pixels)
tablet (460x200 pixels)

PAGE FORMAT: Color pages must have 1/8" bleed. Images must be 300 dpi or higher. The final output will be 175 line screen. Black and white pages must have 1/4" bleed. Images must be 300 dpi or higher. The final output will be 150 line screen. All matter must be 1/4" from final trim.

*All ads are in black and white. Only the Inside Front, Inside Back and Outside Back Covers are 4-color ads.

PDF deadline is 28 February 2023

SPONSORSHIP OPPORTUNITIES

CORPORATE SPOTLIGHT SESSION (US\$1,000 per session)

ICA allows registered exhibitors/sponsors to hold up to three paid sessions at the conference (pending room availability). The rules for the awarding of these sessions are as follows:

- The company must be a paid current exhibitor and/or Sponsor of the conference.
- Based on past experience, companies hosting sessions are encouraged to offer ICA member discounts on products as a means of increasing attendance.
- Approved sessions WILL be listed in the main program among the regular educational sessions, and each will be designated as a "CORPORATE SESSION: HOSTED BY: _____"
- The cost for each session is US\$1,000. Sessions are typically 75 minutes and room sizes vary from 60 max to 250 (please submit your desired room capacity when you submit your request). The company must submit payment for the session fees (and booth or sponsorship) prior to 1 April, or the sessions will be removed from the program. Most larger rooms come with A/V equipment already installed and there will be no additional fee. In the case of some smaller meeting rooms (fewer than 20 pax), equipment will need to be added for a fee as these rooms are not typically used for presentations.
- To book a corporate session, please contact conference@icahdq.org. A separate link will be provided via email to book your corporate session.

OPENING RECEPTION (US\$10,000)

Be a major presence at the event in which attendees grab a drink and refreshments, see new faces, and reconnect with colleagues they haven't seen in possibly a year.

- Logo recognition on Opening Reception signage
- Recognition as sponsor in the mobile application and online schedule
- Sponsor can provide branded items such as cocktail napkins

EVENTS (CLOSING TOAST, PRESIDENTIAL RECEPTION) (US\$2,500)

Sponsor the exclusive celebration for the ICA President, or have a lasting memory at the Closing Toast.

- Logo recognition on signages
- Recognition as sponsor in the mobile application and online schedule

REFRESHMENT BREAK (US\$2,500)

As attendees relax and prepare for the next session, let them see your company's name at the same time. Located in the Exhibit hall, these break stations provide high traffic and exposure for your company. Your company name will be on signage in the break areas. Put your company front and center as attendees relax during the refreshment breaks. ICA staff makes all necessary arrangements for the refreshments.

SPONSORSHIP

OPPORTUNITIES

WATER COOLER (US\$4,000)

Thirsty for an easy way to get your name out there? Sponsorship includes: Signage with company name next to registration and mentioned in program.

BRANDED HAND SANITIZER MINI'S (US\$5,000)

Cost does not include the mini hand sanitizers, this would be up to the sponsor to supply.

MOBILE APP SPONSORSHIP (US\$10,000)

Features that are included within the Mobile App sponsorship (package contents can also be purchased individually):

- splash page (sponsorship only)
- mobile app banner (included in sponsorship) (US\$1,000)

PLATINUM US\$15,000 SPONSORSHIP

There is only one PLATINUM sponsorship available for purchase. The Platinum sponsorship package contains:

Advertisement

- Two-full page ads in the conference program
- Banner ad on mobile app
- ICA will send one email to pre-registered conference attendees promoting sponsor
- Inclusion of the sponsor page of the conference program

Exhibit

- Right to first exhibit booth selection
- 10'x10' (3m x 3m) space in exhibit area and virtual booth
- Four conference registrations
- Logo displayed on entrance unit to exhibit hall and logo displayed in virtual conference

Sponsorship

- Non-exclusive Sponsor of Five Events (Ex: refreshment breaks, Closing Toast, Presidential Reception)

Online Media

- Ad on ICA Main website for three months
- Two-full page ads in the online ICA Newsletter (April and May)
- Social media mention

GOLD US\$10,000 SPONSORSHIP

The GOLD sponsorship package contains:

Advertisement

- One-full page ad in the conference program
- Banner ad on mobile app
- ICA will send one email to pre-registered conference attendees promoting sponsor
- Inclusion of the sponsor page of the conference program

Exhibit

- 10'x10' (3m x 3m) space in exhibit area and virtual booth
- Four conference registrations
- Logo displayed on entrance unit to exhibit hall and logo displayed in virtual conference

Sponsorship

- Non-exclusive Sponsor of Three Events (Ex: refreshment breaks, Closing Toast, Presidential Reception)

Online Media

- Ad on ICA Main website for two months
- One-full page ads in the online ICA Newsletter (May)
- Social media mention

SILVER US\$7,500

SPONSORSHIP

The SILVER sponsorship package contains:

Advertisement

- Half-full page ad in the conference program
- Banner ad on mobile app
- ICA will send one email to pre-registered conference attendees promoting sponsor
- Inclusion of the sponsor page of the conference program

Exhibit

- 10'x10' (3m x 3m) space in exhibit area and virtual booth
- Four conference registrations
- Logo displayed on entrance unit to exhibit hall and logo displayed in virtual conference

Sponsorship

- Non-exclusive Sponsor of One Event (Ex: refreshment breaks, Closing Toast, Presidential Reception)

Online Media

- Ad on ICA Main website for one month
- Social media mention

BRONZE US\$5,000

SPONSORSHIP

The BRONZE sponsorship package contains:

Advertisement

- Quarter-full page ad in the conference program
- Banner ad on mobile app
- ICA will send one email to pre-registered conference attendees promoting sponsor
- Inclusion of the sponsor page of the conference program

Exhibit

- 10'x10' (3m x 3m) space in exhibit area and virtual booth
- Four conference registrations
- Logo displayed on entrance unit to exhibit hall and logo displayed in virtual conference

Online Media

- Social media mention

Sponsorship Options

Platinum Sponsorship
(Only one available)
US\$15,000

Gold Sponsorship
US\$10,000

Silver Sponsorship
US\$7,500

Bronze Sponsorship
US\$5,000

Advertisement in the Conference Program	two full-page ads in the Conference Program	one full-page ad in the Conference Program	one half-page ad in the Conference Program	one quarter-page ad in the Conference Program
Banner ad on mobile app	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ICA Will Send an Email to Pre-Registered Conference Attendees Promoting Sponsor	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Inclusion on the Sponsor Page of the Conference Program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Right to First Exhibit Booth Selection	<input checked="" type="checkbox"/>			
10'x10' (3mx3m) Space in the Conference Exhibit Area and/or Virtual Booth	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Four Conference Registrations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo Displayed on Entrance Unit to Exhibit Hall and/or Logo Displayed in Virtual Conference	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sidebar Ad on the ICA Website SPECIFICATIONS: 250 pixels x 300 pixels. The image should be saved as a PNG or GIF files at a resolution of 72 ppi.	three month ad	two month ad	one month ad	
Full-Page Ad in the Online ICA Newsletter	two full-page ads	one full-page ad		
Social Media Mention	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Non-Exclusive Sponsor of Events	five events	three events	one event	

Information & Regulations

The information provided below will help you prepare for your exhibit at the 73rd ICA Annual Conference to be held in Toronto, Ontario, Canada. Dates for the meeting are 25-29 May 2023. Please read the information below carefully. We look forward to having you at our conference in Toronto, Ontario, Canada. There will be no refunds if the in-person conference is cancelled and the program is moved completely to virtual as all sponsors and exhibitors will receive robust placement on the virtual platform commensurate with their level of participation.

LOCATION OF EXHIBITS

The Exhibit Hall will be located on the Lower Concourse in the Sheraton Halls A-B.

EXHIBIT HOURS

This year's meeting follows a THURSDAY through MONDAY pattern. Please observe the schedule listed on [page 8](#).

EXHIBIT SETUP

Exhibits must be set up on Thursday, the 25th between 12:00 - 17:00 and dismantle on Sunday, the 28th after the exhibit hall closes at 15:00. Your booth must be staffed during all official exhibit hours. You may want to bring something to cover your exhibit materials during off hours.

REMOVAL OF EXHIBITS

Exhibitors expressly agree not to begin packing or dismantling their exhibits until the official convention breakdown starting time on Sunday, 28 May at 15:00. Such premature action is cause for expulsion from future conferences. It is the responsibility of the exhibitors to arrange for the return shipment of exhibit materials, properly labeled, before departure. A service desk for this function will be provided at the faculty to assist you.

NO ASSIGNMENT

The rights of an exhibitor are not assignable to any other person or firm whatsoever. Identification badges for booth personnel are not transferable. Admission will be by badge only. Each exhibitor

shall be entitled to two free registration badges per 10'x10' space. These passes are for the sole use of the exhibitor's personnel.

EXHIBIT EQUIPMENT AND SERVICES

Each space is 10'x10'. Displays must not be higher than 8' in the back and 3' on the side dividers along the aisles. In addition to the use of the exhibit space for 3 days, (26-28 May) the price of the space includes one 8' draped table, two side chairs, one trash can, one tow-line ID sign, and two conference registrations.

Please contact the ICA headquarters if you have additional questions. ICA is contracting with a drayage company who will contact all exhibitors prior to the conference. Booth package subject to change and exhibitors will be notified.

LIGHTING AND ELECTRICAL WORK

All electrical work must be ordered through Encore. A form will be provided. All cloth draping and/or display materials must be fire retardant.

FOOD AND BEVERAGE

Any exhibitor planning to dispense food and/or beverages as part of their display or exhibit is required to order such items from the official catering facility at the venue. You will need to work directly with the venue for all catering needs.

CHARACTER OF EXHIBITS

The Executive Director of the International Communication Association, Inc., reserves the exclusive right to decline or prohibit any exhibit, part of an exhibit, person, advertisement, souvenir or other feature or action deemed objectionable and/or potentially harmful to the high standards of the Annual ICA Conference. All public space in the exhibit area and throughout the conference venue is under joint control of the ICA Executive Director and the Hyatt Regency and shall not be used for exhibit purposes without expressed written consent. If the operation of any equipment or apparatus produces noise or vibrations of sufficient volume or odors found to be annoying to neighboring exhibits or guests, it will be necessary

to discontinue such operation. ICA endorses equal opportunity practices and accepts, on a priority basis, only exhibit applications from organizations that are not discriminatory on the basis of race, color, sex, religion, age, national origin, veteran status, physical ability, marital status, mental disability, or sexual orientation. Exhibits must be staffed at all times during exhibit hours. Exhibits must NOT be disturbed, dismantled, or removed before 15:00, Sunday, 28 May.

GDPR

By contracting to exhibit at ICA, you have opted in to receive emails from ICA (and our official vendors) about our events, products, services and conference related logistics. We do not share, sell, or rent email addresses. Each communication from ICA will come with a link to unsubscribe or modify your preferences. The new European Union General Data Protection Regulation (GDPR) provided protection of personal data and on the free movement of such data, effective 25 May 2018. GDPR sets new standards and compliance requirements for every company that holds or processes personal data. ICA is committed to high standards of information security, data privacy, and transparency, and to managing data in accordance with legislation and regulation, including but not limited to GDPR. ICA attests that it will comply with applicable GDPR regulations, and we encourage our exhibitors to become familiar with GDPR and to adapt their business processes, data management practices and integrations to meet their GDPR obligations.

MATERIAL SHIPPING, RECEIVING, AND HANDLING

ICA will contract with a drayage company for the handling of all exhibit material. Your exhibit material must be sent by the drayage company. We are also contracting with a customs broker to facilitate your shipments into the conference venue. It is advisable to use the customs broker to ensure the delivery of your materials. ICA cannot be held responsible for shipments that are misplaced or damaged.

OFFICIAL EXHIBIT SERVICE COMPANY

Approximately six weeks prior to the conference, each exhibitor will receive an Exhibitor Service Kit containing order forms, rental costs of booth furniture, additional draping, accessories, special work (such as carpentry, painting, additional signs, electrical work, floral decorating, photography, etc.) and information concerning shipment of exhibit materials. Exhibitors must contact ICA Conference Management before contracting with any outside contractors.

DELIVERIES

All packages sent to the Sheraton Centre should be sent prepaid. Packages sent C.O.D. will be refused by the venue, and the Sheraton Centre will make no notifications to the shipper. The Package Room does not assume or accept any responsibility for shipments out to the venue. Persons who ship parcels out of the venue must have a method of payment or ship C.O.D. Shipments should arrive at the Sheraton Centre per the instructions of the General Service Contractor. Handling charges will apply. The Package Room will not accept deliveries of crates or exhibit materials, so these deliveries must be coordinated through the General Service Contractor.

DO NOT SEND EXHIBIT MATERIALS TO ICA HEADQUARTERS

SHIPMENT OF MATERIALS

Please refer to the exhibitor service manual for all directions on shipping materials to the conference.

LIABILITY & INSURANCE

Be sure all of your merchandise, display equipment and materials are fully covered against fire, theft and all hazards while in transit to and from your space and for the duration of the conference. After materials are released by the freightline, the line is not responsible for condition, count or contents, until such time when the materials are again picked up for removal after the close of the exhibits. All orders received by the show contractor prior to removal of materials are subject to final count and correction made at time of actual removal. The

handling of loose conference materials or those inadequately packed will be done at exhibitor's risk. Neither the show contractor, the Association, nor the hotel is responsible for damages to such materials, nor will any of the above be responsible for concealed damages of material arriving and departing in cases, crates, cartons, packages, etc. Exhibitors are responsible for their individual exhibits during hours when the exhibit area is open. The association will have security guards roaming the area at the close of each day, however, neither the association, the show contractor nor the hotel assumes any liability for loss and exhibitors are requested to take normal precautions at all times.

SECURITY

Sheraton Centre personnel will be on duty during the day events. Each exhibit must be staffed during exhibit hours. ICA will provide minimum security overnight. ICA recommends removing any valuable property overnight.

JOINT EXHIBITS FOR PUBLISHERS

ICA will offer a joint exhibit for publishers unable to send a representative to the conference. For a reduced fee, ICA will exhibit individual titles from any one publisher. Interested publishers/exhibitors should fill out the exhibitor contract by selecting the Joint Exhibit option and return it to Katie Wolfe at kwolfe@icahdq.org. It is the sole responsibility of the exhibitor to send the materials to the Sheraton Centre. There may be charges for any pickup, delivery, and/or storage of your materials under this sole discretion cause the exhibitor's display arrangement. ICA will not be liable for any materials exhibited in this manner nor will ICA return such materials. Exhibitors assumes the entire responsibility and liability losses, damages and claims and agrees to indemnify, defend and hold harmless the INTERNATIONAL COMMUNICATION ASSOCIATION and the Sheraton Centre and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises or the Exhibitor's activities. The exhibitor understands that neither the INTERNATIONAL COMMUNICATION ASSOCIATION nor the Sheraton Centre maintain

insurance covering the Exhibitor's property, and it is the sole responsibility of the Exhibitor to obtain such insurance.

TERMS AND CONDITIONS OF PAYMENT FOR EXHIBITING, ADVERTISING AND SPONSORSHIPS

Full payment must accompany this form. All advertising copy/artwork to be included in the conference program must be received no later than 28 February 2023. Cancellation deadlines are as follows:

- Full refund for cancellations received on or prior to 28 February 2023
- No refund for cancellations receive after 28 February 2023

CONTRACTUAL AGREEMENT

All matters and questions not covered by these regulations are at the discretion of the ICA Conference Committee and/or Management and may be amended at any time. Any amendments to this document shall be equally binding upon publication on all parties affected by them, as are the original regulations. In the event of a dispute between an Exhibitor and the Conference Director, it is agreed that the dispute may be referred to the Executive Director of the International Communication Association for binding arbitration.

SLEEPING ROOM ARRANGEMENTS

ICA has very favorable room rates inclusive of high-speed internet access (WIFI). For room reservations, the preferred method is online. The ICA Conference Team will provide a private link for a room block for exhibitors.

AIRFARE

ICA has negotiated a special discount (5% to 10% depending on origin point) for ICA attendees with AirCanada as our "preferred partner" for air travel to #ICA23. The promotion code is TCJEFAQ1 and is valid only on the AirCanada website (i.e. it's not good on Travelocity, Kayak, or other travel sites). Please see the following stipulations below. For a handy map of AirCanada's direct-flight coverage in and out of the Toronto airport (YTZ), visit this page.

- The booking is to be made to the following

airport: **Toronto, YTZ (ON).**

- The travel period begins Thursday, 18 May 2023 and ends Tuesday, 6 June 2023.
- For North America origin points: 5% applies on standard fares, 10% on flex fares & higher.
- For International origin points: 10% on standard fares & higher.

No matter which airline or train service you choose to use, make sure to read the fine print on the change/cancellation fees when you book. Many of us also learned our lesson from the pandemic in 2020 and always get travel insurance now as well.

Of course, Canada is a large country with many provinces that are train- or driving-distance from Toronto (as is much of the United States, where many of our attendees will originate). If traveling to Canada on land, your entry requirements may differ for land points of entry so please double-check.

FORCE MAJEURE

Neither party shall be held responsible for delays or non-performance caused by activities or factors beyond its reasonable control, including without limitation, war, weather, pandemics, strikes, lockouts, fires, acts of God, terrorism, cancellation of the Event, or any other activities or factors beyond its control that makes it inadvisable, impractical or impossible to hold the event, whether similar or dissimilar to any of the foregoing. If the event is completely cancelled through no malfeasance of the exhibitor, the exhibitor shall be entitled to a refund of any fees paid. It shall not, however, be entitled to reimbursement for out-of-pocket expenses incurred in connection with the event.

VIRTUAL BOOTH

The Exhibitor agrees to design, construct, and operate its virtual exhibit in good taste and in accordance with the reasonable standards established by ICA and communicated to the Exhibitor. Exhibitors shall not permit non-exhibiting companies' representatives to promote goods or services from Exhibitor's space at the virtual exhibition. Exhibitor's failure to occupy or be

present in its virtual space shall not relieve Exhibitor of the obligation of paying the Total Charges.

GENERAL

These regulations in their entirety, the official booth brochure, and enclosed attachments, if any, are a part of the contract between the exhibitor and the INTERNATIONAL COMMUNICATION ASSOCIATION. They have been formulated in the mutual interest of the exhibitor, ICA and the conference facility. The Association respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decisions of the Association. The Association reserves the right to make any changes necessary to the best interests of the conference. These rules are intended to be clear and complete. However, should any disagreement or controversy arise concerning interpretation of these rules, regulations and information, or should a situation arise not adequately or specifically covered by these rules and regulations, then it is expressly agreed that the interpretation or the decision of the authorized agent of the International Communication Association with reference to such situation shall be conclusive, final and binding on all parties concerned or otherwise involved. In the event the exhibitor shall persist in the violation of any covenants or interpretations of these rules and regulation, after notice thereof, the Association may in its sole discretion cause the exhibitor's display to be promptly closed. The Association, the show contractor, and the hotel facility shall not in any manner or for any cause be liable or responsible to the exhibitor for any injury or damage to him, his employees or his goods or other property brought upon the premises where the exhibit is held, and any and all claims for such injuries or damages are hereby waived. The exhibitor shall not assign or sublet any of the space granted to him as herein before set forth. ICA will make every effort to accommodate the space needs of exhibitors. It should be understood, however, that space is allocated on the basis of its availability at the time that a formal exhibit space contract is executed. Any estimates or other statements by ICA

personnel concerning the anticipated availability of space are estimates only and do not serve to reserve, set aside or guarantee any space. ICA shall not be bound by any oral statement, but only by the formal space reservation agreement entered into between the Association and the exhibitor. In the event that the exhibitor desires to have the goods and other property brought upon the premises in which the conference is held insured against loss by fires or other casualty, he shall obtain such insurance at his own expense. The Association will not be responsible for the safety of such exhibits or the protection of such property against fire, theft, accident, damage in transit to the convention site or to the exhibitor's booth or other cause. The exhibitor shall have the right, subject to the provisions herein contained, to arrange his exhibit within the space allotted to him in the manner deemed by him best fitted for displaying and demonstrating the goods manufactured and/or sold by him. This right, however, is subject to the power and authority of the Association to require the exhibit to be arranged in such manner as not to interfere with other exhibits, and in particular those in close proximity to such exhibit of the exhibitor. The Association reserves the right to prohibit the arrangement of the exhibit or the display of any article therein in any manner that in its opinion is not in keeping with the nature and character of the entire conference or not in harmony with the other exhibits and the decoration of said building, to the end that the entire conference shall present unified appearance without any elements therein contained that will clash with or destroy in anyway the advertising force of any other exhibit. The Association further reserves the right to prohibit any arrangement of the exhibit that in its opinion may in any way cause danger to persons attending the conference or any risk of injury to them.

For further information or assistance, please contact Katie Wolfe, Manager of Conference Services, kwolfe@icahdq.org or conference@icahdq.org.

73RD ANNUAL INTERNATIONAL COMMUNICATION ASSOCIATION 25-29 MAY 2023 · RESERVATION DEADLINE: 28 FEBRUARY 2023

Company/Organization Contact.....
 Address City
 State/Country Postal Code
 Phone E-mail

1) SPONSORSHIP PACKAGES*

- Platinum..... **US\$15,000**
- Gold..... **US\$10,000**
- Silver..... **US\$7,500**
- Bronze..... **US\$5,000**

*Refer to the attached Sponsorship Benefits/Events Package for a full listing of benefits.

2) TRADE SHOW EXHIBIT SPACE/VIRTUAL BOOTHS

-Exhibit space & full-page program ad **US\$2,200**
-Exhibit space & half-page program ad **US\$1,800**
-Exhibit space & quarter-page program ad **US\$1,500**
-Exhibit space only (no program ad) **US\$1,100**

3) MOBILE APP

- Full sponsorship..... **US\$10,000**
- logo display only..... **US\$2,500**
- banner ad..... **US\$1,000**

4) JOINT EXHIBIT SPACE

.....Joint exhibit space (non-staffed) **US\$150 per title**

5) CONFERENCE PROGRAM ADVERTISING

-Quarter-page Ad..... **US\$500**
-Half-page Ad..... **US\$800**
-Full-page Ad..... **US\$1,200**
-Inside Back Cover**..... **SOLD** **US\$2,000**
-Inside Front Cover**..... **SOLD** **US\$2,000**
-Outside Back Cover**..... **SOLD** **US\$2,500**

**Inside Front, Inside Back and Outside Back Covers are 4-color ads

6) SPONSORSHIP REFRESHMENT BREAK US\$2,500 EA

- Thursday, 25 May AM PM
- Friday, 26 May AM PM
- Saturday, 27 May AM PM
- Sunday, 28 May AM PM
- Monday, 29 May AM PM

7) EVENT SPONSORSHIPS

- Opening Reception..... **US\$10,000**
- Presidential Reception..... **US\$2,500**
- Closing Toast..... **US\$2,500**

8) **CORPORATE SPOTLIGHT SESSION - US\$1,000** **SOLD OUT**

9) **WATER COOLER - US\$4,000**

10) **HAND SANITIZER MINIS - US\$5,000**

TOTAL AMOUNT DUE (US)***

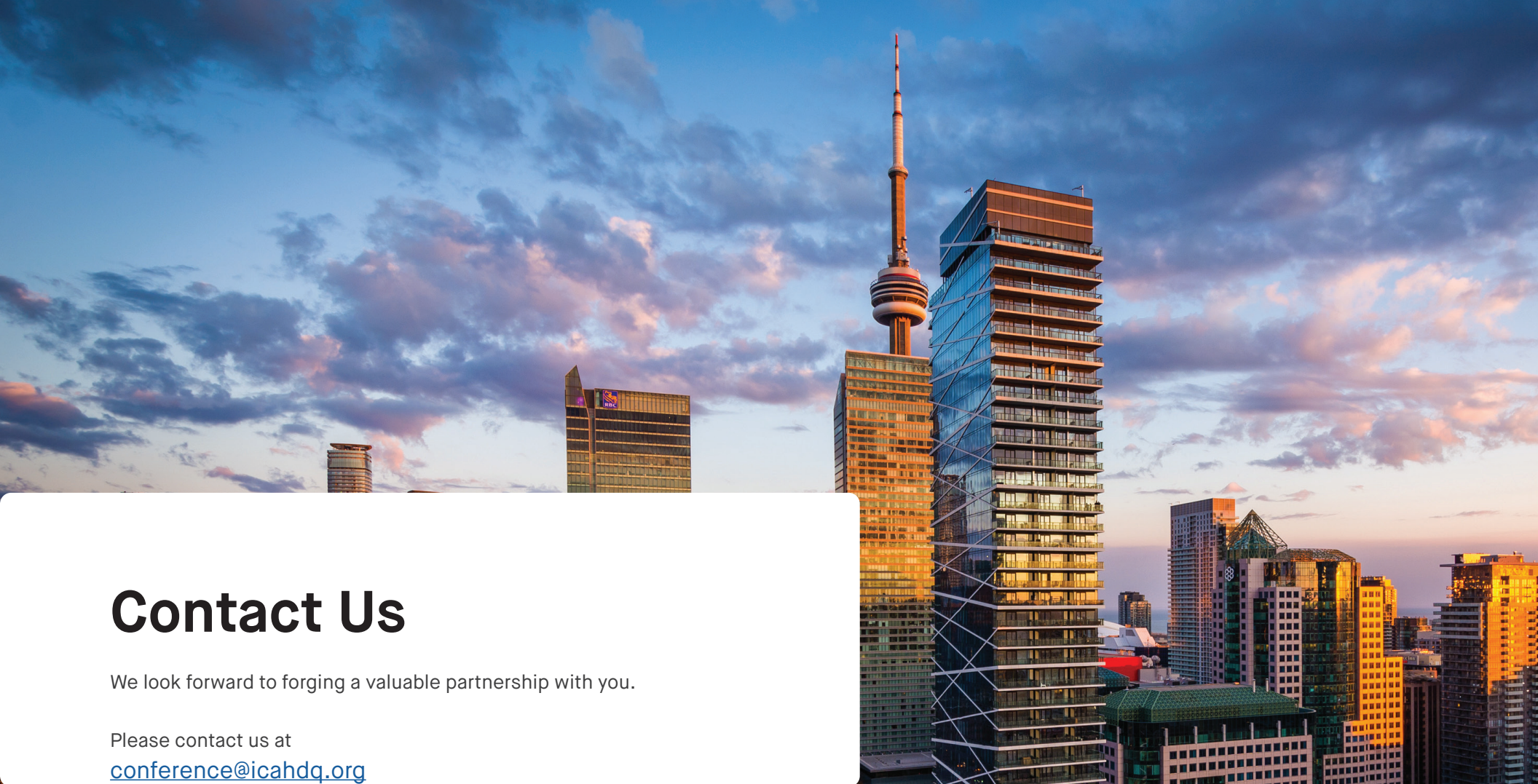
***Prices do not include GST. If applicable, GST will be added to your invoice.

Authorization - Payment Due with Contract

- By signing below I am agreeing to abide by the ICA 2023 Conference Regulations outlined in this packet, and [Conference Code of Conduct](#).
 Furthermore, I understand that the Conference Committee and/or management of ICA shall interpret all of said regulations,
 and the parties hereto shall be bound by such interpretation.

Signature..... Date.....
 Please bill my: Master Card Visa American Express Check enclosed made payable to ICA
 Name as it Appears on Card:
 Account Number..... Expiration Date..... CVV.....

Return form to conference@icahdq.org. For more information, call +1.202.955.1444 or e-mail conference@icahdq.org.



Contact Us

We look forward to forging a valuable partnership with you.

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