



IMA SUMMIT 2023 | Boston, MA | July 17-19

## CONNECT IN BOSTON

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:

Mike Donnelly

Ric Neeley

Jen Brumley

Oran Nevin

Kurt Hosna

Anne Jetter

E: [mdonnelly@hinda.com](mailto:mdonnelly@hinda.com)

E: [RNeeley@hinda.com](mailto:RNeeley@hinda.com)

E: [jennifer.brumley@fiserv.com](mailto:jennifer.brumley@fiserv.com)

E: [oran.nevin@workhuman.com](mailto:oran.nevin@workhuman.com)

E: [khosna@itagroup.com](mailto:khosna@itagroup.com)

E: [ajetter@stonerbunting.com](mailto:ajetter@stonerbunting.com)

### IMA Staff Contacts:

Stephanie Purcel

Emilie Pelton

E: [spurcel@incentivemarketing.org](mailto:spurcel@incentivemarketing.org)

E: [ejohnson@incentivemarketing.org](mailto:ejohnson@incentivemarketing.org)

## Sponsorship Opportunities Table of Contents

Page	Sponsorships
Pages 3 - 6	<b><u>All Conference Sponsorship</u></b> <ul style="list-style-type: none"> <li>• NEW! Summit Title Sponsor</li> <li>• Summit Mobile App – <b>SOLD</b></li> <li>• Wi-Fi Sponsor – <b>SOLD</b></li> <li>• Silent Auction – <b>SOLD</b></li> <li>• Registration Desk – <b>SOLD</b></li> <li>• Summit Agenda Display – <b>SOLD</b></li> <li>• Summit Journal Books – <b>SOLD</b></li> <li>• Lanyards – <b>SOLD</b></li> <li>• Attendee Badges – <b>SOLD</b></li> <li>• Hotel Room Keys – <b>SOLD</b></li> <li>• Attendee Gift Bags – <b>SOLD</b></li> <li>• Networking Lounge – <b>SOLD</b></li> <li>• Charging Station – <b>SOLD</b></li> <li>• General Summit Sponsor</li> <li>• Coffee Break Sponsor – 1 SOLD, 5 Available</li> <li>• Snack Break Sponsor</li> <li>• General Session Sponsor – 2 SOLD, 1 Available</li> </ul>
Pages 7	<b><u>Branding Sponsorship Opportunities</u></b> – <b>Not Available after 6/1</b> <ul style="list-style-type: none"> <li>• Branded Pillar Side with Company Ad</li> <li>•</li> </ul>
Page 7	<b><u>Monday Sponsorship Opportunities</u></b> <ul style="list-style-type: none"> <li>• Incentives 101 Session – <b>SOLD</b></li> <li>• Welcome Reception – 2 SOLD, 3 Available</li> <li>• Welcome Reception – Signature Drink Sponsor – <b>SOLD</b></li> </ul>
Page 8	<b><u>Tuesday Sponsorship Opportunities</u></b> <ul style="list-style-type: none"> <li>• Continental Breakfast – <b>SOLD OUT</b></li> <li>• Summit Keynote Speaker</li> <li>• Networking Lunch – 1 SOLD, 2 Available</li> <li>• Incentive Game Show Sponsorship</li> </ul>
Page 9	<b><u>Awards Ceremony Sponsorship Opportunities</u></b> <ul style="list-style-type: none"> <li>• Awards Event Title Sponsor – <b>SOLD</b></li> <li>• Awards Ceremony Bar Sponsor – <b>SOLD</b></li> <li>• Awards Category Sponsor – 1 SOLD, 2 Available</li> </ul>
Pages 10	<b><u>Wednesday Sponsorship Opportunities</u></b> <ul style="list-style-type: none"> <li>• Continental Breakfast</li> <li>• Networking Lunch</li> <li>• Closing Reception – Bar Sponsor</li> <li>• Closing Reception – Appetizer Station Sponsor</li> </ul>

# 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**

**SOLD! SVS**

*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**

**SOLD! Blackhawk Network**

*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****SOLD! Hinda Incentives***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****SOLD! eGifter***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****SOLD! U.S. Bank***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****SOLD! U.S. Bank***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****SOLD! Hinda Incentives***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****SOLD! Hotels.com***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****SOLD! PLI Cards***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****SOLD! Dine Brands Global***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****SOLD! Fiserv***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****SOLD! Seiko Watch of America***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****6 SOLD! More Available***All Star Incentive Marketing, Charity on Top, Engage2Excel, Harco Incentives, Jigsaw Business Solutions, Travel + Leisure Co.**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****1 SOLD! 5 Available****Workstride***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****2 SOLD! 1 Available****PPAI, Virtual Incentives***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

## Monday Sponsorship Opportunities

### Incentives 101 Session

**SOLD! Blackhawk Network**

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

**2 SOLD! 3 Available**

Home Chef, TDS Gift Cards

Five Sponsorships Available at \$6,500

- One Complimentary Summit Registration
- 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

**SOLD! C.A. Short Company**

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

**SOLD OUT! GiveX, Home Chef, Telos Gifting**

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

**1 SOLD! 2 Available**

**SVS**

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

**SOLD! Blackhawk Network**

*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

**SOLD! Tillo**

*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

**1 SOLD! 2 Available**

**Jigsaw Business Solutions**

*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