

## 2021 AIIP Conference Sponsorship Opportunities



#AIIP21: Join AIIP members and friends on April 14-16, 2021 in our first **All-Virtual Annual Conference**

## Value in Virtual Event Sponsorships

AIIP's virtual 2021 Annual Conference offers an engaging, accessible, safe, and socially distant alternative to promotion at in-person events. Choose your level of sponsor visibility in a 3-day, immersive, live event with multiple levels of engagement before, during, and after the conference.

## Unique Opportunities Within the Virtual Environment

### **Brand Exposure to Broader Audience**

Your brand is front and center as attendees interact with the event platform and engage in the virtual experience. As attendees take part in live content, discussion topics, and networking, they see calls to action to connect with your products and services. Your brand exposure continues in photos and video after the conference.

### **Live Interaction with Attendees**

Sponsors can exhibit in AIIP's virtual Expo Hall for deep dives, demonstrations, and Q&A with registered attendees. You can provide memorable experiences in one-to-one or one-to-many engagements.<sup>[1]</sup>

### **Attendee Data and Analytics**

You will receive the contact information for "warm leads"—reports and analytics identifying attendees who click on your calls to action, express interest in your products and services, and attend sessions you sponsor.

### **Post Event Marketing and Follow-Up**

You will receive real-time, actionable reports and data to develop relationships with new prospects. Data on registration, interests, and attendance supports your effective post-event marketing and follow-up.

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### Choose the sponsorship package that meets your marketing goals and budget

1. Select your sponsorship level.
2. Don't forget additional A La Carte options.
3. Use our online cart to make your selection and check out at [https://www.aiip.org/Sponsorship\\_Options/](https://www.aiip.org/Sponsorship_Options/) Or, Complete your information (page 4) and return the completed form to AIIP.
4. Questions? Call Rhonda Kleiman, 717.327.9338 or Beth Plutchak, 608.393.8843.

	Choose a sponsorship level →	<input type="checkbox"/> Platinum	<input type="checkbox"/> Gold	<input type="checkbox"/> Silver	<input type="checkbox"/> Bronze
	<b>Sponsorship Benefits</b>	↓	↓	↓	↓
<b>Pre-Event</b>	Inclusion in Promotion Materials	✓	✓		
	Attendee Email Message	✓	✓		
	Attendee Video Message	✓			
	Social Media Promotion	✓			
	Inclusion in Sponsor List			✓	✓
	Attendee Event Email footer with logo and link	✓			
	Conference Pass	✓	✓		
<b>During the Event</b>	Audience Address (Prior to Keynote)	✓			
	Ad Roll for Keynote	✓			
	Dedicated Networking Space	✓	✓		
	Interactive Expo Link	Featured	Large	Medium	Small
	Sponsored Video	✓	✓		
	Sponsored Chat Messages in Sessions	✓	✓		
	Dedicated Offers/Promotions/Giveaways	✓	✓	✓	
	Social Media Promotion during the event	✓	✓		
	Session Sponsor				✓
	Category/Theme Sponsor		✓		

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<b>Post-Event</b>	Acknowledgement in Post-Event Sizzle Reel	✓	✓	✓	
	Social Media Promotion post-event	✓			
	Access to Attendee List	✓	✓		
	Access to Event Data	✓	✓		
	Access to Event Recordings	✓			
<b>Your Cost</b>		<b>\$3,000</b>	<b>\$1,500</b>	<b>\$1,000</b>	<b>\$500</b>

### A La Carte Sponsorship Opportunities

1. Select the desired *A La Carte* Sponsorship Opportunities.
2. Enter the quantity desired.
3. Enter the total cost of your *A La Carte* purchase.
5. Use our online cart to make your selection and check out at [https://www.aiip.org/Sponsorship\\_Options/](https://www.aiip.org/Sponsorship_Options/) Or, Complete your information (page 4) and return the completed form to AIIP.
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<b>A La Carte Sponsorship</b>	<b>Description</b>	<b>Cost</b>	<b>Quantity</b>	<b>Total Cost</b>
<b>Contribution Sponsorship</b>	<input type="checkbox"/> Indicate any amount you wish to contribute	\$25+		
	<input type="checkbox"/> Sponsor a break	\$350		
	<input type="checkbox"/> Sponsor Awards Ceremony	\$1,000		
	<input type="checkbox"/> Sponsor a session	\$350		
	<input type="checkbox"/> Sponsor a keynote speaker	\$2,000		
<b>AIIP Website &amp; Blog Leaderboard Advertisement</b>	<input type="checkbox"/> One month of your logo in the leaderboard rotation with a link to your landing page	\$60/month		
<b>A La Carte Total Cost</b>				<b>\$</b>

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### Sponsor Information:

Name	_____	Title	_____
Company	_____		
Address Line 1	_____		
Address Line	_____	State/Country	_____ Zip/Postal _____
Phone	_____	Mobile	_____
Email	_____	Website	_____

### Payment information: The total cost of my sponsorship is:

- Sponsorship level:  Platinum \$3,000  
 Gold \$1,500  
 Silver \$1,000  
 Bronze \$500

*A La Carte* total: \_\_\_\_\_  
**Grand total:** \_\_\_\_\_

- I have enclosed a check.
- Please email an invoice to me.
- Please charge my credit card.
- I have paid online at [https://aiip.org/Sponsorship\\_Options/](https://aiip.org/Sponsorship_Options/)

Credit Card Number	_____	_____	_____
Card type	_____	Expiration date	CVV#
Name on Card	_____		
Signature	_____		

### Please forward your completed sponsorship order form with payment to:

Matthew McDaniel, Association of Independent Information Professionals  
8550 United Plaza Blvd, Suite 1001  
Baton Rouge, LA 70809  
Email: [office@aiip.org](mailto:office@aiip.org)

## 2021 AIIP Conference Sponsorship Opportunities



### The AIIP Annual Conference

Visit the AIIP Conference web page: [www.aiip.org/conference](http://www.aiip.org/conference)

#### About AIIP

AIIP is a professional network of independent business owners running diverse info-centric businesses. Our members are part of an international ecosystem of independent information consultants with expertise across industries, services, and geographies. As the leading voice of the independent information industry, AIIP and its conference are essential resources for our info-entrepreneur members located in over 20 countries around the world. Our members provide services in these general practice areas: Research, Marketing & Communication, Information Management & Technology, Training & Consulting, and Writing & Editing. A majority of our members list Research as one of their specialties. Our members are expert researchers and analysts providing leading-edge access, analysis and reporting of complex issues. They are thought leaders in their field who frequently write, speak about, and recommend the products and services they use.