

2019 AIIP 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 is 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 AIIP. That's it. You are finished.
6. Questions? Call Michelle Rawl, 845.383.1946 or Marydee Ojala, 317.876.8100

Choose a sponsorship level	<input type="checkbox"/> Platinum	<input type="checkbox"/> Gold	<input type="checkbox"/> Silver	<input type="checkbox"/> Bronze
Customize your package	↓	↓	↓	↓
Select Your Premium Visibility Options <input type="checkbox"/> Exhibit space at the Conference <input type="checkbox"/> <i>AIIP Connections</i> Feature article	Pick Two <i>A \$2,000 value</i>	Pick Two <i>A \$2,000 value</i>	Pick One <i>A \$1,000 value</i>	X
Display Ad at the Conference <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	Included <i>A \$300 value</i>	Included <i>A \$300 value</i>	Included <i>A \$300 value</i>	X
Select Your Conference Activities Options <input type="checkbox"/> Sponsor a Conference speaker <input type="checkbox"/> Sponsor a table during the very popular Conference <i>Tips</i> sessions <input type="checkbox"/> Distribute business cards, tchotchke, or brochures	Pick One <i>A \$450 value</i>	Pick One <i>A \$450 value</i>	Pick One <i>A \$450 value</i>	Pick One <i>A \$450 value</i>
<i>AIIP Connections</i> Advertisement <input checked="" type="checkbox"/> Continue your marketing to AIIP members and beyond with advertisement(s) in AIIP's premiere newsmagazine, <i>AIIP Connections</i>	Four ¼ page or two ½ page or one full page advertisement <i>A \$640 value</i>	Two ¼ page or one ½ page ad <i>A \$320 value</i>	One ¼ page ad <i>A \$160 value</i>	One ¼ page ad <i>A \$160 value</i>
AIIP Website Leaderboard Advertisement <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	Included <i>A \$177 value</i>	Included <i>A \$177 value</i>	Included <i>A \$177 value</i>	Included <i>A \$177 value</i>
Conference Pass <input checked="" type="checkbox"/> Entry to the full AIIP Conference	Two passes <i>A \$1,450 value</i>	One pass <i>A \$725 value</i>	X	X
Electronic Communications <input checked="" type="checkbox"/> Send an email(s) from you to Conference attendees; you choose when to distribute it/them	Two Included <i>A \$680 value</i>	One Included <i>A \$340 value</i>	One Included <i>A \$340 value</i>	One Included <i>A \$340 value</i>
<i>A La Carte</i> Sponsorship Discount <input checked="" type="checkbox"/> Accessorize your sponsorship with <i>A La Carte</i> sponsorship opportunities (see page 2)	25%	20%	15%	10%
Total Value of this package	\$5,697	\$4,312	\$2,427	\$1,127
Your Cost	\$2,999	\$1,759	\$999	\$499

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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.
7. Questions? Call Michelle Rawl, 845.383.1946 or Marydee Ojala, 317.876.8100

A La Carte Sponsorship	Description	Cost	Quantity	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 Snap Talk	\$350			
	<input type="checkbox"/> Sponsor a <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			
<input type="checkbox"/> Sponsor professional photographer head shots for Conference attendees	\$600				
Conference Sponsorship Logo Opportunities <i>(One opportunity)</i>	<input type="checkbox"/> Company name on the Conference badge lanyard	\$500			
	<input type="checkbox"/> Logo on Conference badges	\$500			
	<input type="checkbox"/> Name on Conference bags	\$500			
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 software or app <i>(One available)</i>	\$250			
AIIP Webinar Sponsorship	<input type="checkbox"/> Sponsor an AIIP webinar; includes a two-minute pitch at the beginning	\$350			
Enter the total cost of your A La Carte purchase					\$

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Sponsor Information:

Name		
Title		
Company		
Address		
City	State/Country	Zip/Postal
Phone		Mobile
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

2019 AIIP Conference Sponsorship Opportunities



The AIIP Annual Conference

Visit the AIIP Conference web page: www.aiip.org/conference

About AIIP

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 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, as well as other Business-to-Business services. Our members are expert researchers and analysts providing leading-edge access, analysis and reporting of complex issues. **They are thought leaders in their field who frequently write, speak about, and recommend the products and services they use.**

Sponsorship Descriptions

Conference Exhibit Space The Exhibit Hall is open Thursday evening through Friday afternoon. 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. 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 headed by a presenter. Attendees circulate among the tables. **A table sponsor is recognized with table-top signage.**

Conference Snap Talks Intense 15-minute overviews to provide food for thought and further research. **Sponsor signage is placed near the speaker.**

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 communications medium 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. Members access current issues of *AIIP Connections*, and past issues are archived and accessible via the association website. We have about **3,500 visitors to the AIIP Connections web page annually.**

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 organization 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.**