

# 2012 INFORMATION ARCHITECTURE SUMMIT

March 21-25, 2012  
New Orleans, Louisiana  
Hyatt Regency

[www.iasummit.org](http://www.iasummit.org)  
twitter: [@iasummit](https://twitter.com/iasummit) // [#ias12](https://twitter.com/ias12)

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## SPONSORSHIP OPPORTUNITIES

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The Summit provides sponsors with a close connection to the global user experience community, from information architects to interaction designers to user researchers. Attendees come from across the globe from the Global 2000, innovative startups, influential consultancies, higher education, and key public sector institutions. Our sponsorship opportunities are a great way to influence not only attendees, but also the wider user experience and web design communities.

This packet includes information on event, room, and material sponsorship options available on a first-come, first-served basis. Please contact us to discuss additional opportunities.

THIS YEAR'S THEME

*Experience  
Across Channels*

Building on the conference's 12-year history, we will be focusing on maturing the practice of user experience and information architecture amidst a constantly evolving ecosystem of devices and platforms. It's not easy being a user in a cross-channel world, but it's not nearly as difficult as being an information architect.

SPONSORSHIP CONTACT

Vanessa Foss  
(301) 495-0900  
[vfoss@asis.org](mailto:vfoss@asis.org)

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# Events

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## Opening Reception

\$10,000 exclusive

~500 attendees

Be the first to put your company's name and logo in front of approximately 500 attendees. Your company's logo will be prominently displayed to the best advantage. You will receive an exclusive table where you can display promotional literature and also speak and mingle with the attendees.

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## Poster Session Reception

\$12,000 exclusive

~500 attendees

Identify your company as a partner in new and innovative thinking. Your company's name and logo will be displayed on large signs by the bars and food. You will receive an exclusive poster where you can promote your company with a large poster display and a table to display promotional literature as well as mingle with the attendees.

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## Game Night

\$5,000 exclusive

~300 attendees

Sponsoring game night is the perfect opportunity for you to create lasting memories and branding. As attendees play games, network with each other, your company name and logo will be displayed on each game table as sponsor. You also may provide prizes for winners (iPads are a popular past example) or takeaways for all participants.

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## Coffee/Refreshment Breaks

\$5,000 daily  
or \$12,000 exclusive

~500 attendees daily

Attendees will remember and thank your brand as they drink coffee and eat refreshments in the main gathering area. Signs including your company's name and logo will be placed at each coffee station. You may also provide customized cups and napkins.

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# Rooms

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## Career Room

\$10,000 exclusive

One location  
for 3 days

Your company's name and logo will be forever associated with jobs. Strategically positioned for maximum traffic flow, the business card raffle will provide your company with qualified leads. You can also advertise and interview potential employees on site. Your company's name and logo will be displayed on a large sign as you enter the room.

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## Networking Room

\$10,000 exclusive

One location  
for 3 days

One of the most popular spots at every Summit, the networking room is an exceptional generator of traffic and goodwill. Strategically positioned for maximum traffic flow, the business card raffle will provide your company with qualified leads. You can also have a table for a company rep to mingle with attendees.

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# Materials

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## Conference Bags

\$6,000 exclusive

~500 attendees

Your company's name and logo will be printed on these attractive tote bags, which are given to every paid attendee and exhibiting company. The handy carryall contains the final program and other materials used by attendees each and every day of the Summit and after the conference ends. That means at minimum 3 days with your company identification everywhere you look.

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## Badge Lanyards

\$6,000 exclusive

~500 attendees

Keep your brand in every attendee's line of sight with this exclusive sponsorship. Each attendee and exhibitor will receive a name badge with a lanyard featuring your company's name and logo in a single-color imprint of your choosing.

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## Travel Mugs

\$5,000 exclusive

~500 attendees

Your company's name and logo will be imprinted on these mugs, which are given to every paid attendee and exhibiting company. Attendees will use the convenient mug every day of the Summit. That means at minimum 3 days with your company identification everywhere you look, as well as in pictures and video for posterity.

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## Luggage Tags

\$5,000 exclusive

~500 attendees

Your company's name and logo will be imprinted on these tags, which are given to every attendee and exhibiting company. The handy tag will be used by attendees each time they travel.

# SPONSORSHIP PACKAGE OVERVIEW

<i>Perks</i>	<i>Events</i>				<i>Rooms</i>		<i>Materials</i>			
	Opening Reception <i>\$10,000</i>	Poster Reception <i>\$12,000</i>	Game Night <i>\$5,000</i>	Breaks <i>\$5,000/day</i> <i>\$12,000 excl.</i>	Career Room <i>\$10,000</i>	Networking Room <i>\$10,000</i>	Conference Bags <i>\$6,000</i>	Badge Lanyards <i>\$6,000</i>	Travel Mugs <i>\$5,000</i>	Luggage Tags <i>\$5,000</i>
Exclusive on-site signage	✓	✓		✓	✓	✓				
General conference registrations	<i>2</i>	<i>2</i>		<i>1</i>	<i>2</i>	<i>2</i>				
Logo on IA Summit marketing collateral	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on IA Summit and ASIS&T websites	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition on sponsor sign at registration	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition at opening & closing session	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Tabletop display	✓	✓		✓	✓	✓	✓	✓		✓
Two full-page program advertisements	✓	✓			✓	✓				
Registration bag insert (you supply)			✓	✓			✓		✓	✓
Logo on registration bag							✓			
Logo on badge lanyard								✓		
Logo on travel mug									✓	
Logo on luggage tag										✓

Please contact us to discuss additional opportunities

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## Your Company Information TO BE LISTED IN EVENT MATERIALS

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COMPANY NAME

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YOUR NAME

YOUR TITLE

---

MAILING ADDRESS

---

CITY

STATE/PROVINCE

---

ZIP/POSTAL CODE

COUNTRY

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PHONE

FAX

---

EMAIL

WEBSITE

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## Your Sponsorship Package FIRST-COME, FIRST-SERVED

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### *Events*

Opening Reception  
*\$10,000*

Poster Reception  
*\$12,000*

Game Night  
*\$5,000*

Coffee Breaks

*\$5,000 single*

*\$12,000 exclusive*

### *Rooms*

Career Room  
*\$10,000*

Networking Room  
*\$10,000*

### *Materials*

Conference Bags  
*\$6,000*

Badge Lanyards  
*\$6,000*

Travel Mugs  
*\$5,000*

Luggage Tags  
*\$5,000*

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# Your Payment Information

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Contracts submitted up to **January 30, 2012** must include a **deposit of 50%** of the total cost.  
Contracts submitted after **January 30, 2012** must be accompanied with **full payment**.  
Payment is non-refundable.

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TOTAL AMOUNT (US\$)

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Check PAYABLE TO ASIS&T

CREDIT CARD #

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Visa

EXPIRATION

---

Mastercard

NAME ON CARD

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American Express

SIGNATURE

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# Your Contract Acceptance

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NAME

---

TITLE

---

SIGNATURE

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DATE

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