



SPONSORSHIPS & PROMOTIONS IVEC 2020 MONTEREY, CA

21st IVEC • Marriott Monterey

IVEC: April 20-23, 2020 • Monterey, CA



As an exhibitor at IVEC, you recognize the importance of face-to-face marketing. Now discover the power of a sponsorship to maximize your company's brand recognition on and off the conference exhibit floor.

The Center for Exhibition Industry Research (CEIR) reports that trade show booth efficiency increases by 104% when sponsorship is included in the exhibit plan.

Sponsorship opportunities exist for exhibitors of all sizes and budgets.

Whether you are looking to increase brand recognition, reinforce your reputation as an industry leader, or establish a new business, an IVEC sponsorship will help you achieve your goals.

Looking for something different? Contact us for a customized program that fits your needs and budget.

Sales:

Joe Nemchek
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CONFERENCE SPONSORS

	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,500
Company logo and hyperlink displayed on the 2020 IVEC website	Yes	Yes	Yes
Company logo printed in the 2020 IVEC program	Yes	Yes	Yes
Company logo featured on conference signage at the conference	Yes	Yes	Yes
Verbal recognition of company sponsorship in Opening Welcome by the Conference Chairs	Yes	Yes	Yes
Company sponsorship of the Reception/Banquet	Yes		
Company logo featured on conference signage in the reception and banquet areas	Yes		
Company handout outlining your company's offerings to be distributed at conference registration	Yes	Yes	
Verbal recognition of company sponsorship at the conference banquet	Yes		
Company logo printed next to the reception/banquet in the conference program	Yes		
Choice of one coffee break to Silver sponsor		Yes	
Company logo featured on signage in the break area		Yes	
Handout outlining your company's offerings distributed at registration		Yes	
Company logo printed next to the break in the conference program		Yes	
Company logo displayed on the 2020 IVEC website			Yes



Specialty Promotions



SPECIALTY PROMOTIONS INDEX

<u>Specialty Promotion Name and Cost in Descending Order</u>	<u>Page</u>
Elevator Wraps - \$4,500 - <i>exclusive</i>	6
Column Wrap - \$1,995 - <i>exclusive</i>	7
Charging Station - \$1,500 - <i>exclusive</i>	6
Web Banner Ads - \$950	6
Double-sided Meter Panels - \$950	6
Print Advertisements - \$500 - \$1,250	6
Full Color Exhibit Guide Ads: \$750 (full page) \$400 (half page), \$1,250 (full page spread) Inside Front Cover: \$950 Inside Back Cover: \$950, Back Cover: \$1,050	
Floor Decals - \$500	6
Exhibit Guide Logo - \$100	6
Shaded Listing - \$100	6

Items offered as promotions are subject to change at any time.

Become a Sponsor of IVEC 2020

THINK BEYOND THE BOOTH:

Make IVEC Attendees Take Notice Even Before They Reach the Show Floor

HOTEL GUEST ROOM KEYCARD - EXCLUSIVE OPPORTUNITY

Did you know that on average, hotel guests look at and search for their hotel guest-room keycard no less than 10 times a day? With this sponsorship, the Number 1 advertising opportunity in the hotel can belong exclusively to your company. As the official sponsor of the Hotel Guest Room Keycard, your corporate logo will be printed on the front of each keycard distributed at the Doubletree Hotels ensuring maximum exposure throughout the event. In addition, your logo will be placed on the conference website with a hotlink to your company's website and note of your sponsorship will appear in the conference program.

BADGE LANYARDS - EXCLUSIVE OPPORTUNITY

If you would like extra exposure at the conference this year, then we suggest the lanyard sponsorship. Each attendee will be given a lanyard to wear around their neck to which they can attach their badge. People will see your logo on their fellow attendees' neck as they catch up with old colleagues or make new introductions. In addition, your logo will be placed on the conference website with a hotlink to your company's website and note of your sponsorship will appear in the conference program.

CONFERENCE TOTE BAG - EXCLUSIVE OPPORTUNITY

The official Conference Tote Bag is distributed to each of the attendees at the IVEC 2020 if sponsored. As a Tote Bag sponsor, your logo will be printed on one side of each bag, giving your company tremendous exposure and identifying you as a proud sponsor of the IVEC, both during the conference and afterwards. In addition, your logo will be placed on the conference website with a hotlink to your company's website and note of your sponsorship will appear in the conference program.

- Deadline to reserve: January 10, 2020
- One (1) color logo recognition on the attendee bag
- The IVEC will produce and distribute bags to all conference attendees

COFFEE BREAKS

1 Exclusive Opportunity or 3 individual opportunities

We offer Morning and Afternoon Coffee Breaks inside the exhibit hall throughout the week. Your company name will be shown on a poster by each food station during the refreshment break. In addition to signage at the break, your

logo will be placed on the conference website with a hotlink to your company's website. If you would like to distribute any promotional items (i.e.: company cups, napkins, etc.) you are welcome to do so.

The following refreshment breaks are available to sponsor:

- Tuesday, April 20, 2020 – Afternoon Break from 3:00 pm to 3:30 pm
- Wednesday, April 21, 2020 – Morning Break from 10:00 am to 10:30 am
- Wednesday, April 21, 2020 – Afternoon break from 3:00 pm to 3:30 pm

CONFERENCE NOTEPADS - EXCLUSIVE OPPORTUNITY

Attendees will write on notepads with your logo pre-printed on each sheet and then use the pads to pass along information to their colleagues back at the office long after the show closes!

- Notepads will be distributed at the registration counters and the technical session rooms.
- Sponsor will provide the notepads with their company logo.

BAG TAG SPONSORSHIP

Have your company logo on every conference bag and on everyone's business briefcase or luggage as well. As the sponsor of the IVEC "Bag Tag" you have the opportunity to hang around everyone's business. Your company brand will be carried all around the world. Every Bag Tag will be attached to every IVEC bag. You supply the tag or we can produce them for you at an additional cost. Contact Joe for details.

Deadline: February 4, 2020.

REGISTRATION DESK PENS - EXCLUSIVE OPPORTUNITY

Every attendee gets a pen, uses it every day at the show, then takes it home and carries it around as a constant reminder of your company all year long. This is the "take-away" that you will WANT people to steal!

- Sponsor to provide pens with logos.
- Pens will be placed in the registration area for all attendees and exhibitors, as well as in the technical session rooms.

THINK BEYOND THE BOOTH:

Make IVEC Attendees Take Notice Even Before They Reach the Show Floor

DOUBLE-SIDED METER PANELS

These "indoor billboards" are sure to attract the eye of participants as they walk through the registration area and entrance to the exhibit hall. They are 38 inches wide x 84 inches high, with a printable area of 38 inches wide x 78 inches high. There is a 6-inch tall base.

- Show management installs and dismantles the panels (sponsor provides artwork; exact location to be determined by IVEC show management)

PRINT ADVERTISEMENTS

Attendees consult the IVEC Exhibit Guide time and again throughout the week and throughout the following year. An advertisement in the Exhibit Guide enables your company to stand out from the rest.

- **Company Logo in Exhibit Guide**
Stand out next to other company listings in the Exhibit Guide and increase your brand recognition by displaying your logo next to your company description
- **Shaded Listing in Exhibit Guide**
Set your company description apart from the rest by adding a shaded listing, giving your section a different background color

WEB BANNER ADS

Have your banner ad seen by countless industry professionals who search the IVEC show website before, during, and after the event. Attendees, exhibitors, and media scour the site for the latest news and information on the show, including online registration, travel booking services, press releases, and exhibitor information. Your company message can appear every day from now until 6 months after the show.

- Web Banner ad on the 2020 IVEC website
- Location of the ad to be determined by IVEC Show Management
- Location subject to change and ad may be placed on a rotation schedule. Contact Joe for details.

FLOOR DECALS

These floor graphics will be placed in strategic locations of the exhibit/registration level area and will be visible to all attendees and exhibitors as they move from the exhibit/registration level to the exhibit hall and conferences.

- IVEC Conference produces and installs the floor decals (sponsor provides artwork).
- Each floor decal is 6 sq. ft.

ELEVATOR WRAP - EXCLUSIVE OPPORTUNITY

The elevator wrap comprises 6 doors, 3 on each floor. They are located on floors 1 and 2. Your company messaging will not be missed as attendees use these elevators throughout the conference.

EXHIBIT GUIDE LOGO

Your company logo can be added to your complimentary listing in the 2020 IVEC exhibit guide. For only \$100, make your listing stand out with your company's unique logo placed alongside the name, address, and description of your company in the exhibit guide.

CHARGING STATION - EXCLUSIVE OPPORTUNITY

Popular charging stations are available to attendees. IVEC Conference provides space in a high traffic area of the convention center for attendees and exhibitors. The charging station sponsorship allows attendees to recharge the batteries in their cell phones, tablets, and other electronic devices. This is a sponsorship for which attendees will be truly grateful!



THINK BEYOND THE BOOTH:

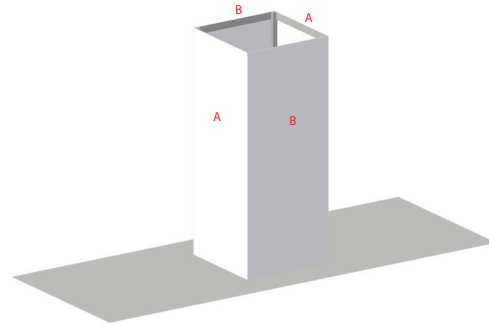
Make IVEC Attendees Take Notice Even Before They Reach the Show Floor

COLUMN WRAP - FOYER MEZZANINE LEVEL - EXCLUSIVE OPPORTUNITY Single column

Your company graphics will be placed on the only column which is located in the foyer area on the mezzanine level where registration and the technical sessions take place. This will be seen by all attendees and exhibitors as they enter or leave. This opportunity provides excellent exposure to attendees and exhibitors throughout the conference.

- IVEC will produce and install the column wrap (sponsor to provide artwork).
- Sides A 39.875"W x 97.75"H
- Sides B 39.625"W x 97.75" H

Marriott Column Wrap - Flush Mount Panels
x1



Graphic Panel Dimensions:
A - 39.875"W x 97.75"H
B - 39.625"W x 97.75"H



EXHIBIT SPACE

\$950 per table top

PRE-SHOW

- You will receive a free listing on the official show website.
- Your company name, booth number, address and description on the show website.
- Your company website linked to your company information on the show website
- Use of the IVEC logo in your IVEC related marketing and exhibition promotion to promote your participation at the event.

DURING THE SHOW

- Free listing in the Official IVEC directory. Each listing will include company name, contact information, booth number and a description of your products and services, provided by you. This directory is distributed to all show attendees.
- Sponsorship Opportunities: By becoming an official IVEC sponsor, you ensure that attendees will remember your brand name long after the show is over. Sponsorships of all shapes and sizes are available: refreshment breaks and banners throughout the convention center, breakfast/lunch sponsorships, and tote bags/novelty items, to name a few. In addition, we will work with you to create a sponsorship designed for maximum exposure and impact that is uniquely tailored to your needs.
- Complimentary coffee and tea breaks available on the show floor, every day of the show.
- Pipe and drapel (8' rear wall, 3' side walls), and company sign for all linear booths.
- Discounted products and services ordered pre-show from the general services contractor.
- Hotel rooms secured at special show block rates.