



Join us in Boston, MA July 17-19, 2023 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!

Contact the 2023 Sponsorship Team with any questions!

Sponsorship Committee:

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Full Conference Sponsorship Opportunities

NEW! Summit Title Sponsor

One available at \$50,000

- Five Complimentary Summit Registrations
- Two exclusive conferences communications, one pre-event and one post-event, acknowledging your company as the Summit Title Sponsor
- Two social media posts acknowledging your company as the Summit Title Sponsor
- Logo displayed in 4 issues of IMA's Fast Take Newsletter
- Listed as Summit Title Sponsor on IMA website with link to company website
- Listed as Summit Title Sponsor in the conference mobile app
- Reserved private meeting room throughout Summit
- Opportunity for speaking opportunity or video commercial (three minute maximum) to IMA attendees (timing in schedule to be determined by IMA, content must be reviewed & approved by IMA)
- Sponsor logo on 22" x 28" signage near registration desk and general session room
- Recognition on escalator clings (on railings of up & down escalator) as Summit Title Sponsor – exclusive branding!
- Recognition on 4 pillar sides as Summit Title Sponsor (Limited number of additional branded pillar sponsorships available)
- One page dedicated in the Awards Event Program
- Recognition as the title sponsor on rotating sponsor slides during General Sessions throughout Summit
- Recognition from podium as Summit Title Sponsor during Welcome and Annual Meeting

Summit Mobile App

One Sponsorship: \$6,500

- One Complimentary Summit Registrations
- One push notification distributed via the app
- Branding placed in the header of the conference mobile app
- Logo displayed in 4 issues of IMA's Fast Take Newsletter (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 22" x 28" signage with app download instructions
- Recognition on rotating sponsor slides during General Sessions throughout Summit

Wi-Fi Sponsor

One Sponsorship: \$7,000

- One Complimentary Summit Registration
- Custom Wi-Fi password of sponsors choice (adhering to required criteria of property)
- Logo displayed on 22" x 28" Wi-Fi signage throughout meeting space
- Logo displayed on Wi-Fi 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
- Recognition on rotating sponsor slides during General Sessions throughout Summit

Silent Auction Sponsor

One Sponsorship at: \$4,500

- Listed as Silent Auction sponsor on 22" x 28" signage on/near silent auction tables ***high visibility**
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Sponsor logo included on online item catalog, bidding sheets, and results sign ***high visibility**
- Recognition on rotating sponsor slides during General Sessions throughout Summit

Registration Desk Sponsor

One Sponsorship: \$4,000*

- Logo displayed 22" x 28" registration signage at 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 & directional signage
- Recognition on rotating sponsor slides during General Sessions throughout Summit
- *Add a branded graphic (20' W x 3' H) above the registration desk for additional \$1,500

Summit Agenda Display

One Sponsorship: \$4,750

- Sponsor logo displayed on 60" x 92" Summit agenda banner ***high visibility**
- Sponsor logo displayed on printed PDF of schedule
- Sponsor logo on website agenda page
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Recognition on rotating sponsor slides during General Sessions throughout Summit

Summit Journal Books

One Sponsorship: \$4,500

- 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 on rotating sponsor slides during General Sessions throughout Summit

Lanyards

One Sponsorship: \$4,500

- 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 on rotating sponsor slides during General Sessions throughout Summit

Attendee Badges

One Sponsorship: \$3,750

- 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 on rotating sponsor slides during General Sessions throughout Summit

Hotel Room Keys

One Sponsorship: \$3,500

- 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 on rotating sponsor slides during General Sessions throughout Summit

Attendee Gift Bags

One Sponsorship: \$4,750

- 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 on rotating sponsor slides during General Sessions throughout Summit

Networking Lounge

One Sponsorship: \$15,000

- Three Complimentary Summit Registrations
- Exclusive event sponsorship
- Logo displayed in 4 issues of IMA's Fast Take Newsletter (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
- Naming rights of the Networking Lounge
- Sponsor logo and chosen lounge name on 22" x 28" signage located near room entrance
- Sponsor recognition on 22" x 28" directional signage
- Reserved meeting space in Networking Lounge for Sponsor company for duration of conference
- Recognition on rotating sponsor slides during General Sessions throughout Summit
- Note: Sponsor is responsible for all AV, furniture and F&B expenses in the lounge

Charging Station

One Sponsorship: \$2,500

- Signage on/near four charging stations
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Recognition on rotating sponsor slides during General Sessions throughout Summit

General Summit Sponsor

Unlimited at \$500

- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Company logo included on rotating sponsor slides during General Sessions
- Thank you to all General Sponsors from podium during the Summit Welcome

Coffee Break Sponsor

Six total at \$3,500 each or exclusive break sponsor for 1 day at \$6,500

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

Snack Break Sponsor

Five total at \$3,500 each or exclusive break sponsor for 1 day at \$6,500

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

General Session Sponsor

Three Sponsorships Available at \$3,000

- Signage at door to General Session and on display screen if available
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Recognition on rotating sponsor slides during General Sessions throughout Summit
- Session choice on first come first serve basis

Branding Sponsorship Opportunities

Branding sponsorships will not be available after June 1, 2023

Branded Pillar Side with Company Ad at the Summit

6 Available at \$3,500; limited to 1 per company

- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Recognition on rotating sponsor slides during General Sessions throughout Summit
- Your company ad & QR code of choice with Summit branding on 1 side of 4-sided pillar
- Located in Summit meeting space foyer, high traffic area

Branded Elevator Doors

8 Available at \$3,500

- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Recognition on rotating sponsor slides during General Sessions throughout Summit
- Your Company logo and QR code with Summit branding on 2 conference level elevator door panels (each 48" x 83 1/2").

Monday Sponsorship Opportunities

Incentives 101 Session

One Sponsorship: \$3,000

- 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
- Recognition on rotating sponsor slides during General Sessions throughout Summit

Welcome Reception Sponsorships

Five Sponsorships Available at \$6,500

- One Complimentary Summit Registrations
- One shared social media post on both Twitter & LinkedIn thanking all Welcome Reception sponsors
- Logo displayed in 4 issues of IMA's Fast Take Newsletter (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
- Recognition on rotating sponsor slides during General Sessions throughout Summit

Welcome Reception – Signature Drink Sponsor

One Sponsorship: \$4,500

- 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
- Recognition on rotating sponsor slides during General Sessions throughout Summit

Tuesday Sponsorship Opportunities

Tuesday Continental Breakfast

Three Sponsorships available: \$5,000

- One Complimentary Summit Registration
- Logo displayed on table tents at tables, on signage at room entrance ***high visibility**
- Logo displayed on signage on breakfast buffet ***high visibility**
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Recognition on rotating sponsor slides during General Sessions throughout Summit

Summit Keynote Speaker

One Sponsorships available: \$17,000

- Three Complimentary Summit Registrations
- Sponsor logo included on 22" x 28" signage near registration Monday-Tuesday morning
- Sponsor logo included on 22" x 28" signage at doors to Keynote Session
- Logo displayed in 4 issues of IMA's Fast Take Newsletter (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
- Recognition on scrolling sponsor slides during General Sessions throughout Summit
- Representative from your company to introduce the Keynote Speaker
- Sponsor logo displayed on screen during the keynote introduction

Tuesday Networking Lunch

Three Sponsorships available: \$6,000

- One Complimentary Summit Registrations
- Logo displayed on table tents at tables, on signage at room entrance ***high visibility**
- Logo displayed on signage on lunch buffet ***high visibility**
- Logo displayed in 4 issues of IMA's Fast Take Newsletter (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
- Recognition on rotating sponsor slides during General Sessions throughout Summit

Incentive Game Show Sponsorship

One sponsorship: \$3,000

- Signage at entrance of *The Incentive Feud* game show
- Sponsor listing on IMA website with link to company website
- Recognized as Game Show sponsor in Summit Newsletter
- Listing as an official Summit Sponsor in conference mobile app
- Recognition on rotating sponsor slides during General Sessions throughout Summit
- Representative from your company participate in the Game Show

Awards Ceremony Sponsorship Opportunities

Awards Event Title Sponsor

One available at \$25,000

- Three Complimentary Summit Registrations
- One exclusive pre-conference communication acknowledging your company as the Awards Title Sponsor
- One social media post acknowledging your company as the Awards Title Sponsor
- Logo displayed in 4 issues of IMA's Fast Take Newsletter
- Sponsor listing on awards website page(s) with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Reserved private meeting room throughout Summit
- Opportunity for video commercial (one minute maximum) during Awards Ceremony (timing in schedule to be determined by IMA, content must be reviewed & approved by IMA)
- Recognition on 2 pillar sides as Awards Title Sponsor (Limited number of additional branded pillar sponsorships available)
- One page dedicated in the Awards Event Program
- Company logo included in two news releases posted on the IMA website
- Recognition on rotating sponsor slides during General Sessions throughout Summit
- Recognition at podium and on slides during Awards Ceremony
- Logo displayed in Awards Ceremony recordings published following the Summit

Awards Ceremony Bar Sponsor

Two Sponsorships: \$6,500 each or exclusive bar sponsor for \$9,500

- One Complimentary Summit Registration
- Listing as an official Awards Summit Sponsor in the conference mobile app
- Signage on and near the ceremony bars
- Cocktail Branded Napkins (provided by sponsor)
- Logo displayed on Awards Event signage
- Logo displayed on rotating sponsor slides during Awards Event
- Opportunity to play a 30 second silent video during the Awards Event
- Half page dedicated in the Awards Event Program
- Included in two news releases posted on the IMA website
- One Thank You post on social media

Awards Category Sponsor

Three Sponsorships Available at \$7,000

- One Complimentary Summit Registration
- Listing as an official Awards Summit Sponsor in the conference mobile app
- Sponsor listing on the awards website page(s) with link to company website
- Logo displayed on Awards Event signage
- Logo displayed on screens during Awards Event
- Opportunity to play a 30 second silent video during the Awards Event
- Half page dedicated in the Awards Event Program
- Included in two news releases posted on the IMA Website
- One Thank You post on social media
- Category choice on first come first serve basis (Excellence Awards, IMA Recognition, Spirit Awards)

Wednesday Sponsorship Opportunities

Wednesday Continental Breakfast

Three Sponsorships available: \$5,000

- One Complimentary Summit Registration
- Logo displayed on table tents at tables, on signage at room entrance ***high visibility**
- Logo displayed on signage on breakfast buffet ***high visibility**
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Recognition on rotating sponsor slides during General Sessions throughout Summit

Wednesday Networking Lunch

Three Sponsorships available: \$6,000

- One Complimentary Summit Registrations
- Logo displayed on table tents at tables, on signage at room entrance ***high visibility**
- Logo displayed on signage on lunch buffet ***high visibility**
- Logo displayed in 4 issues of IMA's Fast Take Newsletter (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
- Recognition on rotating sponsor slides during General Sessions throughout Summit

Wednesday Closing Reception - Bar Sponsor

Two Sponsorship available at \$4,000 each

- Signage on and near the event bar ***high visibility**
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Recognition on rotating sponsor slides during General Sessions throughout Summit

Wednesday Closing Reception – App Station Sponsor

Three Sponsorships available at \$4,000 each

- Signage on/near the appetizer station
- Logo displayed on table tents at tables, on signage at entrance ***high visibility**
- Logo displayed on signage on app station ***high visibility**
- Sponsor listing on IMA website with link to company website
- Listing as an official Summit Sponsor in the conference mobile app
- Recognition on rotating sponsor slides during General Sessions throughout Summit