

## 2017 AIP Conference Sponsorship Opportunities



### Customize your sponsorship package to meet your marketing needs and budget

1. Select your sponsorship level.
2. Customize your package. *Please note:* A description of the various opportunities may be found on page 4.
3. Accessorize your sponsorship with *A La Carte* sponsorship opportunities (page 2).
4. Complete your information (page 3).
5. Return the completed form to AIP. That's it. You are finished.

Choose a sponsorship level	<input type="checkbox"/> Platinum	<input type="checkbox"/> Gold	<input type="checkbox"/> Silver	<input type="checkbox"/> Bronze
<b>Customize your package</b>				
<b>Select Your Premium Visibility Options</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Exhibit space at the Conference</li> <li><input type="checkbox"/> 10 minute video presented at the Conference</li> <li><input type="checkbox"/> 10 minute presentation at the Conference</li> <li><input type="checkbox"/> <i>AIP Connections</i> Feature article</li> </ul>	<b>Pick Three</b> <i>A \$3,000 value</i>	<b>Pick Two</b> <i>A \$2,000 value</i>	<b>Pick One</b> <i>A \$1,000 value</i>	
<b>Display Ad at the Conference</b> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> You create and display up to two panels (3' x 2') at the Conference to describe a product/service or case study</li> </ul>	<b>Included</b> <i>A \$300 value</i>	<b>Included</b> <i>A \$300 value</i>	<b>Included</b> <i>A \$300 value</i>	
<b>Select Your Conference Activities Options</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Sponsor a Conference speaker</li> <li><input type="checkbox"/> Sponsor a table during the very popular Conference <i>Tips</i> sessions</li> <li><input type="checkbox"/> Distribute business cards, tchotchke, or brochures</li> </ul>	<b>Pick One</b> <i>A \$300 value</i>	<b>Pick One</b> <i>A \$300 value</i>	<b>Pick One</b> <i>A \$300 value</i>	<b>Pick One</b> <i>A \$300 value</i>
<b>AIP Connections Advertisement</b> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Continue your marketing to AIP members and beyond with advertisement(s) in AIP's premiere newsmagazine, <i>AIP Connections</i></li> </ul>	<b>Four ¼ page or two ½ page or one full page advertisement</b> <i>A \$640 value</i>	<b>Two ¼ page or one ½ page ad</b> <i>A \$320 value</i>	<b>One ¼ page ad</b> <i>A \$160 value</i>	<b>One ¼ page ad</b> <i>A \$160 value</i>
<b>AIP Website Leaderboard Advertisement</b> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> As a thank you, you will receive three months—April, May, and June—of your logo in the leaderboard rotation with a link to your landing page</li> </ul>	<b>Included</b> <i>A \$177 value</i>	<b>Included</b> <i>A \$177 value</i>	<b>Included</b> <i>A \$177 value</i>	<b>Included</b> <i>A \$177 value</i>
<b>Conference Pass</b> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Entry to the full AIP Conference</li> </ul>	<b>Two passes</b> <i>A \$1,450 value</i>	<b>One pass</b> <i>A \$725 value</i>		
<b>Electronic Communications</b> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Send an email(s) from you to Conference attendees; you choose when to distribute it/them</li> </ul>	<b>Two Included</b> <i>A \$680 value</i>	<b>One Included</b> <i>A \$340 value</i>	<b>One Included</b> <i>A \$340 value</i>	<b>One Included</b> <i>A \$340 value</i>
<b>A La Carte Sponsorship Discount</b> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Accessorize your sponsorship with <i>A La Carte</i> sponsorship opportunities (see page 2)</li> </ul>	25%	20%	15%	10%
<b>Total Value of this package</b>	\$6,547	\$4,162	\$2,277	\$977
<b>Your Cost</b>	\$2,999	\$1,759	\$999	\$499

## 2017 AIIP Conference Sponsorship Opportunities



### A La Carte Sponsorship Opportunities

1. Select the desired A La Carte Sponsorship Opportunities.
2. Enter the quantity desired.
3. Did you purchase a sponsorship package? If so, enter the A La Carte Sponsorship discount.
4. Enter the total cost of your A La Carte purchase.
5. Complete your information (page 3).
6. Return the completed form to AIIP. That's it. You are finished.

A La Carte Sponsorship Opportunity	Description	Cost	Quantity	A La Carte Sponsorship Discount, as appropriate	Total Cost
Conference Sponsorship Activities <i>(Limited quantities available)</i>	<input type="checkbox"/> Conference exhibit table	\$850			
	<input type="checkbox"/> Sponsor a break	\$400			
	<input type="checkbox"/> Sponsor a happy hour	\$1,000			
	<input type="checkbox"/> Sponsor opening reception	\$1,000			
	<input type="checkbox"/> Sponsor a table during <i>Tips</i> session	\$350			
	<input type="checkbox"/> Sponsor a speaker/session	\$500			
	<input type="checkbox"/> Sponsor a keynote speaker	\$2,000			
	<input type="checkbox"/> Sponsor an attendee registration	\$725			
	<del><input type="checkbox"/> Sponsor professional photographer head shots for Conference attendees</del>	<del>\$600</del>	<del></del>	<del></del>	<del>Sold</del>
Conference Sponsorship Logo Opportunities	<del><input type="checkbox"/> Company name on the Conference badge lanyard <i>(only one opportunity available)</i></del>	<del>\$500</del>	<del></del>	<del></del>	<del>Sold</del>
	<input type="checkbox"/> Logo on Conference badges <i>(only one opportunity available)</i>	\$500			
	<del><input type="checkbox"/> Name on Conference bags <i>(only one opportunity available)</i></del>	<del>\$500</del>	<del></del>	<del></del>	<del>Sold</del>
AIIP Website Leaderboard Advertisement	<input type="checkbox"/> One month of your logo in the leaderboard rotation with a link to your landing page <i>(Excludes the months of April, May, and June)</i>	\$59/month			
AIIP Connections Advertisement	<input type="checkbox"/> ¼ page ad	\$160			
	<input type="checkbox"/> ½ page ad	\$240			
	<input type="checkbox"/> Full page ad	\$450			
Display Ad at the Conference	<input type="checkbox"/> You create and display up to two panels (3' x 2') at the Conference to describe a product/service or case study	\$300			
Electronic Communications	<input type="checkbox"/> One Eblast to Conference attendees	\$90			
	<input type="checkbox"/> One Eblast to AIIP member list	\$250			
	<input type="checkbox"/> Conference app (SCHED; only one available)	\$250			
AIIP Webinar Sponsorship	<input type="checkbox"/> Sponsor an AIIP webinar; includes a two minute pitch at the beginning	\$350			
<b>Enter the total cost of your A La Carte purchase</b>					<b>\$</b>

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**Yes, please sign me up for my customized sponsorship. My information is as follows:**

Name	_____		
Title	_____		
Company	_____		
Address	_____		
City	State	Zip	
Phone	Cell phone		
Email	_____		
Website	_____		

### Payment information

The total cost of my sponsorship is:

- Sponsorship level:  Platinum \$2,999  
 Gold \$1,759  
 Silver \$999  
 Bronze \$499

*A La Carte* total: \_\_\_\_\_

**Grand total:** \_\_\_\_\_

- I have enclosed a check.  
 Please email an invoice to me.  
 I wish to pay by credit card. Please charge my credit card.

Credit Card Number	_____		
Card type	Expiration date	CVV#	
Name on Card	_____		
Signature	_____		

**Please forward your completed sponsorship order form with payment to:**

Matthew McDaniel  
Association of Independent Information Professionals  
8550 United Plaza Blvd, Suite 1001  
Baton Rouge, LA 70809  
Phone: 1.225.408.4400 Fax: 1.225.408.4422  
Email: [office@aiip.org](mailto:office@aiip.org)  
[www.aiip.org](http://www.aiip.org)

## 2017 AIIP Conference Sponsorship Opportunities



### The 2017 AIIP Annual Conference Details

When: May 18-21, 2017

Where: Hampton Inn & Suites  
1201 Convention Center Blvd  
New Orleans, LA 70130

Visit the AIIP Conference web page: [www.aiip.org/conference](http://www.aiip.org/conference)

### About the Association of Independent Information Professionals

AIIP members are part of an international ecosystem of independent information consultants with expertise across industries, services, and geographies. As the leading voice of the independent information industry, AIIP and its conference are essential resources for our more than 400 info-entrepreneur members located in over 20 countries around the world. Nearly all of our members have advanced degrees (MLIS, MBA, JD, PhD, MS) and full members own small businesses. Our members serve the legal, nonprofit, library, science, and technology industries and provide primary and secondary research, marketing and competitive intelligence, social media management, knowledge management, library services consulting, writing/editing, translations, web development, training, and as well as other Business-to-Business services. Our members are expert researchers and analysts providing leading-edge access to, and analysis and reporting of, complex issues and topics. **They are thought leaders in their field who frequently write about, speak about, and recommend the products and services they use.**

### Sponsorship Descriptions

**Conference Exhibit Space** The Exhibit Hall is open Thursday evening, May 18 through Friday afternoon, May 19, 2017. The opening reception with cash bar is held Thursday evening in the exhibit space. **Exhibit space: Includes a 6' x 30" skirted table, two chairs, and waste basket.** Contact the AIIP association office to discuss other needs.

**Conference Opening Reception** Kicking off the official start of the Conference, the Opening Reception is held in the Exhibit Hall Thursday evening May 18. This is the time when all Conference attendees meet over food and cash bar to view the exhibitor booths, meet & greet, and hear Conference announcements. **During the announcements, recognition is given to the opening reception sponsor(s).**

**Conference Tips Roundtables Session** Always a popular session, this is an opportunity for attendees to share tips & techniques. The room is set up with tables, each table headed by a presenter. Attendees circulate among the tables. **A table sponsor is recognized on table-top signage.**

**Website Leaderboard Banner Advertisement** The association website is accessed tens of thousands of times every month. Featured at the top of the page, the leaderboard banner ad provides a prominent position to market your company, products and services. Annually, the **AIIP website has nearly 250,000 page views.**

**AIIP Connections** *AIIP Connections* is the official member publication of the Association of Independent Information Professionals. Advertising in *AIIP Connections* is a great way to reach information professionals around the world, many of whom are influential users and recommenders of info-centric products and small business office products and services. Electronic copies of current issues are emailed to all association members and past issues are archived and accessible via the association website. Each issue of *AIIP Connections* is shared with our allied organizations—Society of Technical Communications, Patent Information Users Group, and Association of Professional Researchers for Advancement—a reach of an additional 8,000 readers. Annually, we have about **3,500 visitors to the AIIP Connections web page.**

**AIIP Webinars** AIIP offers frequent members-only webinars on a wide range of topics relevant to independent info-entrepreneurs. Most webinars are recorded and available for viewing via the association website; many webinars are sold to non-members. Frequently, our allied organizations members are invited to attend our webinars, often doubling the viewership. AIIP webinars are an excellent opportunity for a sponsor to be recognized by the webinar moderator. In addition, **the sponsor can make a two minute pitch at the start of the webinar.**