



## MEETING SPONSORSHIP INVESTMENTS & BENEFITS

### **Conference Bags** **\$30,500 (with exclusivity)/\$25,500 (basic)**

- Company logo featured on exterior of conference tote bag, distributed to every attendee at registration.
- Company recognized in Program Book & Meeting-at-a-Glance (distributed to all attendees).
- Company name and logo recognized on signage at on-site registration area.
- Company logo featured on sponsor page of IADR meeting web site.
- Opportunity to distribute promotional material in conference bags. *(IADR approval required)*

### **Welcome Reception** **Exclusive, \$60,000/ Host, \$20,000**

*(Multiple opportunities available)*

- Company recognized at Welcome Reception Event.
- VIP Seating for Company representatives at Opening Ceremonies.
- Photo opportunity for Company representatives and IADR Leadership and Welcome Reception.
- Company recognized in Program Book & Meeting-at-a-Glance (distributed to all attendees).
- Company name and logo recognized on signage at on-site registration area.
- Company logo featured on sponsor page of IADR meeting web site.
- Opportunity to distribute promotional material in conference bags. *(IADR approval required)*

### **Water Bottle Sponsor** **\$10,000**

#### **Help the meeting GO GREEN!**

- Company logo featured on water bottles distributed to all attendees.
- Company recognized on water stations throughout convention center.
- Company recognized in Program Book & Meeting-at-a-Glance (distributed to all attendees).
- Company logo featured on sponsor page of IADR meeting web site.

### **Distinguished Lecture Series (2)** **\$10,000**

- Company logo on signage at sponsored event.
- Company recognized in Program Book & Meeting-at-a-Glance (distributed to all attendees).
- Company logo and link to home page featured on Sponsor page if IADR meeting web site.
- Opportunity to share promotional material with event attendees.

### **Speaker Ready Room** **\$10,000**

- Company logo featured on each PC in Speaker Ready Room.
- Company logo featured on directional signage at meeting.
- Company logo featured on computer wallpaper.
- Company web site designated as "home page" on all PCs in room.
- Company logo and link to home page featured on Sponsor page if IADR meeting web site.

### **Conference Bag Insert** **\$3,500/insert**

- Opportunity to insert promotional item/marketing material into conference bags (distributed to all session attendees).
- Insert subject to IADR approval. (Above cost reflects labor fee.)

All available sponsorships are offered on a first come first serve basis. Some sponsorships are available for multi-year commitment. Sponsor benefits will commence once a sponsorship agreement is in place. Sponsorship payments are due based on the schedule in the agreement.

## SCIENTIFIC SESSION SPONSORSHIP

The Scientific Session Sponsorships have been created in response to feedback from members and current sponsors who believe that supporting the science reinforces the purpose and goal of the meeting, and the mission of the IADR. Our Scientific Session Sponsors have an opportunity to provide support at one of three levels.

<b>DIAMOND \$50,000</b>	<b>GOLD \$25,000</b>	<b>SILVER \$10,000</b>
<p>As the Premier sponsor of the Scientific Session, a company will receive optimum visibility:</p> <ul style="list-style-type: none"> <li>▪ Company logo on Welcome Banner at convention center.</li> <li>▪ Company name and logo on specialized signage throughout Scientific Session events.</li> <li>▪ Company logo featured on a minimum 8 directional floor signs, placed throughout convention center.</li> <li>▪ Company name featured on badge lanyard.</li> <li>▪ Company recognized as Platinum Sponsor on Welcome Slide before Oral Presentations.</li> <li>▪ Company logo <i>prominently</i> displayed in all Scientific Session marketing materials including registration brochure, Program Book and IADR event web page.</li> <li>▪ Company logo featured on E-mail promotions for Scientific Session.</li> <li>▪ Direct link to sponsor company website from Scientific Session meeting page on IADR web site.</li> <li>▪ 10% discount on print advertising in Program Book.</li> <li>▪ Opportunity to select preferred booth space.</li> <li>▪ 5% off additional booth space (<i>after purchase of 1<sup>st</sup> booth</i>).</li> <li>▪ Opportunity to distribute promotional item to guests at HQ hotel (<i>includes distribution fees only</i>).</li> <li>▪ 4 tickets to attend President's Reception.</li> <li>▪ Reserved seating at Opening Ceremonies.</li> <li>▪ Opportunity for two company representatives to participate in ribbon cutting at opening ceremonies.</li> </ul>	<p>As a Gold level sponsor of the Scientific Session, a company will receive:</p> <ul style="list-style-type: none"> <li>▪ Company logo on Welcome Banner at convention center.</li> <li>▪ Company logo featured on a minimum 8 directional floor signs, placed throughout convention center.</li> <li>▪ Company name and logo on specialized signage throughout Scientific Session events.</li> <li>▪ Company logo recognized as Gold Sponsor on Welcome Slide before Oral Presentations.</li> <li>▪ Company logo displayed in all Scientific Session marketing materials including registration brochure, Program Book and IADR event web page.</li> <li>▪ Company name featured on E-mail promotions for Scientific Session.</li> <li>▪ Direct link to sponsor company website from Scientific Session meeting page (on IADR web site).</li> <li>▪ Opportunity to select preferred booth space in exhibit hall.</li> <li>▪ 5% discount on print advertising in Program Book.</li> <li>▪ 2 tickets to attend President's Reception.</li> <li>▪ Reserved seating at Opening Ceremonies.</li> </ul>	<p>As a Silver level sponsor of the Scientific Session, a company will receive:</p> <ul style="list-style-type: none"> <li>▪ Company name and logo on specialized signage throughout Scientific Session events.</li> <li>▪ Company name recognized as Silver Sponsor on Welcome Slide before Oral Presentations.</li> <li>▪ Company logo displayed in all Scientific Session marketing materials including registration brochure, Program Book and IADR event web page.</li> <li>▪ Direct link to sponsor company website from Scientific Session meeting page (on IADR web site).</li> <li>▪ Reserved seating at Opening Ceremonies.</li> </ul>

## INDUSTRY SPONSORED SYMPOSIUM

As a service to our Institutional Section Members\*, general membership and meeting delegates, the IADR has adopted a policy of allowing industry-sponsored satellite symposia in conjunction with our General Session.

*\*This sponsorship is a benefit to IADR Corporate Institutional Section Members at the Leadership Level or above and Educational, Government and Nonprofit members.*

All interested companies will need to submit their proposals no later than **April 2, 2010** for consideration.

Proposal requirements:

- Title
- List of speakers
- Description of program
- Individual presentation titles for each speaker
- Preferred date/time
- Anticipated attendance figure(s)

The Annual Session Committee will review each proposal and accepted symposia will be notified no later than April 14, 2010. IADR will select the date and time of the program as well as the room size based on its evaluation of the symposia content and potential level of interest. The industry sponsor has the right to not follow through with the symposium should these determinations not meet with the sponsor's needs.

VALUE: US\$10,000

Package includes the following:

- A/V Equipment (Screen, Computer, LCD projector, Laser Pointer, 2 Table Top Mics, 2 Aisle Mics, and Podium Mic) *note: any other equipment not listed here would be rented at the company's expense*
- A/V Technician (2 hrs)
- Security (2 hrs)
- Meeting Room Rental (of appropriate size)
- Half-page black/white ad in final printed Program
- Program promotion on IADR web site (with link to company web site)
- Program listed in final Schedule of Events (in Personal Scheduler, Printed Program, and CD-Rom)
- Permission to place signs (3 maximum) in registration area and outside meeting room (Company to supply signage using IADR specifications)

### Important Deadlines

Symposia Proposal Deadline	April 2, 2010
Program Book Advertisement Deadline	April 29, 2010
Promotional sign proof due to IADR Global HQ for approval	May 14, 2010

Questions? Email [meetings@iadr.org](mailto:meetings@iadr.org) or call +1.703.548.0066 today!