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# IPMA 2019

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ANNUAL EDUCATIONAL CONFERENCE



**JUNE 2-6, 2019**

THE GALT HOUSE HOTEL  
LOUISVILLE, KENTUCKY





## WHO IS IPMA?

Founded in 1964, the In-Plant Printing and Mailing Association is the only professional association dedicated exclusively to meet the needs of all in-house printers and mailers.

## WHO ARE OUR MEMBERS??

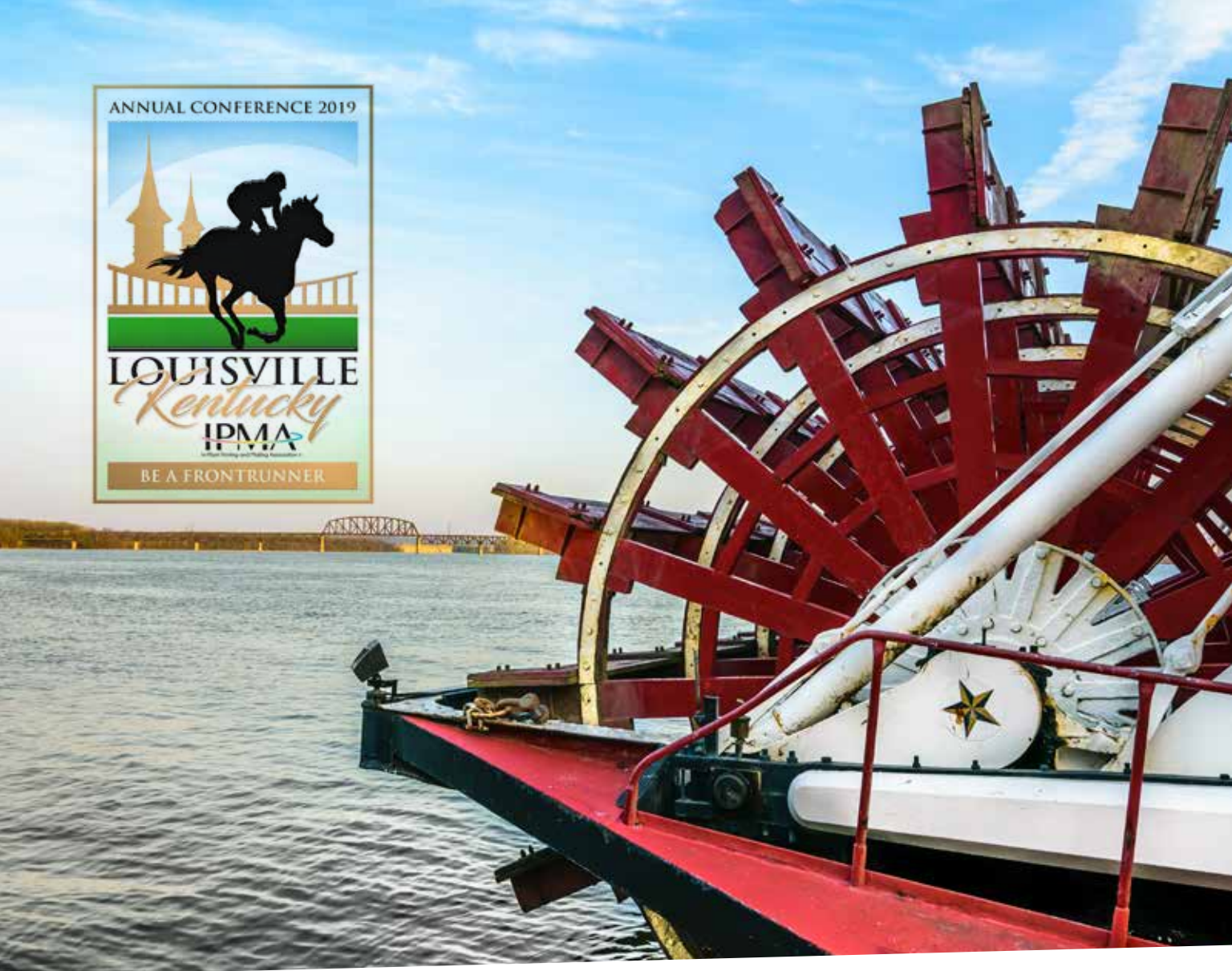
IPMA membership includes managers and directors from in-plant printing and mailing facilities. When you advertise with IPMA, you reach all of our member segments including: Corporate, Financial Services, Healthcare, Higher Education, Government, Insurance, K-12, Municipalities, Non-Profit Organizations, Faith-Based Institutions.

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*“As a first time attendee, I don't have a baseline to gauge against. That said, the bar was set very high and the conference was informative, educational, entertaining and very well organized. Sessions, food services, and accommodations were excellent. Vendor support was stellar. Thank you to all the staff and volunteers as well as fellow attendees who made me and my wife feel so welcome throughout the event. See you next year!”*

**STEPHEN J AMITRANO** *(IPMA new member)*  
*Director, Print & Mail Services, Rowan College at Burlington County*

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*“It was a fantastic conference this year, one of the best! The breakout sessions were well attended and interesting. The keynote speakers were also top notch along with the vendor fair. I enjoyed Leon Logothetis of the Netflix series “The Kindness Diaries” a lot also Scott Burrows had an emotional story to tell. But my favorite thing each year is seeing all of the friends I have made at past conferences. My thanks to Mike and all of the IPMA staff along with Richard Silver and his group of volunteers. I am already looking forward to Louisville next June 2-6, 2019 The Galt House Hotel.”*

**- LARRY CLEMENTS** (IPMA member, 35 years)



## WHY SHOULD YOU PARTNER WITH IPMA??

**RAISE BRAND AWARENESS**

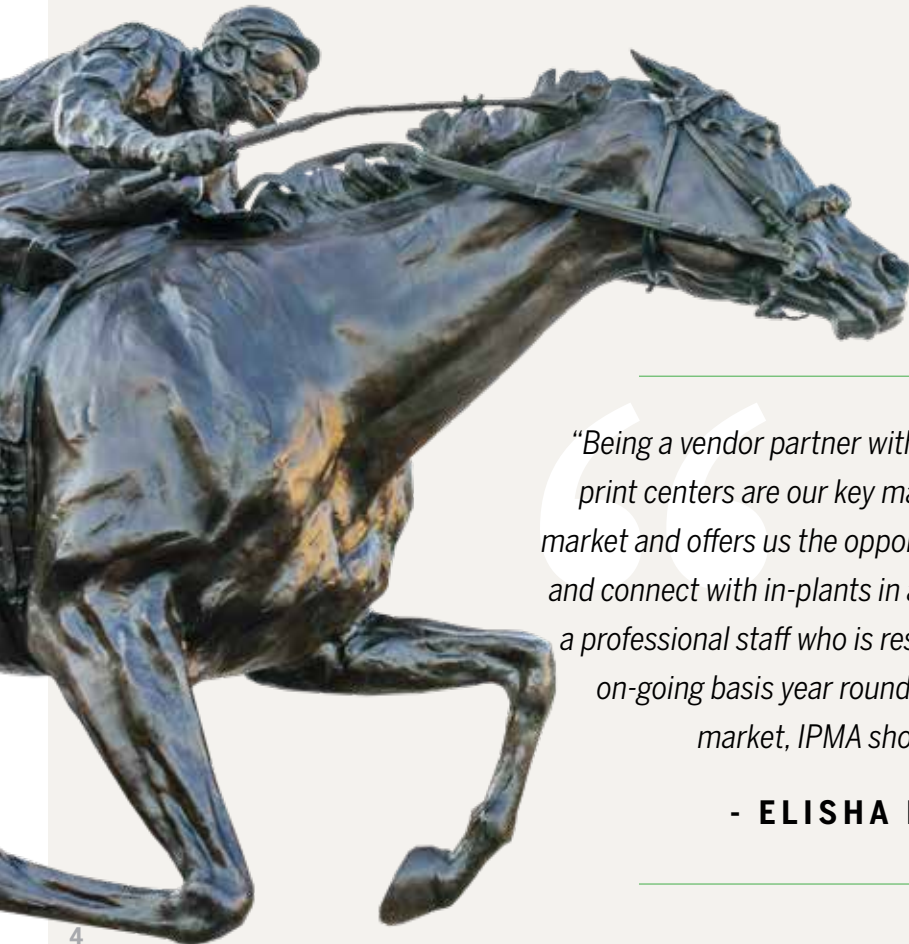
**EDUCATE IN-PLANT PROFESSIONALS**

**ACHIEVE MEASURABLE RESULTS**

**DEVELOP RELATIONSHIPS WITH IN-PLANT DECISION-MAKERS**

**GENERATE SALES LEADS**

**Stand out and be an industry leader.** IPMA has opened sponsor opportunities for our vendors to be more engaged with attendees than ever before. By choosing to sponsor annually of at IPMA's exclusive in-plant industry events, you will be in contact with an industry that generates **over 13 billion dollars annually**. Described as the largest and the best in-plant event of the year, you will find IPMA's annual conference to be a tremendous opportunity to showcase your company's products and services to a broad audience of first-line decision makers. Grow opportunities, expand your brand awareness, and meet decision-makers in the upcoming year!



*"Being a vendor partner with IPMA is very important for RSA. In-plant print centers are our key market. The association reaches our target market and offers us the opportunity to present our solutions to members and connect with in-plants in a meaningful way. The Association is run by a professional staff who is responsive and wonderful to work with on an on-going basis year round. If a vendor is interested in the in-plant market, IPMA should be in their marketing plan."*

**- ELISHA R. KASINSKAS, RSA**

## PARTNERSHIP

At IPMA, our goal is to secure long-term partnerships with industry vendors who want to reach our membership year round through a pre-determined package of opportunities that include both conference and non-conference sponsorships.

Partners have the opportunity to secure conference sponsorship items before they are available to non-partners. Contact Amy Banker at [abanker@ipma.org](mailto:abanker@ipma.org) or Mike Loyd at [mloyd@ipma.org](mailto:mloyd@ipma.org) to schedule a call.

If you prefer to choose specific areas to sponsor in lieu of being an IPMA Partner, please refer to Sponsorship Opportunities.



## WHO ATTENDS?

Typically, attendees are primary managers from all industry segments of in-house printing and mailing operations. These managers are responsible for making decisions regarding the section of print/mail equipment, supplies, software, and solutions for their parent organizations. Past attendees have indicated that IPMA's annual conference is often the only conference that they attend throughout the year. They rely heavily on the information gathered at this event to make their year-long purchase decisions. Nearly 30% of our membership attends IPMA's annual conference, and thanks to our diverse membership base including business, government, and education, you're sure to meet the right people.

## EDUCATIONAL EVENTS

### IPMA ANNUAL CONFERENCE

IPMA's Educational Conference and Vendor Exhibit Fair takes place annually during the month of June and rotates around the U.S.

2019 conference:

**THE GALT HOUSE HOTEL  
LOUISVILLE, KY  
JUNE 2-6, 2019**



*Don't miss out on opportunities exclusively for in-plant vendor sponsors:*

- Unlimited networking opportunities
- Engage and meet face-to-face with decision-making managers and leaders
- Showcase your products, services, and team
- Customize your booth or booth size in the vendor exhibit hall
- Exclusive vendor reception
- Inclusion in the welcome reception
- Breakfast and lunch on Vendor Fair days

## **SPONSORSHIP**

Sponsorship gives you direct contact to address the audience on more than one level. You and your company will be seen throughout the conference in ways such as session introductions, speaking engagements, signage, events and more. As a sponsor, you will be highly visible during our conference, not in the background.

*“This year’s conference only beats out last year’s by a small margin. The keynotes were definitely top notch and timely, followed by the sessions. But it all wouldn’t be as great as it was without friends, old and new! We have a super staff and group of volunteers that have done a wonderful job with the conference and I am looking forward what Louisville will have to offer.”*

**KELLY A. HOGG**

*Director, Printing & Copying Services, University of Virginia*

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**DIAMOND SPONSORSHIP** \$40,000*Our highest and most honored sponsorship*

- Full conference participation for up to six (6) company representatives
- General session speaking engagement
- Full page color ad in conference program
- Press release announcing your sponsorship
- 10 x 20" booth
- \$30,000 Add-on a la carte items
- 3 push notifications on Conference App

**PLATINUM SPONSORSHIP** \$30,000

- Full conference participation for four (4) company representatives
- Breakout session
- Half-page color ad in conference program
- 10 x 10 booth
- \$25,000 Add-on a la carte items
- 2 push notifications on Conference App

**GOLD SPONSORSHIP** \$20,000*Our investment sponsorship level*

- Full conference participation for two (2) representatives
- Moderate or participate in a breakout session panel
- Quarter-page ad in conference program
- 10 x 10 booth
- \$10,000 in Add-on a la carte items
- 1 push notification on Conference App
- 1 conference registration for giveaway to an in-plant customer

**SILVER SPONSORSHIP** \$12,500

- \$5,000 in A La Carte add-ons
- 2 Full Representatives
- 10 x 10 booth
- Pre and post Conference attendee listings
- Conference Program recognition

**BRONZE SPONSORSHIP** \$10,000

- \$2500 in A La Carte add-ons
- 2 Full Representatives
- 10 x 10 booth
- Pre and post Conference attendee listings
- Conference Program recognition

*See enclosed a la carte sponsorship opportunities for available conference sponsored items. Available sponsorship listings are offered on a first-come, first-served basis. All sponsorships must be paid in 60 days prior to the beginning of conference. Exhibit booth space is not included in sponsorship levels unless otherwise described or noted. Complete marketing and promotion of your involvement.*





## EXHIBIT BOOTH FEES AND ASSIGNMENT

Booth fees are \$30 per square foot. One standard booth is 10 X 10 (100 square feet). Booths will be assigned on a first-come, first-served basis by IPMA. Notification of booth(s) location assignment will be emailed to exhibitors after payment is received.

### THE FOLLOWING ITEMS AND SERVICES ARE INCLUDED IN IPMA EXHIBIT AND BOOTH FEES:

- Flameproof drapery: 8' high in the rear, 3' high on two sides
- Carpeting in exhibit area
- 6' table with two chairs and wastebasket
- Listing in final conference program and app
- Company logo on conference page
- Conference attendee listing
- Participation in the exhibit for one full representative and one Exhibitor representative
- Breakfast and lunch for two individual company representatives on vendor fair days
- Welcome Reception

### EXHIBITOR UPGRADES FOR CONFERENCE EXTRAS

Full conference participation for additional company representatives; Includes official conference shirt, meals, functions including the night outing and awards reception/banquet \$1000

### INDIVIDUAL EVENING ACTIVITIES

- Awards Reception/Banquet \$200
- Night Outing \$150
- Sessions Only \$800
- Extra booth representatives  
*Exhibit Only* \$500
- Full pass \$1000



## A LA CARTE SPONSORSHIP OPPORTUNITIES



### **OFFICIAL NIGHT EVENT** (\$25,000 Value)

Address attendees as the sole sponsor with a 5-minute welcome to the official night outing. Sponsor signage will be displayed throughout the event site and directional signage will identify you as the official sponsor of the night outing.

### **EVENT TRANSPORTATION** (\$15,000 Value)

Sponsorship of the transportation to and from an outing will have your logo displayed on all buses to identify you as the sponsor. One sponsor representative per bus will address those on the bus with a welcome and/or a 5-minute presentation/video.

### **WELCOME RECEPTION** (\$25,000 Value)

Introduce yourselves to attendees with a 5-minute welcome speech and special signage recognition during the event. You'll also have the opportunity to provide (at your cost) promotional item(s), gifts or handouts.

### **BREAKFAST, LUNCH OR REFRESHMENTS**

(\$10,000 to \$5,000 Value)

Welcome attendees and have the opportunity to provide (at your cost) promotional item(s), gifts, or handouts to be placed on every table. Special signage recognizing your sponsorship will be displayed. Quench the thirst of attendees by sponsoring refreshments during one conference break.

### **PRE-CONFERENCE USER GROUP/TRAINING LUNCHEON**

Welcome attendees and have the opportunity to provide (at your cost) promotional items, gifts, or handouts to be placed on every table. Special signage recognizing your sponsorship will be displayed. You will receive a copy of the attendee list for post-conference marketing.

### **CONFERENCE BAGS AND LANYARDS/BADGE HOLDER** (\$5,000 Value Each)

Sponsor logo In conjunction with conference logo. Bag to be chosen by IPMA; sponsor may choose bag for additional fee. Lanyard and badge; to be chosen by IPMA; sponsor may choose for additional fee.

### **BREAKOUT SESSION** (\$7,500 Value)

Sponsor a breakout speaker and have a 2-minute introduction by any of your company representatives. Opportunity to provide (at your cost) promotional items, gifts, or hand-outs to be placed on every table.

### **CONFERENCE PROGRAM** (\$10,000 Value) **AND ADS** (\$500-\$2,500 Value)

Be recognized as the underwriter of the conference program and have a highly visible ad placed. Quarter, half and full page options. Price varies by size.

### **HOSPITALITY SUITE** (\$1,200 Value)

Be sure attendees end their night right. Sponsor one night of the suite with refreshments.

### **FRANKLIN SOCIETY LUNCHEON** (\$5,000 Value)

Special luncheon to recognize those who have gained certification and are members of the Franklin Stamp and Ink Society

## A LA CARTE SPONSORSHIP OPPORTUNITIES *(continued)*

### **KEYNOTE SPEAKER** *(\$10,000 Value)*

Introduce your company, welcome attendees and introduce one of the keynote speakers. Opportunity to provide (at your cost) promotional items, gifts, or handouts to be placed on every table.

### **MEDIA SPONSOR** *(\$5,000 Value)*

Be the exclusive media sponsor for the event and provide daily coverage via email and on the IPMA website. In addition, a post-conference wrap-up will feature your company's name.

### **AWARDS RECEPTION** *(\$15,000 Value)*

Address attendees as the sole sponsor with a two-minute welcome to the awards reception. Sponsor signage will be displayed throughout the event.

**No vendors will be permitted in the Annual Conference Vendor Fair without a paid booth. No exceptions.**

### **AWARDS BANQUET** *(\$25,000 Value)*

Address attendees as the sole sponsor with a five-minute welcome to the awards banquet. Sponsor signage will be displayed throughout the event.

### **FUN RUN/WALK SPONSOR** *(\$5,000 Value)*

Be the exclusive sponsor of the conference Fun Run/Walk. T-shirt with your company logo for every attendee.

### **MARKETING FLIER** *(\$100 Value)*

Provide a 8.5 x 11 Marketing piece to be distributed in each attendee bag for conference.

## EDUCATIONAL EVENTS

### **PRINT** *(\$10,000 Value, up to 4)*

Annually, the marketing, print, mail and fulfillment trades come together for PRINT. Headlining the PRINT In-Plant Place is IPMA, and we invite you to join us by taking advantage of one of many sponsorship opportunities: Lunch Session, Happy Hour, Research Presentation

### **REGIONAL EVENTS**

*(\$2,500 Sponsor Level and \$750 Exhibit Level)*  
IPMA holds regional educational events to provide in-plant employees with various topics of interest that they cannot get elsewhere, without waiting for our annual conference. These events are a wonderful opportunity for your company to get in front of a targeted group!

#### **Choose From a Variety of Sponsorship Items:**

- Table Top Display \$750
- Breakfast or Lunch \$1,000

Welcome attendees and have the opportunity to provide (at your cost) promotional items, gifts or handouts to be placed on every table. Special signage recognizing your sponsorship will be displayed.





## **IF YOU PREFER TO SPONSOR INDIVIDUAL ITEMS AS OPPOSED TO BEING AN IPMA PARTNER, TAKE A LOOK AT OUR GREAT OPPORTUNITIES:**

### **EDUCATIONAL AND LEAD GENERATING CONTENT**

*(\$1,500 - \$4,500 additional sponsorship cost)*

Would you like to position your company as a thought leader? Sponsoring educational content and white papers is a great way to get your brand in front of IPMA members and demonstrate your support for continuing education.

We offer two options for sponsoring content through IPMA; editorial or sponsored. All content must be educational in nature and cannot have any sales focus to it whatsoever, including product placement. When you choose to sponsor a white paper, you will receive a copy of the list of people who download for your own marketing efforts.

With editorial content, you will submit a list of three (3) proposed topics with brief explanations to us for approval. Once we approve a topic, you and your team will write the content and submit back to us for final review, approval, and posting. If changes are necessary, we will always work with you until it meets our requirements.

If you choose sponsored content, we will offer you three (3) proposed topics with brief explanations to choose from, and then our team will write the content for you. We will submit the final draft to you for suggestions or potential edits and then finalize the content.

### **WEBINARS**

Webinars are a great opportunity to provide in-plant professionals with valuable content and align your brand with a topic or issue of importance to our members.

You can reach a loyal and dedicated audience of in-plant managers and directors through sponsorship of an IPMA educational webinar.

We offer two types of webinars, sponsored and editorial. Both types must be purely educational in nature with no sales pitch or product demo. You'll receive a copy of the registrant list after the webinar along with a copy of the webinar to use for your own marketing.

With sponsored webinars, after we approve the topic, title, and description that you provide to us, you will book the speaker and handle the presentation. With editorial webinars, we will work on the topic, title, and description with you and assist in finding the right speaker for the webinar.

Choose From:

- **Editorial Blog for IPMA.org**
- **Sponsored Blog for IPMA.org,**
- **Editorial Blog for IPMA Community**
- **Sponsored Blog for IPMA Community**
- **Editorial White Paper**
- **Sponsored White Paper**
- **Sponsored Webinar**
- **Editorial Webinar**
- **Sponsored Post for IPMA Community**



**LIST RENTAL**

*(\$2,000 additional sponsorship cost)*

IPMA's membership is a highly sought-after and captive audience. Should you wish to target them directly via email or direct mail, there are options for you to do so easily thanks to IPMA's list rental program.

If you'd like to send a one-time targeted email blast to IPMA membership, you can do so for per use. You will provide the HTML email, text version of your email, from name and email, and subject line to us, and our marketing team will execute the email blast on your behalf. We will provide you with detailed reports on the email, and you are welcome to include links or a call to action.

For direct mailings, we will facilitate the mailing process. You provide the printed piece and our team will mail for you, billing you for the actual cost.

**IPMA COMMUNITY**

*(\$25,000 additional sponsorship costs)*

IPMA's newest member benefit is buzzing with member engagement. IPMA members are logging in to IPMA Community daily to ask questions, share ideas, and respond to their peers. In the online community you can have top banner ads, side ads on content pages, or sponsored blog posts.

In addition, we are also offering a unique opportunity to sponsor the Community as a whole. Advertising is a great way to increase awareness and you have multiple options for ads in IPMA Community.

Choose from the following ad placements. Placements are limited, and are first come. You may choose a month-to-month option or an annual option. Month-to-month requires a three-month commitment.

**IPMA COMMUNITY SPONSOR**

Sponsor the entire IPMA Exchange Online Community and guarantee homepage advertising placement, along with recognition and community involvement throughout the year.

**IPMA COMMUNITY ADVERTISING SLOTS**

Top (964w x 125h) *pixels*

Top (640w x 125h) *pixels*

Right (160w x 1000h) *pixels*

Bottom (962w x 125h) *pixels*

Top of Page (962w x 125h) *pixels*

Wide Right (300w x 250h) *pixels*

Cross Site Wide Right (300 w x 250h) *pixels*

**WEBSITE ADS** *(Additional costs vary from \$5,000 (3 months) to \$10,000 a year)*

The IPMA site was recently rebuilt to be user friendly and responsive. With more than 2,500 page views per month, the site features blogs, upcoming education opportunities and information about IPMA and the in-plant industry. Website advertising is sold on a month-by-month basis with a three-month commitment, or an annual basis. Your company can get in front of our members and prospects with excellent advertising opportunities, including:  
Homepage Right Sidebar (330w x 350h) *pixels*  
Internal Rotating Right Sidebar (330w x 350h)

**INDUSTRY WHITE PAPER** *(\$20,000 value and included in Annual Partnership Package)*

Make history and sponsor an industry white paper and research report. This report will provide data and insight that is unmatched and highly sought-after. Your logo will be prominently sponsored in the report and online, and you'll have the ability to sponsor a webinar presentation of the results. Also, you will be the sponsor of full paper presentation at PRINT.

**HOST A REGIONAL ROADSHOW**

*(\$10,000 Value)*

# See you in Louisville!



JUNE 2-6, 2019  
THE GALT HOUSE HOTEL  
LOUISVILLE, KENTUCKY



**TO LEARN MORE ABOUT  
SPONSORSHIPS, CONTACT**

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