

2011 INFORMATION ARCHITECTURE
SUMMIT

MARKETING OPPORTUNITIES



March 30 - April 3, 2011

EVENTS

*2011 Information Architecture Summit
Hyatt Regency Convention Center, CO
March 30 - April 3, 2011*



Opening Reception

Investment: \$10,000 exclusive

Attendance: 600

Be the first to put your company's name and logo in front of approximately 600 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.



Poster Session Reception

Investment: \$12,000 exclusive

Attendance: 600

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 also the food. You will receive an exclusive poster where you can promote your company with a large poster display, also a table to display promotional literature and also speak and mingle with the attendees

Coffee/Refreshment Breaks

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

Attendance: 600 daily

Keep your future clients at their mental best. As attendees drink their coffee and eat their refreshments in the main gathering area. They will thank you for sponsoring this much appreciated service. Signs including your company's name and logo will be placed at each coffee station. You may also provide customized cups and napkins.



Game Night

Investment: \$4,000 exclusive

Attendance: 300

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 takeaways for the winners or for all attendees.

Registration Materials and Other Promotions

Sponsorships Provide Your Brand Maximum Exposure

* Your organization's name and logo are imprinted on the sponsored item(s)	Summit web site.
* Recognition in promotional materials distributed to all attendees, and in the on-site Final program.	* Recognition at the opening and closing session as a sponsor.
* Recognition as a sponsor on the IA	* Recognition on sponsor sign in registration area.

Career Room

Investment: \$10,000

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 sight. Your company's name and logo will be displayed on a large signs seen as you enter the room.

Conference Bags

Investment: \$6,000

Distribution: All attendees

Your Company's name and logo will be imprinted 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 also after the summit. That means at minimum 3 days with your company identification everywhere you look.

Networking Room

Investment: \$10,000

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.

Badge Lanyards (Sponsored)

Investment: \$6,000

Distribution: All attendees

Keep your brand top of mind with this exclusive sponsorship. Each attendee and exhibitor will receive a name badge with a handy lanyard. The lanyard can be imprinted with your company's name and logo in the color of your choice-one color imprint

Travel Mugs

Investment: \$5,000

Distribution: All attendees

Your Company's name and logo will be imprinted on these mugs which are given to every paid attendee and exhibiting company. The handy mug is used by attendees each and every day of the summit.. That means 3 days with your company identification everywhere you look and also forever because it is display in pictures or video of the summit.

Travel Tags

Investment: \$5,000

Distribution: All attendees

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



Information Architecture Summit 2011

2011 Sponsorship Opportunities

Poster Session Sponsor **\$12,000**
Vendor logos on ASIS&T and conference websites
Vendor logos on all conference marketing collateral (*print & electronic*) including conference signage
Tabletop Display (w/ two staff passes)
Exclusive vendor signage
Two complimentary 2010 full page advertisements
Two complimentary general conference registrations

Welcome Reception **\$10,000**
Vendor logos on ASIS&T and conference websites
Vendor logos on all conference marketing collateral (*print & electronic*) including conference signage
Tabletop Display (w/ two staff passes)
Exclusive vendor signage
Two complimentary 2010 full page advertisements
Two complimentary general conference registrations

Coffee Break Sponsor **\$5,000**
Vendor logos on ASIS&T and conference websites
Vendor logos on all conference marketing collateral (*print & electronic*)
Tabletop Display
Exclusive vendor signage during sponsored meal/break
Complimentary registration bag insert (*vendor to supply insert*)
One complimentary general conference registrations

Lanyards Sponsored **\$6,000**
Vendor logos on ASIS&T and conference websites
Vendor logos on all conference marketing collateral (*print & electronic*)
Tabletop Display
Vendor logo imprinted on each Lanyard

Luggage Tags Sponsor **\$5,000**
Vendor logos on ASIS&T and conference websites
Vendor logos on all conference marketing collateral (*print & electronic*)
Tabletop Display
Vendor logo imprinted on each tag
Complimentary registration bag insert (*vendor to supply insert*)

Conference bags Sponsor **\$6,000**
Vendor logos on ASIS&T and conference websites
Vendor logos on all conference marketing collateral (*print & electronic*)
Tabletop Display
Complimentary registration bag insert (*vendor to supply insert*)
Vendor & ASIS&T logos imprinted on each Bag

Networking Room Sponsor **\$10,000**
Vendor logos on all ASIS&T and conference websites
Logos on all conference marketing collateral (*print & electronic*)
Tabletop Display
Exclusive vendor signage
Two complimentary 2010 full page advertisements
Two complimentary general conference registrations

Career Room Sponsor **\$10,000**
Vendor logos on all ASIS&T and conference websites
Logos on all conference marketing collateral (*print & electronic*)
Tabletop Display
Exclusive vendor signage
Two complimentary 2010 full page advertisements
Two complimentary general conference registrations

Insulated Travel Mug **\$5,000**
Vendor logos on ASIS&T and conference websites
Vendor logos on all conference marketing collateral (*print & electronic*)
Complimentary registration bag insert (*vendor to supply insert*)
* Vendor logo imprinted on each Mug

Game Night **\$4,000**
Vendor logos on ASIS&T and conference websites
Vendor logos on all conference marketing collateral (*print & electronic*)
Complimentary registration bag insert (*vendor to supply insert*)

For all other sponsorship opportunities, please call Vanessa Foss at 301-495-0900 or vfoss@asis.org.



Information Architecture Summit 2011

2011 Sponsorship Contract

Company Information (to be listed in all event materials):

First Name: _____ Last Name: _____
Title: _____
Company: _____
Mailing Address: _____
City: _____ State/Province: _____ Zip/Postal Code: _____
Country: _____
Phone: _____ Fax: _____
Email: _____
Website: _____

Conference Sponsorship Opportunities:

Please note that all sponsorship opportunities are available on a first come, first served basis. Please check your selection(s) below. All prices USD.

- | | |
|--|--|
| <input type="checkbox"/> Poster Session \$12,000 | <input type="checkbox"/> Coffee Break \$5,000 |
| <input type="checkbox"/> Welcome Reception \$10,000 | <input type="checkbox"/> Conference bags \$6,000 |
| <input type="checkbox"/> Networking Room \$10,000 | <input type="checkbox"/> Career Room \$10,000 |
| <input type="checkbox"/> Lanyards \$6,000 -Sponsored | <input type="checkbox"/> Travel Mug \$5,000 |
| <input type="checkbox"/> Travel Tag \$5,000 | <input type="checkbox"/> Game Night \$4,000 |

Sponsorship Opportunities- Please note that all sponsorship opportunities are available on a first come, first served basis. Please check your selection(s) above. All prices USD. Please contact Vanessa Foss at 301-495-0900 or vfoss@asis.org for more sponsorship opportunities.

TOTAL SPONSORSHIP DUE: \$ _____

CONTRACT ACCEPTANCE & PAYMENT INFORMATION:

A deposit of 50% of the total cost must accompany the completed signed contract (January 30, 2011). Contracts submitted after January 30, 2011 must be accompanied with full payment. (PLEASE CLEARLY PRINT OR TYPE) Payment is non-refundable.

Payment Type: Check (payable to ASIS&T) Visa MasterCard American Express

Credit Card # _____ Expiration Date: _____

Name as it appears on the card: _____

Authorized Signature: _____

Name: _____

Title: _____

Signature: _____ Date: _____