


2019 IPMI Conference & Expo 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.

Extend your visibility and drive traffic to your booth with our high-impact sponsorship opportunities!

NEW DETAILS! STRATEGIC PARTNER SPONSORSHIP			
Strategic Package	Quantity	Sold	Price
 Strategic Package	Max 10	10	*\$12,500
			*ROFR sponsors - \$11,500 Non-exhibiting companies \$17,500
Your company will receive recognition pre conference:			
<ul style="list-style-type: none"> On conference pre-show marketing materials including electronic and direct mail pieces 			
Your company logo will be placed on:			
<ul style="list-style-type: none"> 2019 IPMI Conference website (reserved exclusively for Strategic Partners) landing page & all subsequent pages with dedicated page for Strategic Partners to include logo and 150-word description. Convention Center Entrance Area Attendee confirmation emails (footer) Exhibit Hall Entrance Unit 			
Your company will be eligible for:			
<ul style="list-style-type: none"> 25% discount on additional booth personnel badges (<i>at prevailing rates at time of reservation</i>) (3) additional "Opening Welcome Party" event tickets for your personnel 5% off General Show Contractor shipping/drayage fees Early move in access (<i>when available</i>) during set-up plus guaranteed dedicated first empty return of crates on show move out 			
Your company will receive recognition onsite in the following areas:			
<ul style="list-style-type: none"> IPMI's William Voigt CAPP Golf Classic Tournament Special identifier on floor plan included in the Official Conference Program Guide & "You are Here" Floorplan Structure In the Official Conference Program Guide – Strategic Partners Page Recognition at the Opening Welcome General Session Special spotlight in the exhibitor list in the April issue of <i>The Parking Professional</i> magazine 			
Your company will receive tangible [marketing] opportunities:			
<ul style="list-style-type: none"> A complimentary virtual booth upgrade for your online presence that allows you to include your logo/pdf of brochures and/or sales & marketing pieces (1) Delegate bag insert (can be print or non-print material but should not exceed 4 pages of print) (1) digital banner ad on landing page of event website (IPMIConference.parking.org). Dimensions: 1170x150px <i>Banner will be linked to your virtual booth.</i> (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> OPTION: (1) Learning Lab time slot or (1) digital banner in the IPMI Insider to link to your own URL (1) Email blast (pre-determined date range based on first-come, first serve availability) to IPMI prospect list from January 2019 – June 2019. OPTION: (1) Push Message/Ad or (2) Activity Feed Banner Ads on Mobile App scheduled during the IPMI Conference dates (1) Full page ad in the Official Conference Program Guide (1) Custom graphic floor path decal to be placed either in pre-determined IPMI event space directing people to your booth. 			
Your company will receive:			
<ul style="list-style-type: none"> Pre & Post show attendee list (<i>provided as an excel file. Pre-show list will be sent to Strategic Partners only on the following dates: April 10 and May 10. Post-show list will be sent June 25.</i>) 			
PLUS 10 bonus points added to your Priority Points Status			

*Strategic Partner benefits are subject to change based on availability of benefits.

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
Benefit:	1	0	\$10,000

IPMI and Uber want to partner with you to make you the first and last impression for attendees arriving in Anaheim. IPMI 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.

Inclusions: 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 full page ad in the onsite Program Guide, (One) 30 day banner ad on IPMI's parking.org site (IPMI determines location.)

Gain 10 additional priority points to your Exhibitor Priority Point Status

Delegate Bags

	Quantity	Sold	Price
Benefit:	1	1	\$8,500

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.

Gain 1 additional Priority Point to your Exhibitor Priority Point Status. One color only - additional \$500 for 4-color

Notepads

	Quantity	Sold	Price
Benefit:	1	1	\$7,500

Your company name/logo (one color imprint) 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 2019 IPMI Conference & Expo plus recognition in the Official Conference Program Guide.

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

NEW! Headshot Lounge

	Quantity	Sold	Price
Benefit:	1	0	\$8,000



Attendees can get their professional headshots as a courtesy of your company. As attendees queue for pictures, sponsors take advantage of this time by collecting sales survey information or product education. All guests must answer sales qualifying questions to participate – and the sponsor creates the questions and data will be provided back to the sponsor. Bold signage will quickly identify the sponsor of the Headshot Lounge. Uniformed and scripted brand ambassadors will meet and greet guests and facilitate compliance with surveys.

Gain 5 additional Priority Point to your Exhibitor Priority Point Status.

Badge Lanyards


	Quantity	Sold	Price
Benefit:	1	1	\$7,000

Have your logo around the neck of every* IPMI 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.

Gain 3 additional Priority Point to your Exhibitor Priority Point Status *Does not include exhibitor personnel badge lanyards. *One color only - additional \$500 for 4-color


NEW! Cell Phone Lanyard

	Quantity	Sold	Price
Benefit:	1	0	\$6,500

 Give attendees the convenience of having their cell phone easily accessible in this specially designed cell phone lanyard with pocket. Your logo imprinted on the pocket.

NEW! Touch Screen Interactive Kiosks

	Quantity	Sold	Price
Benefit:	1	0	\$6,500

 Located throughout the venue, large touch screen kiosks with event branded information, schedules and maps and additional interactive features will allow attendees to browse on the go. As our sponsor, you'll have the opportunity to customize content (like surveys or gamification that will drive them to your booth) and include a digital banner ad on each of these kiosks.

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

Hotel Keys


	Quantity	Sold	Price
Benefit:	1	1	\$6,500

You can have your corporate logo imprinted on hotel keys distributed to conference attendees staying at the host hotels (Anaheim Marriott and Hilton Anaheim) plus recognition in the Official Conference Program Guide.

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

NEW! Rest & Recharge Lounge including chair massage (outside Exhibit Hall Entrance)

	Quantity	Sold	Price
Benefit:	1	1	\$6,500

 Attendees are looking to connect 24-7. The new Rest & Recharge Lounge, a high traffic area, will provide comfortable seating and the option to get a chair massage compliments of your company. To obtain comp massage, attendees will have to visit your booth to obtain tokens to use for the service – translating to driving traffic to your booth. Tables will include custom decals (artwork provided by you) along with visible signage recognizing you as the sponsor.


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

NEW! Exhibit Hall Food/Beverage

	Quantity	Sold	Price
Benefit:	1	0	\$6,000

Attendees will receive food/beverage on the show floor daily. With 4 locations in high visibility, your sponsorship will entitle you to event signage at each of the locations plus the opportunity to provide up to 2 pop-up banners, per location and recognition in the Official Conference Program Guide. In addition, all general seating/tables throughout the exhibit hall can be wrapped with custom table top decals (artwork provided by you). Sponsor is also able to work with Association to have materials placed on each of the general seating tables throughout the hall.


NEW! Coffee Service Partner

	Quantity	Sold	Price
Benefit:	3	3	\$3,500 per day <i>select Mon, Tues, or Wed. or \$9,000 for exclusive</i>
 <p>Coffee counters will be open at the convention center daily, just outside the exhibit hall entrance. During specific peak times, attendees will get 50% off their coffee order by showing their attendee badge, courtesy of your company. A mobile app beacon will also be placed in this area activating a customized push notification on event mobile app for the day of your sponsorship. Will include to-go paper cups with one-color imprint of your logo and booth number and signage at the counters. Available for Monday, Tuesday and Wednesday and includes morning and afternoon coffee break per day.</p>			

NEW! Charity Project


	Quantity	Sold	Price
Benefit:	6	2	\$500 per
<p>During the week, attendees will have the opportunity to spend time assembling care packages for Operation Gratitude, benefiting service men and women as well as first responders, veterans and wounded heroes. Be part of this great program as a sponsor. Bold signage will prominently display sponsors as well as Program Guide recognition. Attendees participating will have their badges scanned and final lists will be provided to sponsors. Sponsors have opportunity to provide any premiums or marketing material in display racks near assembly area.</p>			

NEW! Networking Hub inside Exhibit Hall including custom Wi-Fi Network

	Quantity	Sold	Price
Benefit:	1	1	\$4,500
 <p>Sponsor a networking hub inside the exhibit hall, where attendees will be able to re-charge and connect with other attendees. Your logo will be splashed on signage along with opportunity to provide us custom artwork for table decals plus the additional benefit Wi-Fi access with a custom network name and password (the Association will work with you to create an appropriate network name).</p>			

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


NEW! Start-Up Pavilion

	Quantity	Sold	Price
Benefit:	1	1	\$3,000
 <p>Visitors and disruptors in the industry, start-up companies are making a big impression. A special start-up pavilion will feature many of those companies with ground-breaking technology. As a sponsor, you will be recognized on signage in this special area on the show floor and on Exhibitor Locator signage.</p>			

NEW! Convention Center Entrance Area Hanging Banners

	Quantity	Sold	Price
Benefit:	5	3	\$2,500 per banner
<p>Hang your banner (provided to IPMI in correct dimensions) in the entrance area to the convention center near IPMI's contracted space. 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 IPMI no later than May 11.</p>			

Conference Staffing/Volunteer Attire

	Quantity	Sold	Price
Benefit:	1	1	\$4,500
 <p>Conference staff serve to aid the professional staff in various high visibility roles during the event. This team is easily identifiable 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.</p>			

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

GENERAL SESSIONS & EDUCATION ROOM VISIBILITY

*Monday Opening General Session			
	Quantity	Sold	Price
Benefit:	1	0	\$8,000
The kickoff General Session is the best place to make a first impression (this session is always standing room only). 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. Additional benefits: spotlighted on signage, the content page on our event website, in the Official Program Guide, plus 1 interior banner ad on the event website.			
Gain 5 additional Priority Point to your Exhibitor Priority Point Status.		<i>*must be exhibiting company.</i>	
Tuesday – General Session Chair Drop			
	Quantity	Sold	Price
Benefit:	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 Tuesday General Session only.			
<small>*Marketing piece must be approved by show management. IPMI reserves the right to deny any material not suitable.</small>			
Wednesday – General Session Chair Drop			
	Quantity	Sold	Price
Benefit:	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. IPMI reserves the right to deny any material not suitable.</small>			
General Session - PowerPoint Advertising			
	Quantity	Sold	Price
Benefit:	10	3	\$500
A GREAT way to let conference attendees know that you are exhibiting and where to find you in the hall. You provide IPMI 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!			
NEW! Continuing Education Partner – CAPP Pre-Conference Courses			
	Quantity	Sold	Price
Benefit:	2	0	\$3,500
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 as education partner, on room signage and the opportunity to provide handouts placed at seating on day one of the courses. Plus includes 25% discount on registration fee for one of your representatives, and 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): Food/Beverage Sponsor			
	Quantity	Sold	Price
Benefit:	1	0	\$1,500
IPMI's Pre-Conference Course attendees have dedicated food/beverage service. As the sponsor, you'll be recognized on signage, plus, the opportunity to provide marketing materials/brochure/items that can be pre-set on seating prior to event start. This is an exclusive group of individuals participating in one of the following courses: UVA Business Management and Planning, Management, & Operations: Critical Skills for Success.			
Gain 1 additional Priority Point to your Exhibitor Priority Point Status.			

NEW! TransportationCamp (co-hosted by MobilityLab and YOUR COMPANY) (Sunday, June 9 (1/2 day pre-con))

	Quantity	Sold	Price
Benefit:	1	0	\$3,000
As the sponsor for this four hour “unconference” you will receive one comp registration to the event, recognition as the food/beverage sponsor and recognition on event signage and in Official Conference Program Guide. Plus, the opportunity to provide marketing materials/brochure/items that can be pre-set on seating prior to event start.			
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
Benefit:	7	3	\$500 per
One of the most popular and highly attended interactive sessions, attendees from target segments of the industry can 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):			
<ul style="list-style-type: none"> • Airport Operations - SOLD • Campus/University Operations- SOLD • Medical/Healthcare Facilities • Municipal Operations - SOLD • NEW! Trending Now! • NEW! Trending Now! • NEW! Trending Now! 			

NEW! Track Education Room Drop Sponsor

	Quantity	Sold	Price
Benefit:	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.			
<small>*Marketing piece must be approved by show management. IPMI reserves the right to deny any material not suitable.</small>			


ADDITIONAL EXPOSURE ON THE SHOW FLOOR





NEW! Exhibit Hall Aisles Signs			
	Quantity	Sold	Price
Benefit:	8 (2 signs per aisle)	3	\$1,000 per aisle or \$8,000 for exclusive
<ul style="list-style-type: none"> 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. 			
Gain 5 additional Priority Point to your Exhibitor Priority Point Status.			
NEW! Foot Path Floor Markers			
	Quantity	Sold	Price
Benefit:	20	3	\$250 per decal
	Drive Booth Traffic – Over-sized floor decals, customized with your content including logo and booth number, lay the pathway for attendees to find your booth. Foot Path and Floor Markers are ideal for “sequential messaging,” as guests follow the path your message unfolds. Can be placed inside or outside the exhibit hall in pre-determined locations.		
UPDATES! Learning Labs			
*Add this sponsorship with your initial booth reservation and save \$100!	Quantity	Sold	Price
Benefit:	10	10	\$850
Quantity Available: 10 spaces available (45 min presentations on show floor during show hours) Cost: \$650 if secured with Right of First Refusal or with initial space reservation. \$3,500 for non-exhibiting company.			
Details: 45-minute stand-alone presentation on any educational/technology (noncommercial) topic on show floor during pre-selected time slots. Must provide IPMI title of presentation and a two-sentence description on the topic being presented by March 15, 2019. Can provide handouts prior to be placed on seating prior to presentation if sent to IPMI headquarters by May 1, 2019. Included in Official Conference Program Guide and on event signage.			
Company Logo Carpet Squares			
*Add this sponsorship with your initial booth reservation and save \$50!	Quantity	Sold	Price
Benefit:	12	6	\$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>			
NEW! Exhibitor Newsstand			
*Add this sponsorship with your initial booth reservation and save \$150!	Quantity	Sold	Price
Benefit:	12	0	\$1,500
	Extra! Extra! Tell Them All About It! Distribute your marketing collateral from high visibility exhibitor newsstand. The Exhibitor Newsstand will be placed in a high traffic location, allowing your company to distribute high volumes of brochures, samples or promotional premiums. A limited number of major kiosks header marquees are available. These are guaranteed to get your company noticed. Includes: Header ad, sampling buckets and/or literature distribution rack. One company per side of a four-sided kiosks.		
Upgrade your Virtual Booth			
	Quantity	Sold	Price
Benefit:	UNLIMITED	9	\$69
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).			

SCANvenger Hunt Bingo			
*Add this sponsorship with your initial booth reservation and <i>Sorry, this item is SOLD OUT</i>	Quantity	Sold	Price
Benefit:	20	20	\$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.


NEW! Take Me Out to the Ballgame Networking Event (Tuesday, June 11 – 6:00 – 10:00 pm)			
	Quantity	Sold	Price
Benefit:	1	0	\$5,000
Your sponsorship will include two passes to this event for your company representatives. Plus recognition on event website page, onsite signage, and bus headrests covers, in the Official Conference Program Guide and directional signage for the event. Opportunity to also provide IPMI with handouts to be distributed on shuttle vehicle seats. Attendees will be required to wear an event wristband where your logo will be included. This event is held Tuesday, June 11, 6:00 pm – 10:00 pm at Angels Stadium.			
Gain 1 additional Priority Point to your Exhibitor Priority Point Status.			
NEW! SoCal Course & Climb Networking Event			
	Quantity	Sold	Price
Benefit:	1	0	\$3,000
If you want to get the attention of the ambitious thrill-seeking type – this is your audience. Participants will enjoy some healthy competition in an unusual obstacle type course event on Sunday, June 9. Attendees will receive an event t-shirt and “survival kit” with your logo. Includes onsite signage and recognition on event page on conference website and in the Official Conference Program Guide.			
NEW! OPENING WELCOME KICKOFF EVENT: LITE THE NIGHT BLOCK PARTY (multiple options)			
EXCLUSIVE – ENTIRE EVENT SPONSOR			
	Quantity	Sold	Price
Benefit: <i>Sorry, this item is SOLD OUT</i>	1	1	\$15,000 <i>for exclusive or select from specific items below</i>
Exclusive: Includes 5 comp tickets to the event and all event signage and premiums branded to the sponsor. Additionally, when event is mentioned, in pre-show marketing or onsite messaging, your company will be recognized as the exclusive sponsor. Gain 10 additional priority points to your Exhibitor Priority Point Status.			
Beverage Bars			
	Quantity	Sold	Price
Benefit: <i>Sorry, this item is SOLD OUT</i>	1	1	\$6,500
	High visibility bars will be set throughout the location and “glow” with your logo and branding along with take-home souvenirs for attendees displaying your logo. Additionally, cocktail tables will include custom table top decals with your branding. Includes 2 comp tickets to the event.		

Entertainment			
	Quantity	Sold	Price
Benefit:  The event will feature interactive roaming entertainment plus musical entertainment. Your sponsorship will give you recognition in signage and on event website page. Includes 2 comp tickets to the event.	1	1	\$5,000
Premium Item #1 – Event Access Wristbands			
	Quantity	Sold	Price
Benefit:  Special wristbands will give attendees access to the event. Wristbands will “glow” through the night – making your logo stand out.	1	1	\$3,000
Premium Item # 2 – Glow Shirts			
	Quantity	Sold	Price
Benefit:  Attendees will be able to Lite Up the Night in custom glow t-shirts. Your logo will be included on these fun take home souvenirs.	1	1	\$3,500
First-Timer’s Breakfast Bootcamp, Monday, June 10, 7:45 am – 9:00 am			
	Quantity	Sold	Price
Benefit: Exposing your products and services to a new audience fosters growth in your company. IPMI Membership Committee hosts a First-Timer’s Breakfast Bootcamp at the IPMI 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 (<i>this is a great way to engage them with gamification marketing that draws them to your booth</i>).	1	0	\$1,500
NEW! Facility Tours (held on Sunday, June 9 and Tuesday, June 11)			
	Quantity	Sold	Price
Benefit:  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. <i>For an additional \$500, we’ll create custom bus headrests for your company.</i>	5	1	\$500 each
Select from one of the following: <ul style="list-style-type: none"> • Airport Facility Tour • Municipal Facility Tour • University Facility Tour- SOLD • Special Events Facility Tour I (Sunday, June 9) • Special Events Facility Tour II (Tuesday, June 11) 			

Conference Mobile App Advertising & Push Messaging

Mobile App Sponsor			
	Quantity	Sold	Price
Benefit:	1	0	\$8,000
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.			
Gain 5 additional priority points to your Exhibitor Priority Point Status.			
Mobile App Sponsored Micro App			
	Quantity	Sold	Price
Benefit:	1	0	\$3,000
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.			
Mobile App Push Notifications (Package of 2)			
	Quantity	Sold	Price
Benefit:	3	0	\$600.00
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.)			
NEW! Mobile App Live Polling			
	Quantity	Sold	Price
Benefit:	5	0	\$600
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 (IPMI will download the responses and give you the results). Attendees will earn points for completing polls in the Mobile App Engagement Challenge .			
Mobile App Activity Feed Banner Ads			
	Quantity	Sold	Price
Benefit:	10	1	\$450
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.)			

Additional Unique Sponsorship/Advertising Opportunities

NEW! Hotel Room Welcome Bags			
	Quantity	Sold	Price
Benefit:	1	1	\$4,500
<p>Deliver your message to the privacy of your attendee's hotel room. Deliver promotional materials, welcome packets, goodnight gifts, special event invitations, samples or booth traffic coupons directly to hotel rooms of attendees during peak hotel nights. Welcome bag may include, but are not limited to: promo literature, city map, granola bar, water, toothbrush or breath mints. You choose (provide) the items! Room drops are convenient, provide flexible messaging and are a cost-effective exhibitor-marketing strategy.</p>			
NEW! Portable Charging Devices			
	Quantity	Sold	Price
Benefit:	5	1	\$1,000 each unit or \$4,000 for exclusive on all five units
		<p>Attendees are on the go all day – why not keep them charged with a customized charging device to take with them while they attend sessions or walk the show floor. Individual light-up desktop kiosks are placed throughout the facility at high traffic areas and can be branded with your company brand on the housing unit and each portable battery charging device. Great opportunity to stay in the hands of attendees throughout the event. <i>*Each unit comes with 8 portable charging devices.</i></p>	
NEW! In-Room Hotel Video Messaging			
	Quantity	Sold	Price
Benefit:	1	0	\$2,500
<p>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.</p>			
NEW! The Parking Professional (Exhibitor Only) Special Bundle Rate – April, May and June issues (full page/4c)			
*Add this sponsorship with your initial booth reservation and save \$150!	Quantity	Sold	Price
Benefit:	Unlimited	0	\$5,304
<p>Includes full page/4c advertisement in April (Preview), May (Pre-Conference) and June (Show) 2019 issue. All three issues will have bonus distribution and be distributed at the show. <i>Does not apply to existing contracts.</i></p>			
NEW! The Parking Professional (Exhibitor Only) Special Bundle Rate – April, May and June issues (1/2 page/4c)			
*Add this sponsorship with your initial booth reservation and save \$75!	Quantity	Sold	Price
Benefit:	Unlimited	0	\$3,970
<p>Includes ½ page (*horizontal/vertical)/4c advertisement in April (Preview), May (Pre-Conference) and June (Show) 2019 issue. All three issues will have bonus distribution and be distributed at the show. <i>*additional upcharge on ½ page island advertisements. Does not apply to existing contracts.</i></p>			
Pre-Conference Issue (May 2019) of The Parking Professional Magazine Belly Band Wrap			
	Quantity	Sold	Price
Benefit:	1	0	\$4,000
<p>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 2019 and distributed on show floor at the conference. Call for Mechanics/Specs.</i></p>			
Conference Issue (June 2019) of The Parking Professional Magazine Belly Band Wrap			
	Quantity	Sold	Price
Benefit:	1	0	\$4,000
<p>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 2019 and distributed on show floor at the conference. Call for Mechanics/Specs.</i></p>			

Pre-Conference Issue (May 2019) of The Parking Professional stitch-in card			
	Quantity	Sold	Price
Benefit:	1	0	\$2,800
<i>*Mailing third week of April 2019 and distributed on show floor at the conference. Call for Mechanics/Specs.</i>			
Conference Issue (June 2019) of The Parking Professional stitch-in card			
	Quantity	Sold	Price
Benefit:	1	0	\$3,200
<i>*Mailing third week of May 2019 and distributed on show floor at the conference. Call for Mechanics/Specs.</i>			
Banner Ads for Pre-Show Email Marketing Campaign			
	Quantity	Sold	Price
Benefit:	10	0	\$625 per issue
Include your banner in marketing emails. The event marketing campaigns are distributed beginning in January 2019 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
Benefit:	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 (IPMIConference.parking.org)			
*Add this sponsorship with your initial booth reservation and save \$150!	Quantity	Sold	Price
Benefit:	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
Benefit:	1	1	\$1,500
Help attendees find their luggage or personal property and spotlight your company at the same time! Provide us with (approx. 100 words) a short write up, 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
Benefit:	1	0	\$1,500
Attendees will be receiving their registration materials, delegate bag, badge lanyards – so how do you stand out? Provide IPMI 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.			
E-Blast Sponsorship (Pre-Show)			
*IPMI has the right to approve or deny email content. Email must contain specific elements of show branding with link to IPMIConference.parking.org.	Quantity	Sold	Price
Benefit:	6	6	\$1,250
Provide us with your pre-designed (html coding) email campaign and we'll send your email out to 2019 attendees. These emails will be scheduled after May 9 but before June 1.			
E-Blast Sponsorship (Post-Show)			
*IPMI has the right to approve or deny email content. Email must contain specific elements of the 2019 show branding with link to parking.org.	Quantity	Sold	Price
Benefit:	6	1	\$1,250
Provide us with your pre-designed email campaign (html) and we'll send your email out to 2019 attendees. These emails will be scheduled after June 14 but before August 1.			

Delegate Bag Inserts - Print

	Quantity	Sold	Price
Benefit:	3	3	\$750
Allow for a one-piece brochure provided by your company. Note: Must be received by IPMI no later than May 1 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
Benefit:	3	0	\$750
Allows for a one item (non-print) by your company. Note: Must be received by IPMI no later than May 1 for insert into delegate bags in quantity of 2,200. <i>*This sponsorship is available to multiple exhibitors.</i>			

Attendee Registration List Access

**Please note that IPMI no longer provides attendee lists in Excel format.
We will only provide list to an approved third-party mail service company.**

Successful exhibiting requires pre- and post-show marketing to attendees.
Labels will be sent to you via two-day air (pre-show: May 1, post-show: June 14.)

Pre-Show Attendee List - Mailing Labels

	Quantity	Sold	Price
Benefit:	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 13, 2019.			

Post Show Attendee List - Mailing Labels

	Quantity	Sold	Price
Benefit:	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 25, 2019.			

Both Pre/ Post Show Attendee List (Bonus Package) - Mailing Labels

	Quantity	Sold	Price
Benefit:	UNLIMITED	0	\$500

William M. Voigt CAPP Classic Golf Tournament Sponsorship Opportunities

Gold (Golf) Sponsor

	Quantity	Sold	Price
Benefit: <i>includes 2 FREE player registrations</i>	5	4	\$1,000
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
Benefit: <i>includes 1 FREE player registration</i>	5	3	\$700
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.			

NEW! Golf Raffle Sponsor

	Quantity	Sold	Price
Benefit:	20	1	\$300
Golfers wrap up the day with a tournament luncheon to include raffle drawings. Your company will be recognized in event signage and at tournament luncheon as one of the raffle sponsors for items like Apple watch, GoPro cameras and golf swag!			

NEW! Golf Coffee Service Sponsor

	Quantity	Sold	Price
Benefit:	2	0	\$500
Golfers arrive at the course to register and a hot cup of 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.			

NEW! Golf Snack Cooler Bag Sponsor

	Quantity	Sold	Price
Benefit: <i>includes 50% off player registration for <u>one</u> of your team</i>	1	0	\$2,000
Each golfer will be provided with a snack cooler bag on their carts with your one-color imprinted logo. Includes signage at food/beverage areas and recognition at tournament luncheon.			

Golf Awards Luncheon Sponsor

	Quantity	Sold	Price
Benefit:	2	1	\$500
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
Benefit: <i>includes 1 FREE player registration</i>	1	0	\$1,500
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
Benefit: <i>includes 1 FREE player registration</i>	1	0	\$1,500
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 Beverage Cart Sponsor

	Quantity	Sold	Price
Benefit: <i>includes 2 FREE player registrations</i>	1	0	\$2,000
Put wheels to your company's visibility with custom signage on every cart on the course.			

Golf Hole in One

	Quantity	Sold	Price
Benefit:	1	0	1,000

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

IPMI 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.