

# 2018 Sponsorships

Research shows 76% of attendees at an exhibition arrive with a fixed agenda, meaning they have planned their visit, who they want to visit and what they want to accomplish. Promoting your presence at an exhibition or trade show is about you getting on the attendees' agenda.



NEW DETAILS! STRATEGIC PARTNER SPONSORSHIP			
Strategic Partner Package	Quantity	Sold	Price
Benefit:	Max 10	10	*\$12,500
			*ROFR sponsors - \$11,500 Non-exhibiting companies \$17,500
<b>Your company will receive recognition pre conference:</b>			
<ul style="list-style-type: none"> <li>On conference pre-show marketing materials including electronic and direct mail pieces</li> </ul>			
<b>Your company logo will be placed on:</b>			
<ul style="list-style-type: none"> <li>2018 IPI Conference website (reserved exclusively for Strategic Partners) landing page &amp; all subsequent pages</li> <li>Convention Center Entrance Area – Hanging Banner</li> <li>Attendee confirmation emails (footer)</li> <li>Exhibit Hall Entrance Unit</li> </ul>			
<b>Your company will be eligible for:</b>			
<ul style="list-style-type: none"> <li>25% discount on additional booth personnel badges (<i>at prevailing rates at time of reservation</i>)</li> <li>(3) additional “Opening Welcome Party” event tickets for your personnel</li> <li>5% off General Show Contractor shipping/drayage fees</li> <li>Early move in access during set-up <b>plus</b> guaranteed dedicated first empty return of crates on show move out</li> </ul>			
<b>Your company will receive recognition onsite in the following areas:</b>			
<ul style="list-style-type: none"> <li>IPI’s William Voigt CAPP Golf Classic Tournament</li> <li>Special identifier on floor plan included in the Official Conference Program Guide &amp; “You are Here” Floorplan Structure</li> <li>In the Official Conference Program Guide – Strategic Partners Page</li> <li>Recognition at the Opening Welcome General Session</li> <li>Special spotlight in the exhibitor list in the April issue of <i>The Parking Professional</i> magazine</li> </ul>			
<b>Your company will receive tangible [marketing] opportunities:</b>			
<ul style="list-style-type: none"> <li>A complimentary <b>virtual booth upgrade</b> for your online presence that allows you to include your logo/pdf of brochures and/or sales &amp; marketing pieces</li> <li>(1) Expo Hall Column Wrap Advertisement (one side only) <i>The center walk aisle columns will be wrapped. You are permitted to provide artwork for 1 side. Dimensions will be provided; artwork must be vector art and provided on time to be eligible for this benefit.</i></li> <li>(1) digital banner ad on landing page of event website (IPIConference.parking.org). Dimensions: 1170x150px <i>Banner will be linked to your virtual booth.</i></li> <li>(1) digital banner ad on left column of interior pages of event website. Dimensions 725x725px <i>Banner ad will be linked to your virtual booth.</i></li> <li><b>OPTION:</b> (1) <b>Learning Lab</b> time slot <b>or</b> (1) digital banner in the IPI Insider to link to your own URL</li> <li>(1) Email blast (pre-determined date range based on first-come, first serve availability) to IPI prospect list from November 2017 – May 2017.</li> <li><b>OPTION:</b> (1) Push Message/Ad or (2) Activity Feed Banner Ads on Mobile App scheduled during the IPI Conference dates</li> <li><b>OPTION:</b> (1) Full page ad in the Official Conference Program Guide <b>OR</b> (1) Delegate bag insert (can be print or non-print material but should not exceed 4 pages of print)</li> </ul>			
<b>Your company will receive:</b>			
<ul style="list-style-type: none"> <li>Pre &amp; Post show attendee list (<i>provided as an excel file. Pre-show list will be sent to Strategic Partners only on the following dates: March 1 and May 11. Post-show list will be sent June 18.</i>)</li> </ul>			
<b>PLUS 10 bonus points added to your Priority Points Status</b>			



Sponsorships are the best way to build brand awareness, reach targeted audiences and make lasting impressions with key players. Don't miss this opportunity to spotlight your company in front of this audience.

## HIGH-VISIBILITY SPONSORSHIP OPPORTUNITIES

### NEW! Attendee Ground Transportation/UBER Partnership

	Quantity	Sold	Price
<b>Benefit:</b>	1	0	\$10,000
<p>IPI and Uber want to partner with you to make you the first and last impression for attendees arriving in Orlando. IPI will promote Uber transportation to/from airport to all attendees in the attendee confirmation email, social media pre-show marketing, and on the mobile app with your company front and center. Your partnership will allow attendees to receive a discount code to offset ground transportation to/from airport.</p> <p><b>Inclusions:</b> On mobile app with details, in attendee confirmation emails, recognition on event portion of website with logo of sponsor, in pre-show marketing e-messages, in the "What to Know before You Go" Email to attendees 1 week out from event, one ½ page/4c ad in the Parking Professional magazine – your choice of the month, 1 pinned message on the mobile app, 1 full page ad in the onsite Program Guide, (One) 30 day banner ad on IPI's parking.org site (IPI determines location.)</p>			
<b>Gain 10 additional priority points to your Exhibitor Priority Point Status</b>			

### Delegate Bags

	Quantity	Sold	Price
<b>Benefit:</b>	1	1	\$8,500
<p>Put your company name/logo on the highly visible delegate bag. This bag will contain all of the conference information and is distributed to every conference attendee at the registration counter, plus recognition in the Official Conference Program Guide.</p>			
<b>Gain 1 additional Priority Point to your Exhibitor Priority Point Status. One color only - additional \$500 for 4-color</b>			

### Badge Lanyards

	Quantity	Sold	Price
<b>Benefit:</b>	1	0	\$7,000
<p>Hang your name around the neck of every* IPI attendee. Simply provide your company logo to be imprinted on the conference lanyard and we will distribute them with attendee's registration materials, plus recognition in the Official Conference Program Guide.</p>			
<b>Gain 1 additional Priority Point to your Exhibitor Priority Point Status</b> *Does not include exhibitor personnel badge lanyards. *One color only - additional \$500 for 4-color			

### Notepads

	Quantity	Sold	Price
<b>Benefit:</b>	1	1	\$7,500
<p>Your company name/logo will be represented on association-selected junior sized notepads distributed to every attendee. Attendees will take note of your company while taking notes at the 2018 International Parking Institute Conference &amp; Expo plus recognition in the Official Conference Program Guide.</p>			
<b>Gain 1 additional Priority Point to your Exhibitor Priority Point Status.</b>			

### NEW! Registration Lounge including custom Wi-Fi Network

	Quantity	Sold	Price
<b>Benefit:</b>	1	0	\$6,500
<p>Attendees are looking to connect 24-7. The new Registration Lounge, a high traffic area, will provide comfortable seating and a place for attendees to connect to Wi-fi. Wi-fi network will be your company name and password provided by you. Will also include two column wraps (IPI to design) near Registration counters promoting your sponsorship along with Wi-Fi details.</p> <p><i>This is located in City Hall lobby/IPI Registration Lobby on level 2.</i></p>			
<b>Gain 1 additional Priority Point to your Exhibitor Priority Point Status.</b>			

### NEW! Cell Phone Lanyard

	Quantity	Sold	Price
<b>Benefit:</b>	1	0	\$3,500
<p>Give attendees the convenience of having their cell phone easily accessible in this specially designed cell phone lanyard. Your logo imprinted on the lanyard.</p>			

**NEW! Central Perks/Barista Coffee Service in Registration Area Lounge (morning service only)**

	Quantity	Sold	Price
<b>Benefit:</b>	3	0	\$2,000 per day <i>select Mon, Tues, or Wed.</i>

Opening every morning in the registration lounge area, attendees will be able to access complimentary coffee by allowing barista to scan their badge using the event Lead Retrieval device. Your company will receive every lead captured at the end of the day of your sponsorship. Counter and area will be highly visible traffic area and will include a lit kick panel on the station with your logo. A mobile app beacon will also be placed in this area activating your customized push notification on event mobile app for the day of your sponsorship. Includes cups with a one-color imprint of your logo and booth number. Available for Monday, Tuesday and Wednesday.

**NEW! Networking Hub outside of Exhibit Hall including custom Wi-Fi Network**

	Quantity	Sold	Price
<b>Benefit:</b>	1	1	\$6,500

Sponsor the central area, just outside the doors of the exhibit hall, where attendees will be able to re-charge and connect with other attendees. If you're looking for a high impact area – this will be the spot attendees will gather and you'll have their undivided attention. Your logo will be splashed along signage including column wraps and opportunity to provide us custom artwork for charging table decals plus the added benefit Wi-Fi access with a custom network name and password (the Association will work with you to create an appropriate network name).  
*This is located on the mezzanine level outside of the Exhibit Hall entrance.*

**Gain 1 additional Priority Point to your Exhibitor Priority Point Status.**

**NEW! Coffee Café in Networking Hub (afternoon hours only)**

	Quantity	Sold	Price
<b>Benefit:</b>	3	0	\$2,000 per day <i>select Mon, Tues, or Wed.</i>

Open during exhibit hall hours and located just outside the exhibit hall, attendees can grab a complimentary cup of coffee or flavored courtesy of *your* company. But there's a catch – to get a free cup of their favorite joe, they'll have to stop by your booth to get a token to use as payment. Your company logo will be spotlighted on lighted kick panels on the coffee carts along with signage and instructions for visiting your booth to receive their token. You will be provided with the tokens to distribute along with additional signage just outside your booth. Custom to-go coffee cups will also feature a one-color imprint of your logo and booth number. Available Monday, Tuesday and Wednesday only.

**Hotel Keys**

	Quantity	Sold	Price
<b>Benefit:</b>	1	1	\$6,500

Your network including your corporate logo imprinted on hotel keys distributed to conference attendees staying at the host hotel (*Gaylord Resort & Convention Center*) plus recognition in the Official Conference Program Guide.

**Gain 1 additional Priority Point to your Exhibitor Priority Point Status.**

**NEW! Convention Center Entrance Area Hanging Banners**

	Quantity	Sold	Price
<b>Benefit:</b>	4	1	\$3,000 per banner

Hang your banner (provided to IPI in correct dimensions) in the entrance area to the convention center just below IPI's registration area. This will be the highest visibility area as attendees enter the Convention Center space. Dimensions 16'11" x 4'6" and must include hanging grommets and be provided to IPI no later than May 11.

**NEW! Attendee Welcome to Orlando "Local Treat" (one-day distribution only)**

	Quantity	Sold	Price
<b>Benefit:</b>	1	0	\$5,000

As attendees enter the convention center space, they will be greeted by our team with a tasty local treat to savor as they start the day. Your logo will be prominently displayed on signage and packaging. We can also include a one-piece small marketing brochure or item provided by you. This will be distributed at the entrance to the convention space, one level below IPI registration on Monday, June 4 only. Also included is one interior digital banner ad on the event website. Dimensions are 725x725px.

**Gain 1 additional Priority Point to your Exhibitor Priority Point Status.**

<b>NEW! Conference Staffing/Volunteer Attire</b>			
	Quantity	Sold	Price
<b>Benefit:</b>	1	0	\$4,500
Conference staff serve to aid the professional staff in various high visibility roles during the event. This team is usually easily located by their attire. This sponsorship provides your company the highest visibility and recognition throughout all areas of the event as volunteers serve to navigate and assist attendees. Your logo will be incorporated into the volunteer shirts along with recognition in the Official Program Guide plus one digital banner ad on the event website (interior pages). Dimensions of ad: 725x725px.			
<b>Gain 1 additional Priority Point to your Exhibitor Priority Point Status.</b>			

## GENERAL SESSIONS & EDUCATION ROOM VISIBILITY

<b>*Monday Opening General Session</b>			
	Quantity	Sold	Price
<b>Benefit:</b>	1	0	\$5,000
The kickoff General Session is the best place to make a first impression. As our sponsor for this opening General Session, you'll have the opportunity to provide us with a 90 second promotional video, a table/chair drop and spotlighted on signage, the content page on our event website, in the Official Program Guide, plus 1 interior banner ad on the event website.			
<b>Gain 3 additional Priority Point to your Exhibitor Priority Point Status.</b>			<i>*must be exhibiting company.</i>
<b>Tuesday – General Session: Parking Solutions Competition</b>			
	Quantity	Sold	Price
<b>Benefit:</b>	3	3	\$1,500
Receive recognition in the Official Conference Program Guide, one complimentary PowerPoint advertorial slide, or one 60 second video to run during judging collaboration, recognition on signage, on event page on conference website, opportunity to provide handouts for placement on seating and one social media or mobile app push from IPI spotlighting Parking Solution Competition session and sponsor. Exclusive \$3,500.			
<b>Gain 1 additional Priority Point to your Exhibitor Priority Point Status.</b>			
<b>Wednesday – General Session Chair Drop</b>			
	Quantity	Sold	Price
<b>Benefit:</b>	1	0	\$1,500
Your company's marketing brochure/flyer will be placed at every seat prior to start of session. Provide us with 1,000 of your marketing pieces, and we'll distribute them. Includes one promoted mobile app message on day of event. Available for Wednesday General Session only.			
<small>*Marketing piece must be approved by show management. IPI reserves the right to deny any material not suitable.</small>			
<b>Gain 1 additional Priority Point to your Exhibitor Priority Point Status.</b>			
<b>General Session - PowerPoint Advertising</b>			
	Quantity	Sold	Price
<b>Benefit:</b>	10	1	\$395
A GREAT way to let conference attendees know that you are exhibiting and where to find you in the hall. You provide IPI with your PowerPoint file (1 per sponsorship) and we'll make sure delegates see it during seating and prior to the start of the session!			
<b>NEW! Pre-Conference Education Program Sponsor (CAPP)</b>			
	Quantity	Sold	Price
<b>Benefit:</b>	1	0	\$4,500
One of our high level continuing education programs is our CAPP program. Stand out with up and coming leaders by securing this sponsorship that includes your company logo recognized on course material, on room signage and the opportunity to provide handouts placed at seating on day one of the courses. Plus includes one interior page digital banner ad on the event website with link to your virtual booth. Dimensions of banner ad: 725x725px.			

**NEW! Pre-Conference Courses (CAPP): Attendees Joint Lunch Sponsor (Sunday, June 3)**

	Quantity	Sold	Price
<b>Benefit:</b>	1	0	\$1,500

IPI's Pre-Conference Course attendees will enjoy a joint lunch on Sunday, June 3. As our lunch sponsor, you'll be recognized on signage. Additionally, we're happy to take any marketing material/brochures/items and place at seating prior to lunch for each participant. This is an exclusive group of individuals participating in one of the following courses: UVA Business Management, Beyond Operations & Maintenance: Building Blocks for Successful Parking Programs.

**Gain 1 additional Priority Point to your Exhibitor Priority Point Status. Sponsorship entitles you to join this lunch and connect with these professionals one on one.**

**NEW! Enhancement Workshops: Attendees Joint Lunch Sponsor (Sunday, June 3)**

	Quantity	Sold	Price
<b>Benefit:</b>	1	0	\$1,500

IPI's conference enhancement course attendees will enjoy a joint lunch on Sunday, June 3. As our lunch sponsor, you'll be recognized on signage. Additionally, we're happy to take any marketing material/brochures/items and place at seating prior to lunch for each participant. This is an exclusive group of individuals participating in one of the following courses: Building Resilience for Business Continuity During Emergencies, APO Pre-Applicant Course.

**Gain 1 additional Priority Point to your Exhibitor Priority Point Status. Sponsorship entitles you to join this lunch and connect with these professionals one on one.**

**NEW! Shoptalk Session Chair Drop**

	Quantity	Sold	Price
<b>Benefit:</b>	7	0	\$1,000

One of the most popular interactive sessions, attendees from target segments of the industry are able to sit around the table with their counterparts in operations around the world and discuss challenges, solutions and lessons learned. Includes opportunity to provide handouts for distribution on seating prior to start of session.

The following 7 Shoptalks are available (select one):

- Airport Operations
- Campus/University Operations
- Medical/Healthcare Facilities
- Municipal Operations
- **NEW!** Trending Now! Special Events
- **NEW!** Trending Now! Mobility & Connected Cities
- **NEW!** Trending Now! Managing Disabled Parking Patrons

**NEW! Track Education Room Drop Sponsor**

	Quantity	Sold	Price
<b>Benefit:</b>	1 daily <i>(total of 4 – Sun-Wed)</i>	0	\$1,500

Your company's marketing brochure/flyer will be distributed on every chair in education sessions for selected day for attendees. Available for Sunday, Monday, Tuesday and Wednesday. Provide us with 1,500 of your marketing pieces, and we'll distribute them on track education room chairs at the start of each session that day.

\*Marketing piece must be approved by show management. IPI reserves the right to deny any material not suitable.

**Gain 1 additional Priority Point to your Exhibitor Priority Point Status.**

## ADDITIONAL EXPOSURE ON THE SHOW FLOOR

### NEW! IPI Community Welcome Center – Enhancements

*\*Note you are not sponsoring the IPI Community Welcome Center (located on the expo floor); only specific activities or enhancements that happen inside the Community Center.*

#### Massage Station (inside IPI Community Welcome Center)

	Quantity	Sold	Price
<b>Benefit:</b>	1	0	\$3,500
Attendees will enjoy a 15-minute chair massage courtesy of your company. Signage will be placed at the Community Center along with promotion at the front of the exhibit hall for attendees to visit your booth to obtain a massage token to receive a complimentary massage at the Community Center. Tokens will be provided to you for distribution.			

#### Refreshment Station (inside IPI Community Welcome Center)

	Quantity	Sold	Price
<b>Benefit:</b>	3	0	\$1,000 each day
Every day, attendees will be able to visit the IPI Community Welcome Center for some networking, relaxing and grab a bottle of water and treat. Your logo placed on signage as well as custom wraps on water bottles. Available for Monday, Tuesday or Wednesday.			

### NEW! Exhibit Hall Aisles Signs

	Quantity	Sold	Price
<b>Benefit:</b>	23	1	\$500 per aisle or \$9,000 for exclusive
<ul style="list-style-type: none"> <li>Your company logo on aisle signs in the exhibit hall. Plus includes one interior page digital banner ad on the event website with link to your virtual booth. Dimensions of banner ad: 725x725px.</li> </ul>			

### NEW! Expo Hall – Column Wrap Panel Advertisement

	Quantity	Sold	Price
<b>Benefit:</b>	10	5	\$1,000 per
In one of the highest traffic areas on the expo floor, bring your advertisement to life size on one of our floor column wrap panels. One panel size is 38 1/8" x 86 1/4". <i>Note this is not the entire column wrap but only one panel.</i>			

### UPDATES! Learning Labs

<b>*Add this sponsorship with your initial booth reservation and save \$200!</b>	Quantity	Sold	Price
<b>Benefit:</b>	12	8	\$850
<b>Quantity Available:</b> 12 spaces available (45 min presentations on show floor during show hours)			
<b>Cost:</b> \$650 if secured with Right of First Refusal or with initial space reservation. \$3,500 for non-exhibiting company.			
<b>Details:</b> 45-minute stand-alone presentation on any educational/technology (noncommercial) topic on show floor during pre-selected time slots. Must provide IPI title of presentation and a two-sentence description on the topic being presented by March 5, 2018. Can provide handouts prior to be placed on seating prior to presentation if sent to IPI headquarters by May 11, 2018. Included in Official Conference Program Guide and on event signage.			

### NEW! Expo Hall Seating: Table Top Decals

	Quantity	Sold	Price
<b>Benefit:</b>	15	0	\$500
Seating is available in the Expo Hall; let us put your custom message on a table decal.			

### Company Logo Carpet Squares

<b>*Add this sponsorship with your initial booth reservation and save \$50!</b>	Quantity	Sold	Price
<b>Benefit:</b>	12	10	\$750
Why not have your company name at the feet of every attendee? Provide us with your company logo and we'll create a carpet logo square to be placed in the main walk aisle(s) in the exhibit hall. And they're reusable from year to year! <i>*This sponsorship is available to multiple exhibitors.</i>			

**UPDATES! Green Star Exhibitor Spotlight**

	Quantity	Sold	Price
<b>Benefit:</b>	UNLIMITED	4	\$150

Help attendees who are focused on purchasing products/services that provide sustainable strategies and support IPI's Sustainability Framework and Green Garage Certification Standard, locate you easily on the expo floor. Complete the application form and submit to IPI. Upon approval, you will receive special recognition with floor decals at your booth space plus special indicators on the floorplan map in the Official Conference Program Guide and Exhibitor Map floor structure.

**Upgrade your Virtual Booth**

	Quantity	Sold	Price
<b>Benefit:</b>	UNLIMITED	18	\$69.00

Includes a four-color logo and pdf download option for your marketing & sales brochures. Includes bonus recognition in print (Pre-Conference issue of The Parking Professional Magazine and Official Conference Program Guide).

**Food/Beverage Service in Exhibit Hall**

	Quantity	Sold	Price
<b>Benefit:</b>	1	0	\$4,000

Special signage including hanging banners at food services areas.

**Gain 1 additional priority point to your Exhibitor Priority Point Status.**

**NEW! SCANvenger Hunt Bingo**

<b>*Add this sponsorship with your initial booth reservation and save \$150!</b>	Quantity	Sold	Price
<b>Benefit:</b>	20	15	\$950

Replacing our very popular Expo-Opoly game, this year attendees will be given a game board of sponsors. They must visit each of those sponsors complete the game board to be eligible for great prizes.

*\*This sponsorship is available to multiple exhibitors.*

## SPECIAL EVENTS & ACTIVITIES

When attendees have unforgettable experiences, it creates a lasting impression. Sponsoring one of these events ensures your company makes a big impression.

<b>NEW! Outdoor Movie Night Mixer [aimed at the CAPP Community]</b>			
	<b>Quantity</b>	<b>Sold</b>	<b>Price</b>
<b>Benefit:</b>	1	0	\$5,000
<p>This brand-new mixer created to foster the CAPP community will give attendees the opportunity to connect and talk about their professional development goals while enjoying a movie under the stars with fun refreshments and beverages (limited alcohol – tickets provided to attendees). Attendees will also receive a creative take-home item. Signage is included, as well as recognition on event page on conference website. Opportunity to also provide IPI with handouts to be distributed and placed throughout event venue. Attendees will be required to wear an event wristband where your logo will be included. Your sponsorship will include two passes to this event for your company representatives. This event is held Tuesday, June 5, 9:00 pm – 11:30 pm on property (outdoors).</p> <p><b>Gain 1 additional Priority Point to your Exhibitor Priority Point Status.</b></p>			
<b>NEW! Mystery Trips: Evening Adventure &amp; Networking Events</b>			
	<b>Quantity</b>	<b>Sold</b>	<b>Price</b>
<b>Benefit:</b>	5	0	\$2,000 per event
<p>We want attendees to be able to network and engage around the clock with other attendees. These optional evening mystery trips will include at least one activity and food/beverage (limited alcohol), will give you the opportunity to connect with the undivided attention of participants. These events are held on Tuesday, June 5. Sponsors will receive recognition on event signage, including transportation modes (where applicable) and event wristbands along with one complimentary registration for the event you are sponsoring. Select from one of the five below:</p> <ul style="list-style-type: none"> <li>• Mystery Evening Experience: Be Our Guest</li> <li>• Mystery Evening Experience: A Belly Full [of Laughter]</li> <li>• Mystery Evening Experience: Adventure Awaits</li> <li>• Mystery Evening Experience: The Great Escape</li> <li>• Mystery Evening Experience: Defying Gravity</li> </ul>			
<b>NEW! Sunrise Stretch &amp; Sprint</b>			
	<b>Quantity</b>	<b>Sold</b>	<b>Price</b>
<b>Benefit:</b>	1	1	\$3,000
<p>For those early risers who like to get their blood pumping, join us for morning yoga or a stretch before a 2-4 mile run/sprint around the Gaylord Resort. Sponsor our morning yoga or stretch and sprint and have your logo on cool down towels provided to every attendee along with signage and recognition on event page on conference website and in the Official Conference Program Guide.</p>			



**NEW! OPENING WELCOME KICKOFF EVENT: WHITE PARTY (multiple options)****EXCLUSIVE – ENTIRE EVENT SPONSOR (minus transportation sponsorship)**

	Quantity	Sold	Price
<b>Benefit:</b>	1	0	\$10,000 <i>(does not include transportation)</i>

**Gain 10 additional priority points to your Exhibitor Priority Point Status.****Transportation**

	Quantity	Sold	Price
<b>Benefit:</b>	1	0	\$2,500

Recognition as transportation sponsor on event signage and shuttle bus. Option to include sponsored headrest covers and provide IPI items to place on seating prior to departure (must provide to IPI 2,000 copies of items no later than May 11, 2018 at IPI headquarters. Additional recognition on the event detail page of the conference website.

**Entertainment/Attendee Engagement Areas (cigar rollers)**

	Quantity	Sold	Price
<b>Benefit:</b>	2	0	\$2,500 per area

Signage at specific entertainment area within facility recognizing your company. Recognition in the Official Conference Program Guide and on mobile app via messaging or activity feed, recognition on event pass/map lanyard and recognition on the event detail page on conference website.

**NEW! First-Timer’s Breakfast Bootcamp, Monday, June 4, 7:45 am – 9:00 am**

	Quantity	Sold	Price
<b>Benefit:</b>	1	0	\$1,500

Exposing your products and services to a new audience fosters growth in your company. IPI Membership Committee hosts a First-Timer’s Breakfast Bootcamp at the IPI Conference & Expo to share tidbits and ideas of how to best make the most of their conference experience. As a sponsor, get event recognition as well as provide us with a tangible marketing piece to place at each seat (*this is a great way to engage them with gamification marketing that draws them to your booth*).

**NEW! Facility Tours (held on Sunday, June 3 and Tuesday, June 5)**

	Quantity	Sold	Price
<b>Benefit:</b>	5	0	\$750 each

One of the most impactful education experiences is hands-on learning. Segment-target facility tours allow attendees to get outside the classroom and experience facilities in full operation mode. Your logo will be placed on signage, directional lollipops held by volunteers, event page on the conference website, and the opportunity to provide marketing materials or items gives you a “seat” on the tour and exposure to specific segments of the industry.

Select from one of the following:

- Airport Facility Tour
- Municipal Facility Tour
- University Facility Tour
- Special Events Facility Tour I (Sunday, June 3)
- Special Events Facility Tour II (Tuesday, June 5)

# Conference Mobile App Advertising & Push Messaging

<b>NEW! Mobile App Sponsor</b>			
	<b>Quantity</b>	<b>Sold</b>	<b>Price</b>
<b>Benefit:</b>	1	1	\$8,000
<p>Sponsor our mobile app and become part of the opening splash page as well as have a microapp within the app that virtually connects you to every app user. You will be featured on the main menu bar and linked to your own external website. Provide your logo artwork and link to your webpage, and we'll do the rest. Includes one Mobile App Activity Feed banner ad.</p> <p><b>Gain 5 additional priority points to your Exhibitor Priority Point Status.</b></p>			
<b>Mobile App Sponsored Micro App</b>			
	<b>Quantity</b>	<b>Sold</b>	<b>Price</b>
<b>Benefit:</b>	1	1	\$3,000
<p>A sponsored MicroApp offers a high level of exposure within the event app. You will be featured on the main menu bar and linked to your own external website. Provide your logo artwork, link to your webpage and recommended [short] navigation name, and we'll do the rest. Includes one Mobile App Activity Feed Banner.</p>			
<b>Mobile App Push Notifications (Package of 2)</b>			
	<b>Quantity</b>	<b>Sold</b>	<b>Price</b>
<b>Benefit:</b>	3	1	\$600.00
<p>A push notification is a powerful, real-time marketing tool to send a direct message to app users. The messaging looks like a text message but comes from the application. (140 character limit. No images or links.)</p>			
<b>NEW! Mobile App Live Polling</b>			
	<b>Quantity</b>	<b>Sold</b>	<b>Price</b>
<b>Benefit:</b>	5	0	\$600
<p>Want to poll our attendees? Sponsor a company related poll posted at the top of the Activity Feed in the event mobile app, by providing us 3-5 questions max that attendees can provide immediate feedback (IPI will download the responses and give you the results). Attendees will earn points for completing polls in the <b>Mobile App Engagement Challenge</b>.</p>			
<b>Mobile App Activity Feed Banner Ads</b>			
	<b>Quantity</b>	<b>Sold</b>	<b>Price</b>
<b>Benefit:</b>	10	1	\$450
<p>A promoted post is a message pinned to the top of the activity feed (typically the most accessed section of the app.) Beyond a great communication tool for the event, a Promoted Post can effectively place your message in front of attendees. (140-character limit, link to your website embedded images optional. Messages are promoted for 60 minutes at a time.)</p>			

## Additional Unique Sponsorship/Advertising Opportunities

Hotel Room Drop/Door Hanger			
	Quantity	Sold	Price
<b>Benefit:</b>	3	1	\$3,500
While attendees are out in the city one evening– we'll coordinate a room drop with whatever item you choose to provide us with! It's a great opportunity to make quite the impression on attendees and drive them to your exhibit space!			
NEW! In-Room Hotel Video Messaging			
	Quantity	Sold	Price
<b>Benefit:</b>	1	0	\$2,500
In-room video content is the best way to reach attendees after hours. Provide us with your video content to ensure exposure to attendees in their sleeping rooms.			
Pre-Conference Issue (May 2018) of The Parking Professional Magazine Belly Band Wrap			
	Quantity	Sold	Price
<b>Benefit:</b>	1	0	\$4,000
Provide us with your pre-show advertisement and have it displayed as a "wrap" on the exclusive conference issue of The Parking Professional magazine with more than 10,000 recipients. <i>*Mailing third week of April 2018 and distributed on show floor at the conference. Call for Mechanics/Specs.</i>			
Conference Issue (June 2018) of The Parking Professional Magazine Belly Band Wrap			
	Quantity	Sold	Price
<b>Benefit:</b>	1	0	\$4,000
Provide us with your pre-show advertisement and have it displayed as a "wrap" on the exclusive conference issue of The Parking Professional magazine with more than 10,000 recipients. <i>*Mailing third week of May 2018 and distributed on show floor at the conference. Call for Mechanics/Specs.</i>			
Pre-Conference Issue (May 2018) of The Parking Professional stitch-in card			
	Quantity	Sold	Price
<b>Benefit:</b>	1	0	\$2,800
<i>*Mailing third week of April 2018 and distributed on show floor at the conference. Call for Mechanics/Specs.</i>			
Conference Issue (June 2018) of The Parking Professional stitch-in card			
	Quantity	Sold	Price
<b>Benefit:</b>	1	0	\$3,200
<i>*Mailing third week of May 2018 and distributed on show floor at the conference. Call for Mechanics/Specs.</i>			
Banner Ads for Pre-Show Email Marketing Campaign			
	Quantity	Sold	Price
<b>Benefit:</b>	10	1	\$625 per issue
Include your banner in marketing emails. The event marketing campaigns are distributed beginning in January 2018 twice a month; beginning 30 days out from the event, the campaigns go out weekly and has a distribution list over 6,000+. Specs – 728 x 90 pixels.			
NEW! Advertising in electronic "Show Daily" Messaging			
	Quantity	Sold	Price
<b>Benefit:</b>	4	0	\$500
Each day attendees will receive a daily highlight of conference activities and news plus insider tidbits on fun prizes and contests to keep them engaged and interacting with you- the exhibitor. A great place to put your advertisement or brief write up to encourage attendees to stop by your booth. Limits on word count write ups and includes one image.			
NEW! Banner Ads on interior pages of Event Website (IPConference.parking.org)			
<b>*Add this sponsorship with your initial booth reservation and save \$150!</b>	Quantity	Sold	Price
<b>Benefit:</b>	10	0	\$1,500
Gain additional visibility with your interior banner ad on the conference website. Banner ads will run from the time you provide to us through show dates. Dimensions are 725x725px and must be static ads. We will link to your virtual booth on the event website.			

Luggage I.D. Tags			
	Quantity	Sold	Price
<b>Benefit:</b>	1	1	\$1,500
Help attendees spot their luggage or personal property and spotlight your company at the same time! Provide us with (approved) luggage id tags, and we'll attach one to each delegate bag. Use bright colors, and you'll be guaranteed to stand out!			
Registration Counter Distribution			
	Quantity	Sold	Price
<b>Benefit:</b>	1	0	\$1,500
Attendees will be receiving their registration materials, delegate bag, badge lanyards – so how do you stand out? Provide IPI with a premium that our conference staff will personally hand delegates with their registration materials for high impact. This is personal hand-to-hand marketing for your company.			
NEW Updates! E-Blast Sponsorship (Pre-Show)			
<i>*IPI has the right to approve or deny email content. Email must contain specific elements of the 2018 show branding with link to <a href="http://IPIConference.parking.org">IPIConference.parking.org</a>.</i>	Quantity	Sold	Price
<b>Benefit:</b>	6	5	\$1250
Provide us with your pre-designed (html coding) email campaign and we'll send your email out to 2018 attendees. <i>These emails will be scheduled after May 9 but before June 1.</i>			
NEW Updates! E-Blast Sponsorship (Post-Show)			
<i>*IPI has the right to approve or deny email content. Email must contain specific elements of the 2018 show branding with link to <a href="http://parking.org">parking.org</a>.</i>	Quantity	Sold	Price
<b>Benefit:</b>	6	1	\$1250
Provide us with your pre-designed email campaign (html) and we'll send your email out to 2018 attendees. <i>These emails will be scheduled after June 14 but before August 1.</i>			
Delegate Bag Inserts - Print			
	Quantity	Sold	Price
<b>Benefit:</b>	3	3	\$750
Allows for a one-piece brochure provided by your company. <b>Note:</b> Must be received by IPI no later than May 11 to insert into delegate bags in quantity of 2,200. <i>*This sponsorship is available to multiple exhibitors.</i>			
Delegate Bag Inserts – Non Print			
	Quantity	Sold	Price
<b>Benefit:</b>	3	0	\$750
Allows for a one item (non-print) by your company. Note: Must be received by IPI no later than May 11 for insert into delegate bags in quantity of 2,200. <i>*This sponsorship is available to multiple exhibitors.</i>			
Attendee Registration List Access			
<b>Please note that IPI no longer provides attendee lists in Excel format. We will only provide list to an approved third-party mail service company.</b>			
Successful exhibiting requires pre- and post-show marketing to attendees. <i>Labels will be sent to you via two-day air (pre-show: May 1, post-show: June 14.)</i>			
Pre-Show Attendee List - Mailing Labels			
	Quantity	Sold	Price
<b>Benefit:</b>	UNLIMITED	1	\$250
We'll provide you with a one-time use set of mailing labels. Labels will be sent two-day air on May 1, 2018.			
Post Show Attendee List - Mailing Labels			
	Quantity	Sold	Price
<b>Benefit:</b>	UNLIMITED	0	\$350
We'll provide you with a one-time use set of mailing labels. Labels will be sent two-day air on June 14, 2018.			
Both Pre/ Post Show Attendee List (Bonus Package) - Mailing Labels			
	Quantity	Sold	Price
<b>Benefit:</b>	UNLIMITED	0	\$500

## William M. Voigt CAPP Classic Golf Tournament Sponsorship Opportunities

### Gold (Golf) Sponsor

	Quantity	Sold	Price
<b>Benefit:</b> <i>includes 2 FREE player registrations</i>	5	3	\$1,000.00
Includes 2 free player entries, special signage at the tournament, recognition at post-tournament luncheon, one "hole" sign (association's choice), special ribbon for your entire booth personnel to attach to their badges, recognition in the targeted pre-show messaging related to this event, event signage, and at tournament luncheon plus privilege of providing golf balls, tees, water bottles, mini fans, towels, etc., with your corporate logo.			

### Silver (Golf) Sponsor

	Quantity	Sold	Price
<b>Benefit:</b> <i>includes 1 FREE player registration</i>	5	3	\$700.00
Includes 1 free player entries, special signage at the tournament, recognition at post-tournament luncheon, one "hole" sign (association's choice), special ribbon for your entire booth personnel to attach to their badges, recognition on event signage, and tournament luncheon plus privilege of providing golf balls, tees, water bottles, mini fans, towels, etc., with your corporate logo.			

### Golf Breakfast/Coffee Service Sponsor

	Quantity	Sold	Price
<b>Benefit:</b> <i>includes 50% off player registration for <u>one</u> of your team</i>	2	0	\$500.00
Golfers arrive at the course to a hot breakfast and coffee. Make sure they're waking up to your company and not just a good cup of Folgers! Includes signage at food/beverage areas and recognition at tournament luncheon.			

### Golf Awards Luncheon Sponsor

	Quantity	Sold	Price
<b>Benefit:</b>	2	1	\$500.00
Immediately following play, awards and raffle winners will be presented at tournament luncheon. Includes recognition on event signage and at tournament luncheon.			

### Golf Towel Sponsor

	Quantity	Sold	Price
<b>Benefit:</b> <i>includes 1 FREE player registration</i>	1	0	\$1,500.00
Provide every attendee with a golf towel with your logo. 1 free player entry plus recognition included on special event signage.			

### Golf BallCap Sponsor

	Quantity	Sold	Price
<b>Benefit:</b> <i>includes 1 FREE player registration</i>	1	0	\$1,500.00
Provide every attendee with a golf cap with your logo. 1 free player entry plus recognition included in the Official Conference Program Guide and on special event signage.			

### Golf Cart Sponsor

	Quantity	Sold	Price
<b>Benefit:</b> <i>includes 2 FREE player registrations</i>	1	0	\$2,000.00
Put wheels to your company's visibility with custom signage on every cart on the course.			

### Golf Beverage Cart Sponsor

	Quantity	Sold	Price
<b>Benefit:</b> <i>includes 10% off each player registration on your team (up to 4 people)</i>	2	1	\$600.00 each
Nothing like a cold one while working up a sweat! Sponsor one or both beverage carts to include 10% off each player registration on your team (up to 4 people), signage on beverage carts, recognition on event signage and at post-tournament luncheon, and special ribbon for your entire booth personnel to attach to their badges.			

### Golf Hole In One

	Quantity	Sold	Price
<b>Benefit:</b>	1	0	1,000.00

*\*We will contact you with further details if you are interested in this sponsorship.*

*IPI reserves the right to alter or change our program and therefore altering any sponsorships. We will make every effort to notify you immediately if this happens.*