



# Incentive Visions 20/20

IMA Summit 2020  
Fort Lauderdale  
July 20-22

## 2020 Sponsorship Opportunities

Join us in Fort Lauderdale, FL July 20-22, 2020 for the IMA Summit. The Summit is an exciting and intimate way to make long-lasting relationships while exponentially expanding your business connection with more than 300 leaders in the incentive industry each year.

The **Incentive Marketing Association** (IMA) invites all members and incentive industry professionals to take a special role in the organization's annual Summit and education conference. Our members are interested in the use of incentives and recognition to improve business performance. IMA is the premier resource for organizations looking to positively affect their bottom lines by engaging providers who deliver solutions, ideas, thought leadership, advice and innovation to successfully shift desired behaviors, improve performance, and increase employee and channel loyalty. We encourage you to review the sponsorship opportunities detailed in this brochure.

The opportunities were designed specifically to:

1. Give members and other industry organizations greater visibility in front of the incentive community.
2. Help educate members about emerging and current trends in the incentive industry.
3. Showcase your company's products to the incentive industry.
4. Support IMA in continuing to offer an annual conference with high quality training and education opportunities for incentive marketers.

IMA appreciates your consideration and support!

# Full Conference Sponsorship Opportunities

## Summit Mobile App

**SOLD! Buyatab Online, Inc.**

*One Sponsorship: \$5,500*

- Two Complimentary Summit Registrations
- One push notification distributed via the app
- Branding placed in the header of the conference mobile app
- Logo displayed in four issues of IMA's Fast Take Newsletter (May-Aug; distributed to 500+ industry professionals)
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

## NEW! Wi-Fi Sponsor

**SOLD!**

*One Sponsorship: \$3,500*

- One Complimentary Summit Registration
- Logo displayed on WIFI signage at registration desk
- Logo displayed on table tents throughout the session rooms
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

## Silent Auction Table Display

*Four Sponsorships Available at \$1,000 each*

- Signage on/near silent auction table displays
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

## Registration Desk

*One Sponsorship: \$3,000*

- One Complimentary Summit Registration
- Logo displayed on 60" X 90" banner at the Registration desk **\*high visibility**
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

**Summit Journal Books****SOLD! Blackhawk Network***One Sponsorship: \$3,500*

- One Complimentary Summit Registration
- Logo displayed on Journal Books **\*high visibility**
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

**Lanyards****SOLD! Hinda Incentives***One Sponsorship: \$3,200*

- One Complimentary Summit Registration
- Logo displayed on lanyards given out to attendees at registration and throughout event **\*high visibility**
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

**Attendee Badges****SOLD! Omaha Steaks***One Sponsorship: \$2,750*

- One Complimentary Summit Registration
- Logo displayed on Summit attendee badges **\*high visibility**
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

**Hotel Room Keys****SOLD! Citizen Watch Company of America***One Sponsorship: \$2,750*

- One Complimentary Summit Registration
- Logo displayed on Summit conference hotel room keys **\*high visibility**
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

**Attendee Gift Bags****SOLD! Applebee's***One Sponsorship: \$3,750*

- One Complimentary Summit Registration
- Logo displayed on or in bags **\*high visibility**
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

### Summit Keynote Speaker

*One Sponsorships available: \$15,000*

- Two Complimentary Summit Registrations
- Signage at door to Keynote Session and on display screens
- Logo displayed in four issues of IMA's Fast Take Newsletter (May-Aug; distributed to 500+ industry professionals)
- One social media post on both Twitter & LinkedIn thanking your company for sponsoring the IMA Summit
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit
- Representative from your company to introduce the Keynote Speaker

### Education Session Sponsorship

**TWO SOLD! Bloomin' Brands & PetSmart  
(2 remaining)**

*Four sponsorships available: \$1,750 each*

- Signage at entrance of Education Session
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

### Incentive Feud Game Show Sponsorship

*One sponsorship: \$1,750*

- Signage at entrance of *The Incentive Feud* game show
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

### Video Services

**SOLD! Xuma**

*One Sponsorship: \$5,000*

- Two Complimentary Summit Registrations
- Logo/acknowledgement in all recorded video segments produced and shown throughout Summit
- Logo displayed in four issues of IMA's Fast Take Newsletter (May-Aug; distributed to 500+ industry professionals)
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

## Audio Visual

Four Sponsorships Available at \$2,500 each

- One Complimentary Summit Registration
- Logo displayed on catch box used during general session
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

## Networking Lounge

**SOLD! Fiserv**

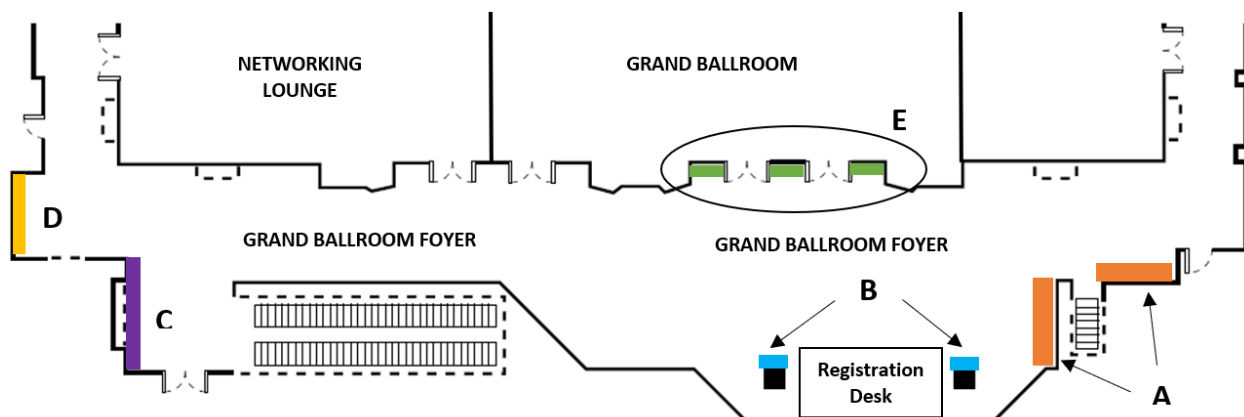
One Sponsorship: \$13,500

- Three Complimentary Summit Registrations
- Exclusive event sponsorship
- Logo displayed in four issues of IMA's Fast Take Newsletter (May-Aug; distributed to 500+ industry professionals)
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Reserved meeting space in Networking Lounge for Sponsor company for duration of conference (all other meeting pods will be first-come-first-served)
- Logo displayed in Networking Lounge area (near beverage break, room entrance, etc.) with recognition as the lounge sponsor
- Naming rights of the Networking Lounge
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit
- Note, Sponsor is responsible for all AV, furniture and F & B expenses

## General Session Foyer Branding

These branding opportunities will be positioned outside of the conference general sessions room and near the silent auction and networking breaks.

\* IMA reserves right to decide on content for graphic (to include sponsor recognition).



Charging Station (A) - Two Sponsorships Available at \$2,000

- Branding on Graphics\*
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Recognition during General Sessions throughout Summit

*Branded Pillar (B) - Two Sponsorships Available at \$2,500 each*

- Branding on Graphics\*
- One complimentary registration
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Recognition during General Sessions throughout Summit

*Escalator Welcome Wall (C) – One Sponsorship Available at \$6,000 for outer wall or \$7,000 for full wall*

- Branding on Graphics\*
- Two complimentary registrations
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Recognition during General Sessions throughout Summit

*Grand Ballroom Foyer Wall (D) – One Sponsorship Available at \$4,500*

- Branding on Agenda Graphics\*
- One complimentary registration
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Recognition during General Sessions throughout Summit

*Grand Ballroom Foyer Doors (E) – Three Sponsorships Available at \$3,000 each*

**ONE SOLD! Topps Digital Services (2 remaining)**

- Branding on Agenda Graphics\*
- One complimentary registration
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Recognition during General Sessions throughout Summit

*Conference Level (3<sup>rd</sup> Floor) Elevator Doors – Six Sponsorships Available at \$1,750 per door*

- Branding on Agenda Graphics\*
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Recognition during General Sessions throughout Summit

<b>Media Sponsors</b>	<b>TWO SOLD! Sales &amp; Marketing Management, Premium Incentive Products Magazine (4 remaining)</b>
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*Six Sponsorships, Reserved for Trade Publications/Media: \$500*

- Publication (one title) display at registration
- 6ft. table in a high traffic areas

# Monday Sponsorship Opportunities

## Principles of Program Design Course Presenter

**SOLD! Hinda Incentives**

*One Sponsorship: \$2,500*

- One Complimentary Summit Registration
- Logo displayed on signage at entrance of course and recognition at start of course
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

## Host Lunch for Principles of Program Design Course

**SOLD! Hinda Incentives**

*One Sponsorship: \$1,500*

- One complimentary IP course & exam registration.
- Logo displayed on table tents at luncheon
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event Signage
- Recognition during General Sessions throughout Summit

## Incentives 101 Session

**SOLD! Blackhawk Network**

*One Sponsorship: \$2,000*

- Signage at door of Incentives 101 session
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

## Welcome Reception Signature Sponsorship

**Summit Signature Event!**

*Five Sponsorships Available at \$5,000*

- Two Complimentary Summit Registrations
- One mobile app push notification
- One social media post on both Twitter & LinkedIn thanking your company for sponsoring the IMA Summit
- Logo displayed in four issues of IMA's Fast Take Newsletter (May-Aug; distributed to 500+ industry professionals)
- Inclusion in conference schedule communications
- Sponsor listing on IMA website with link to company website
- Signage at door of event
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

### Welcome Reception – Event Transportation

*One Sponsorship: \$3,000.*

- One Complimentary Summit Registration
- Signage on/near the event shuttle
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

### Welcome Reception – Signature Drink Sponsor **SOLD! Hotels.Com**

*One Sponsorship: \$3,500.*

- One Complimentary Summit Registration
- Signage on/near the event bar
- Featured drink of choice served at Welcome Reception bar
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

## Tuesday Sponsorship Opportunities

### Tuesday Continental Breakfast

*Two Sponsorships available: \$3,000*

- One Complimentary Summit Registration
- Logo displayed on table tents at each breakfast table and at room entrance
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

### Two Refreshment Breaks

*Two Sponsorships available: \$2,000 each*

- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

### Tuesday Networking Lunch **ONE SOLD! Bass Pro Shops/Cabela's (1 remaining)**

*Two Sponsorships available: \$5,000*

- Two Complimentary Summit Registrations
- Logo displayed on table tents at each luncheon table and at room entrance **\*high visibility**
- Logo displayed in four issues of IMA's Fast Take Newsletter (May-Aug; distributed to 500+ industry professionals)
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit



### Evening Awards Event

Title Sponsor: \$20,000 **SOLD! Blackhawk Network**

Gold Sponsor: \$10,000 (1 available)

Silver Sponsors: \$5,000 (3 available)

Bronze Sponsors: \$2,500 (unlimited)

- Benefits will vary based on sponsorship level; [view benefit details here](#).

## Wednesday Sponsorship Opportunities

### Wednesday Continental Breakfast

Two Sponsorships available: \$3,000

- One Complimentary Summit Registration
- Logo displayed on table tents at each breakfast table and at room entrance
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

### Two Refreshment Breaks

Two Sponsorships available: \$2,000 each

- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

### Wednesday Networking Lunch

Two Sponsorships available: \$5,000

- Two Complimentary Summit Registrations
- Logo displayed on table tents at each luncheon table and at room entrance **\*high visibility**
- Logo displayed in four issues of IMA's Fast Take Newsletter (May-Aug; distributed to 500+ industry professionals)
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

### Wednesday Closing Reception

**SOLD! Bulova**

One Sponsorship: \$2,750

- One Complimentary Summit Registration
- Logo displayed on table tents on cocktail tables and at room entrance
- Signage at doors (if applicable)
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Logo displayed on event signage
- Recognition during General Sessions throughout Summit

## Contact the 2020 Sponsorship Team:

**Sponsorship Chair:** Hollis Thornton

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