

# ICON 2024

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## SPONSORSHIP PACKET

**JULY 15 - 17**

**Hosted By:**

*Bloomington*

**ISAE**

INDIANA SOCIETY *of*  
ASSOCIATION EXECUTIVES

**CURRENT AS OF MAY 16, 2024**

# ENGAGE AND BE RECOGNIZED

## ICON 2024

ISAE's annual convention, ICON 2024, will be hosted by **Visit Bloomington on July 15 – 17, 2024**. ICON is the premier event to sponsor to connect with association professionals.

All partners receive name/logo recognition in pre-event marketing, on the ISAE website, on signage throughout the conference. Partners also receive an attendee list after the event concludes.

### EDUCATION

▶ **KEYNOTE SPEAKER SPONSOR | \$1,500 (1 available)**

Receive five minutes at the podium or show a short video and introduce keynote speaker.

▶ **STATE OF THE INDUSTRY | \$750 (1 available)**

Includes opportunity to address the audience and introduce State of the Industry speaker.

▶ **BREAKOUT SESSION SPONSOR | \$250 (9 available)**

Introduce a speaker and provide chair drops for one education session.



### MEALS AND RECEPTIONS

▶ **HAPPY HOUR IN THE EXHIBIT HALL | \$1,500 (1 available)**

Provide pre-dinner beverages to attendees at a networking event in the exhibit hall; opportunity to address the audience. Sponsor may provide branded napkins.

▶ **LUNCH SPONSOR | \$1,300 (1 available)**

Includes opportunity to address the audience and/or show a short video.

▶ **BREAKFAST SPONSOR | \$1,050 (3 available)**

Includes opportunity to address the audience and/or show a short video.

▶ **REFRESHMENT BREAK SPONSOR | \$300 (2 available)**

Sponsor a refreshment break during ICON. Sponsor receives onsite recognition and may provide branded napkins.

▶ **CAE/CEO RECEPTION | \$750 (1 available)**

Includes two tickets to the reception and an opportunity to address reception attendees.

# ENGAGE AND BE RECOGNIZED

## ICON 2024 cont.

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### SWAG SPONSORSHIP

The below items are giveaways at ICON. Sponsors of each item must pay to produce the item(s) in addition to the cost to sponsor. Estimated attendee count is 175.

▶ **CONFERENCE BAG SPONSOR | \$500 (1 available)**

Provide ICON attendees with a branded bag that will be given out at registration. Add-in items may be placed in each attendee bag.

**SOLD OUT**

▶ **CONFERENCE BAG ADD-IN ITEM SPONSOR | \$500 (8 available)**

Sponsor a branded item to be placed in the conference attendee bag. Items may include, but are not limited to, notepads and pens, hand sanitizer, food/snack, water bottles, etc.

▶ **LANYARD SPONSOR | \$500 (1 available)**

Sponsor the branded ICON lanyards that will be given out at registration.

**SOLD OUT**

▶ **ROOM DROP FOR ATTENDEES | \$500 (2 available)**

Sponsorship includes room drop to highlight brand and creativity by providing a unique gift. Sponsor to provide items, pay for cost of delivery to hotel and room drop fee.

### MARKETING AND ADVERTISING

▶ **SPONSORED PUSH NOTIFICATION | \$250 (5 available)**

Sponsor a message to be sent to ICON attendees through the ICON app highlighting your business, directing them to your booth, or anything else you choose.

▶ **DAILY EVENT EMAIL | \$250 (3 available)**

Sponsor the daily email that is sent to all attendees at the beginning of one of the days at ICON. Will include logo and link to company/business.



# ENGAGE AND BE RECOGNIZED

## ICON 2024 EXHIBIT HALL

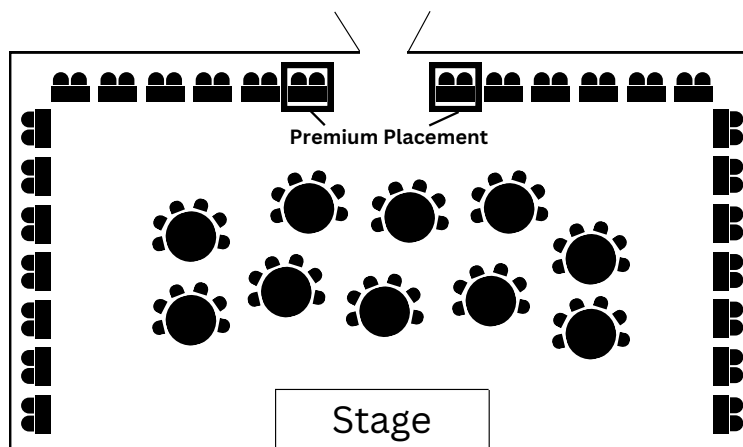
Exhibiting at ICON is the perfect way to spread the word about your products and services. As an exhibitor, you will be able to attend all convention activities and network with attendees.

All exhibit tables are located along the perimeter of the same ballroom in which general sessions and meals take place.

Exhibiting includes:

- One (1) complimentary event registration
- One 6' table with approximately 64 square feet of space to set up your display
- Pre- and post-event attendee lists
- Company name on all event promotions

### SAMPLE EXHIBIT HALL MAP



#### ▶ PREMIUM PLACEMENT EXHIBIT TABLE | \$1,250 (11 available)

**SOLD OUT**

Your exhibit table will be placed closest to the entrance for maximum foot traffic.

#### ▶ STANDARD EXHIBIT TABLE | \$850 (11 available)

#### ▶ ADDITIONAL REGISTRANT | \$250 (unlimited)

