



2022

15-17

NOVEMBER

**ANNUAL**

**CONVENTION**

**SPONSORSHIP  
OPPORTUNITIES**

**Houston**

## PLATINUM SPONSOR BENEFITS

\$35,000

### PRE CONVENTION:

- Special announcement of partnership as the Convention as 'Platinum sponsor' across all media and social media channels
- Branding will appear in the email marketing campaign to over 5,000 industry professionals
- Reference in the Convention's regular press releases
- Logo to appear in all Convention marketing releases
- Logo to appear in all Convention print advertising
- Logo to appear on Convention's webpage

### DURING CONVENTION:

- 'Platinum Sponsor' Special recognition throughout the Convention
- Hotel accommodation for three (3) delegates for two (2) nights
- Opportunity to distribute promotional material
- 1 Full page at the back cover of the Convention's brochure
- Sixteen (16) free delegate passes to the Convention and all social activities
- Rotating Logo on big screens throughout event
- 1 Exhibition table
- Logo to appear on Convention's banners
- Full page advertisement upfront in Convention official guide
- Sponsor of the 'Gala Dinner' (Wednesday 16 November)
- Speaking Opportunity

### POST CONVENTION:

- Logo will appear on the online brochure distributed to over 5000 industry professionals
- Full page advertisement on the online brochure
- Logo will appear in all press releases to selected online and print publications
- Preferential consideration at all IBIA events for a year (to become speakers or sponsors)

## **GOLD SPONSOR BENEFITS**

**\$25,000**

### **PRE CONVENTION:**

- Special announcement of partnership as the Convention as 'Gold sponsor' across all media and social media channels
- Branding will appear in the email marketing campaign to over 5,000 industry professionals
- Reference in the Convention's regular press releases
- Logo to appear in all Convention marketing releases
- Logo to appear in all Convention print advertising
- Logo to appear on Convention's webpage

### **DURING CONVENTION:**

- Hotel accommodation for two (2) delegates for two (2) nights
- Special recognition throughout the Convention
- Twelve (12) free delegate passes to the Convention and all social activities
- Opportunity to distribute promotion material throughout the Convention
- Rotating Logo on big screens throughout event
- 1 Exhibition table
- Logo will appear on the Convention's banners
- One full page advertisement on the inside front cover of the Convention's official guide
- Sponsor of the 'Cocktail Reception' (Tuesday 15 November)
- Speaking opportunity

### **POST CONVENTION:**

- Logo will appear on the online brochure distributed to over 5000 industry professionals
- Full page advertisement on the online brochure
- Logo will appear in all press releases to selected online and print publications
- Preferential consideration at all IBIA events for a year (to become speakers or sponsors)

## SILVER SPONSOR BENEFITS

\$18,000

### PRE CONVENTION:

- Special announcement of partnership as the Convention as 'Silver sponsor' across all media and social media channels
- Branding will appear in the email marketing campaign to over 5,000 industry professionals
- Reference in the Convention's regular press releases
- Logo to appear in all Convention marketing releases
- Logo to appear in all Convention print advertising
- Logo to appear on Convention's webpage

### DURING CONVENTION:

- Special recognition throughout the Convention
- Opportunity to distribute promotion material throughout the Convention
- Eight (8) free delegate passes to the Convention and all social activities
- Logo will appear on the Convention's banners
- 1 Exhibition table
- Full page advertisement in the Conventions' official guide
- Sponsor of the 'Post -Conference activity' TBA (Thursday 17 November)
  - **Boat Trip**
    - Get a taste of Houston's port and see the city from the water.
    - The boat will contain branding elements provided by the sponsor.
    - Full page advertisement in the Conventions' official guide and online brochure.
    - Logo will appear on the Convention's dedicated webpage.
    - Speaking Opportunity

### POST CONVENTION:

- Logo will appear on the online brochure distributed to over 5000 industry professionals
- Full page advertisement on the online brochure
- Logo will appear in all press releases to selected online and print publications
- Preferential consideration at all IBIA events for a year (to become speakers or sponsors)

## BRONZE SPONSOR BENEFITS

\$7,000

### PRE CONVENTION:

- Special announcement of partnership as the Convention as 'Bronze sponsor' across all media and social media channels
- Branding will appear in the email marketing campaign to over 5,000 industry professionals
- Reference in the Convention's regular press releases
- Logo to appear in all Convention marketing releases
- Logo to appear in all Convention print advertising
- Logo to appear on Convention's webpage

### DURING CONVENTION:

- Special recognition throughout the Convention
- Opportunity to distribute promotion material throughout the Convention
- Logo will appear on the Convention's banners
- Four (4) free delegate passes to the Convention and all social activities
- Full page advertisement in the Conventions' official guide
- Sponsor of the 'Badges and Lanyards', Badges and lanyards are worn during all courses, seminars, the conference and all networking events. These display the sponsor's logo on the badge and around the lanyard. All delegates will be required to wear the badges in the formal sessions as well as the exhibition and field trips.
- Speaking Opportunity

### POST CONVENTION:

- Logo will appear in the post-Convention report
- Full page advertisement in the electronic post-Convention report
- Logo will appear in all press releases to selected online and print publications

## INDIVIDUAL BENEFITS

### Networking opportunities:

Sponsor the networking opportunities during the Convention. During the IBIA Convention there will be multiple opportunities to socialise and network with your industry peers, clients and to make valuable new connections.

Please note: Only IBIA Annual Convention attendees are eligible to attend these networking events.

Full page advertisement in the Conventions' official guide and online report.

Logo will appear on the Convention's dedicated webpage.

The benefit package includes delegate passes to the Convention and all social activities.

**2 Coffee Breaks 1st day: \$6,500** -3 delegate passes

**1 Lunch break 1st day: \$5,000** -2 delegate passes

**1 Coffee Break 2nd day: \$4,000** -1 delegate pass

**1 Lunch break 2nd day: \$5,000** -2 delegate passes

Or

**All coffee breaks and lunches for both days: \$15,000**– 6 delegate passes

### Training Day Sponsor: \$6,000

Training Day will offer the sponsor the opportunity to distribute marketing material to the attendees, use their banner throughout the training sessions and during the social activities (two coffee breaks and one lunch)

- Two free Training passes

### Table Exhibitor: \$3,500

The IBIA Annual Convention offers prime exhibition opportunities!

#### Package includes:

- One (1) free delegate pass to the Convention and all social activities
- 1 exhibition table
- Pre and Post Convention Branding exposure along with the other sponsors

### **Presentation Folders: \$3,500**

Sponsor the presentation folders which will be given to all conference delegates including the Convention's printed programme. Delegates can also use the presentation folders for keeping their notes or business cards safe during the IBIA Annual Convention 2022. The benefit package includes one (1) delegate pass to the Convention and all social activities.

### **Caps: \$3,500**

Sponsor the Convention's caps, which is suitable for all kind of looks and every hour of the day. The cap will be given to all delegates of the Convention and your logo will add a personal branding touch to the cap. The benefit package includes one (1) delegate pass to the Convention and all social activities.

### **Delegates Bag Sponsor: \$3,500**

Every delegate receives a bag displaying the sponsor's logo. The bag contains the full event guide and publications from organising companies and supporting media. The benefit package includes one (1) delegate pass to the Convention and all social activities.

### **Notepads and Pens Sponsor : \$3,500**

Sponsor the note pads and pens, which are used by all conference delegates during the IBIA Annual Convention 2022. Your logo will be displayed on both. The benefit package includes one (1) delegate pass to the Convention and all social activities.

### **Bottled Water Sponsor: \$3,500**

Sponsor the bottled water, which will be consumed and replaced throughout the IBIA Annual Convention 2022. Your branding and message will be displayed on them. The benefit package includes one (1) delegate pass to the Convention and all social activities.

### **Extra Features of Individual Sponsor**

- You company will be mentioned as 'Individual Sponsor' in the Official IBIA Annual Convention 2022 Brochure, which will be distributed in more than 5000 industry professionals.
- You company will be mentioned as 'Individual Sponsor' in the Official IBIA Annual Convention 2022 webpage.

**For sponsorship enquiries, speaking opportunities** or questions about supporting the Convention, please contact Sofia Konstantopoulou  
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