

## IAITAM ACE SPONSORSHIP MATRIX

	Value	Platinum	Gold	Silver	Bronze	Exhibitor
Non Member Pricing		\$60,000	\$30,000	\$15,000	\$10,000	\$4,995
Provider Member Pricing		\$36,000	\$18,000	\$11,500	\$7,000	\$4,495
Exclusive 20x20 exhibit booth	\$12,000	Yes				
One regular exhibit booth	\$5,000		Yes	Yes	Yes	Yes
Private bar near booth	\$4,000	Exclusive				
Sponsorship of the IAITAM Pre-Conference Event	\$30,000	Exclusive				
Sponsorship of one of the Exhibition Cocktail Reception	\$21,000		Shared			
Sponsorship of one Keynote	\$15,000	Exclusive				
Sponsorship of Conference Luncheon	\$15,000		Shared			
Sponsorship of the Morning or Afternoon Breaks	\$5,000			Shared		
Banner advertisement on ITAK website (up to 6 months prior to Conference)	up to \$25,000	Yes				
Banner advertisement on ITAK website (up to 3 months prior to Conference)	up to \$17,500		Yes			
Pre-Conference Scheduled Marketing Opportunities (pre-registration is required)	\$3,000	Yes	Yes			
Acknowledgement of Sponsorship on IAITAM's Website including Sponsor logo and company description and a link to the Sponsor's Website	\$1,500	Yes	Yes	Yes	Yes	
Inclusion of Sponsor on all Pre-Conference Marketing Material distributed by IAITAM	\$3,000	Yes	Yes	Yes		
Access to Attendee List Post-Conference in Electronic Format***	\$6,000	Yes	Yes	Yes	Yes	
Full-Page color advertisement in the Conference Program	\$6,000	Yes				
Half-Page color advertisement in the Conference Program	\$3,500		Yes	Yes		
Sponsor's marketing collateral in Conference Attendee Bags	\$3,000	Yes	Yes	Yes		
In-show push announcements via ACE Site Highlighting Booth/Sponsor level/Speaker session	up to \$3,000	Exclusive x 4	Shared x 2	Shared x 1		
Links to YouTube video embedded directly in your ACE Site profile - up to 4 links	\$3,000	Yes				
8 Free Attendee Passes for the entire Conference – a \$15,560 savings!	\$15,560	Yes				
6 Free Attendee Passes for the entire Conference – a \$11,670 savings!	\$11,670		Yes			
4 Free Attendee Passes for the entire Conference – a \$7,890 savings!	\$7,890			Yes		
2 Free Attendee Passes for the entire Conference – a \$3,890 savings!	\$3,890				Yes	Yes
MEMBER BENEFIT: 12 month extension of current membership	up to \$2,990**	Yes	Yes			
<b>Total Value</b>		\$133,050	\$94,660	\$35,640	\$16,390	\$8,890
<b>Total nonmember Savings</b>		\$70,060	\$61,670	\$20,640	\$6,390	\$3,895
<b>Total Provider Member Savings</b>		<b>\$97,050</b>	<b>\$76,660</b>	<b>\$24,140</b>	<b>\$9,390</b>	<b>\$4,395</b>

\* Items above are guaranteed, however IAITAM may choose to provide additional marketing opportunities at IAITAM's sole discretion

\*\*Valid only for current members in good standing

\*\*\*Terms and Conditions apply

## IAITAM ACE SPONSORSHIP DESCRIPTIONS

Private bar near booth	As the Platinum Sponsor, you will have a bar set up near or next to your booth. We will work with the hotel to create a special drink, if possible. You will be recognized with signage identifying your company by name and/or logo at your bar.
Sponsorship of the IAITAM Pre-Conference Event	The IAITAM Pre-Conference Event is the perfect networking opportunity for you and attendees alike. Your sponsorship will expose your company to a well-attended evening of networking and entertainment and will also provide you with the ideal opportunity to meet and greet attendees in a relaxed setting. As the IAITAM Pre-Conference Event sponsor, you will be recognized with signage identifying your company by name and/or logo in multiple locations throughout the venue and on giveaways.
Sponsorship of one of the Exhibition Cocktail Reception	The Exhibition Hall Cocktail Reception is the perfect networking opportunity for you and attendees alike. Your sponsorship will expose your company to a well-attended cocktail reception in the Exhibition Hall and will also provide you with the ideal opportunity to showcase your product offerings. As the Exhibition Hall Cocktail Reception Sponsor, you will be recognized with signage identifying your company by name and/or logo in multiple locations throughout the Exhibition Hall.
Sponsorship of one Keynote	You will be recognized with signage identifying your company by name and/or logo as the sponsor of one of the keynote addresses.
Sponsorship of Conference Luncheon	Attendees will need the chance to stop, rest and refuel. As a Conference Luncheon Sponsor, your company's name and logo will be prominently displayed at the Conference Luncheon entrance and viewed by attendees while going to and from lunch. As a Conference Luncheon Sponsor, you will be recognized throughout the Conference Luncheon area with a prominently displayed banners and table tents for Conference attendees to read while enjoying lunch.
Sponsorship of the Morning or Afternoon Breaks	As a Break Sponsor of Morning and Afternoon Refreshment Breaks, you will be recognized with signage identifying your company by name and/or logo along with booth number in multiple locations throughout the Refreshment Break Area.
Full-Page color advertisement in ITAK (up to 6 months prior to Conference Edition)	ITAK, IAITAM's official publication, is distributed on-line to a global audience. The targeted audience includes IT Asset Managers at all skill levels, CIOs, CEOs, property managers, security professionals, and participants in the lifecycle management of IT assets at any point, as well as the providers of services and products to the IT Asset Management arena. Your ad in ITAK will reach the IT Asset Management community and provide global exposure beyond the Conference.
Half-Page color advertisement in ITAK (up to 6 months prior to Conference Edition)	ITAK, IAITAM's official publication, is distributed on-line to a global audience. The targeted audience includes IT Asset Managers at all skill levels, CIOs, CEOs, property managers, security professionals, and participants in the lifecycle management of IT assets at any point, as well as the providers of services and products to the IT Asset Management arena. Your ad in ITAK will reach the IT Asset Management community and provide global exposure beyond the Conference.
Pre-Conference Scheduled Marketing Opportunities (pre-registration required)	As the platinum Sponsor, IAITAM will work with you to highlight your attendance prior to conference through multiple mediums.
Acknowledgement of Sponsorship on IAITAM's Website including Sponsor logo and company description and a link to the Sponsor's Website	IAITAM's website homepage will highlight your sponsorship level for the next ACE and give your organization exposure to individuals from around the globe that access the IAITAM site daily.
Inclusion of Sponsor on all Pre-Conference Marketing Material distributed by IAITAM	IAITAM preconference marketing allows attendees to get to know you even before the conference, your logo will reach our database even before you unload a box at conference.
Access to Attendee List Post-Conference in Electronic Format	IAITAM's Attendee List is highly requested and IAITAM is very selective about ever using this database, as a sponsor of the ACE you demonstrate your commitment to the ITAM profession. The Attendee List is never sold. This is the only event that IAITAM allows the attendee list to be distributed. Use of the Attendee List is subject to the Terms & Conditions of the Exhibitor/Sponsor Agreement.
Full-Page color advertisement in the Conference Program	The official on-site IAITAM ACE Program contains information about the Conference, the agenda, keynote speakers, daily activities, evening events, Conference logistics and speaker presentation handouts. It is the reference guide for all attendees of the IAITAM ACE.
Half-Page color advertisement in the Conference Program	The official on-site IAITAM ACE Program contains information about the Conference, the agenda, keynote speakers, daily activities, evening events, Conference logistics and speaker presentation handouts. It is the reference guide for all attendees of the IAITAM ACE.
Sponsor's marketing collateral in Conference Attendee Bags	As a Platinum, Gold, or Silver Sponsor your collateral will be placed into the conference attendee bags given out at registration. Your collateral will be front and center in the attendees hands the moment they register at conference.
In-show push announcements via ACE Site Highlighting Booth/Sponsor level/ Speaker session	Most everyone carries a smartphone or tablet at conference. IAITAM will make sure to recognize you with notifications pushed to the attendees' devices via the ACE site announcements highlighting your booth as well as showing your Platinum Sponsorship. We will also spotlight where and when you will be speaking at conference if applicable.
Links to YouTube video embedded directly in your App profile - up to 4 links	As a Platinum sponsor, you will take advantage of video marketing by utilizing YouTube videos to highlight your company and to accelerate attendee networking. You will be able to have up to four links directly embedded into your App profile for everyone attending the conference to access.