



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! Best Buy

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

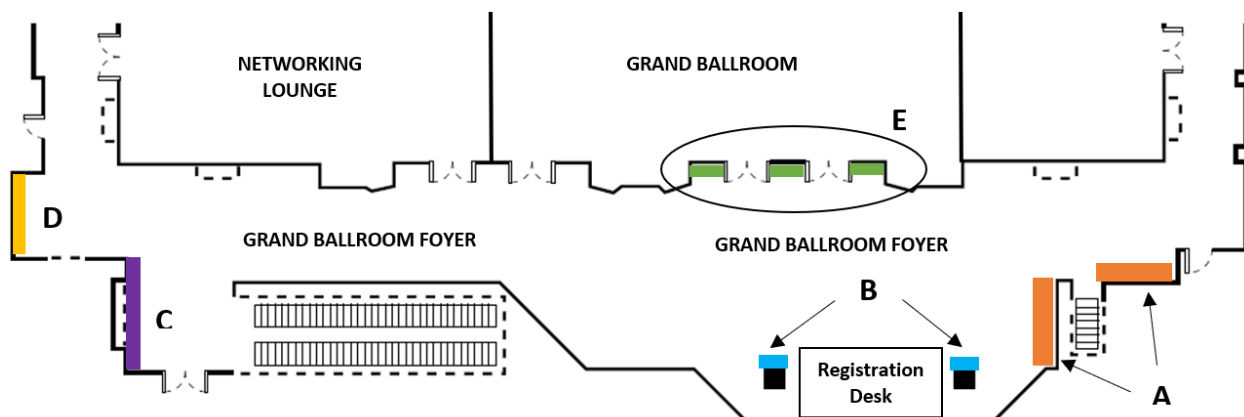
One Sponsorship: \$13,500

- 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

SOLD! Home Chef

- 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 (3rd 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

Media Sponsors	TWO SOLD! Sales & Marketing Management, Premium Incentive Products Magazine (4 remaining)
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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 **SOLD! NGC**

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:

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