



Racing to Succeed
26th Annual AIIP Conference
May 3-6, 2012
Indianapolis, IN
USA

Corporate Sponsorship Benefits at a Glance:

| | PLATINUM \$7,000 | GOLD \$5,500 | SILVER \$3,500 | BRONZE \$1,800 |
|---|---|------------------------------------|---------------------------------|---------------------------------|
| Free exhibit space (an \$850 value) | √ | √ | √ | √ |
| Complimentary conference attendee passes, non-transferable (up to \$1,800 value) | Three passes | Two passes | Two passes | One pass |
| Three-minute presentation/greeting at opening reception | √ | √ | √ | √ |
| AV fees waived for vendor training | √ | √ | √ | √ |
| Participation in Industry Panel Session during conference | √ | √ | √ | √ |
| Keynote speaker sponsor (a \$2,000 value) | √ | | | |
| Opening cocktail reception (a \$1,000 value) | √ | √ | | |
| Close of conference (a \$1,000 value) | √ | √ | √ | |
| General session speaker (a \$500 value) | √ | √ | √ | |
| Additional visibility and recognition at conference (logo on all conference materials and general slides) - plus: | Bag (\$1,100) AIIP Cocktail Name (priceless) | Packet for Attendees (\$900) | Break Sponsor (\$400) | √ |
| Acknowledgement in all pre-conference marketing materials | √ | √ | √ | √ |
| Use of conference attendee mailing list | Two uses | Two uses | One use | One use |
| Acknowledgement in AIIP's quarterly newsletter <i>AIIP Connections</i> | √ | √ | √ | √ |
| Ad space in AIIP's quarterly newsletter <i>AIIP Connections</i> | 2 Full Page (value of \$600) | 1 Full Page (value of \$300) | 1/2 Page (value of \$180) | 1/4 Page (value of \$120) |
| Name / tagline / URL on AIIP listserv signature block in January, February, March, and April 2012 | Name, tagline & URL | Name, tagline & URL | Name & URL | Name & URL |
| Product announcements to AIIP members via email blast in AIIP President's monthly message | Four times per year | Three times per year | Two times per year | Once per year |
| Link from the AIIP web site | For one year | For one year | For 6 months | For 6 months |

Other Marketing Opportunities (subject to availability)

| Specialty Sponsorships | Promotional | Exhibiting Only |
|---|---|--|
| Awards Dinner (\$5,000) | Conference Packet for Attendees (\$900) | AIIP Industry Partner (\$450) |
| Lunches (\$2,100) | Lanyards (\$500) | AIIP Member (\$650) |
| Breakfasts (\$1,250) | Conference Badges (\$500) | AIIP Industry Affiliate (\$750) |
| General Session (\$500 each) | 2013 Conference Pass Giveaway (\$300) | Regular Exhibitor (\$850) |
| Breaks (\$400 each) | Literature Distribution (\$225) | Registration for additional staff (\$400/person) |
| Awards Dinner Centerpieces (\$400) | Promotional Items (\$225) | |
| Coffee & Dessert at Awards Dinner (\$300) | Door Prizes (minimum \$25 value please) | |
| Internet for the Day (\$375) | | |

Become a Corporate Sponsor

- **AIIP members are a unique audience. Members are not only buyers, but *influencers*.**
They provide dozens of information services to myriad industries, purchase a wide range of products, and provide suggestions, product reviews and case studies to a large audience of businesses and consumers.
- **You will have direct access to attendees.**
Your full conference and event pass allow you to participate in sessions, meals, and other events where you can develop relationships, get advice on product development, learn super searcher secrets, and add to your network of industry experts.
- **You will have exposure to the entire AIIP membership.**
Your company is marketed to the entire AIIP membership - not just conference attendees - throughout the year via mailings, web links, newsletters, and more. AIIP members are over 500 strong, from 20 countries.
- **It's affordable!**
Sponsorship, exhibition, and advertising options are designed and priced to meet a wide variety of needs and budgets. Vendor training is free; vendors are requested to arrange for any AV support directly with the conference hotel.

Please contact Heidi Longaberger at heidi@longabergerinfo.com or ConferenceSponsorship@aiip.org for more information on these and other opportunities.