2022 AIIP Conference Sponsorship Opportunities

#AIIP22: Join AIIP members and friends on April 27–29, 2022 in our All-Virtual Annual Conference

Value in Virtual Event Sponsorship
AIIP’s virtual 2022 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.

Attendee Data and Analytics
You will receive 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.
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/
   Or, complete your information (page 4) and return the completed form with payment to AIIP.

<table>
<thead>
<tr>
<th>Choose a sponsorship level —&gt;</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship Benefits</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Pre-Event</td>
<td></td>
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<tr>
<td>Inclusion in Promotion Materials</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Social Media Promotion</td>
<td>✔</td>
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<tr>
<td>Inclusion in Sponsor List</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Attendee Event Email footer with logo and link</td>
<td>✔</td>
<td></td>
<td></td>
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<tr>
<td>Conference Pass</td>
<td>✔</td>
<td>✔</td>
<td></td>
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<tr>
<td>During the Event</td>
<td></td>
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<tr>
<td>Ad Roll for Keynote</td>
<td>✔</td>
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<tr>
<td>Dedicated Networking Space</td>
<td>✔</td>
<td>✔</td>
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<td>Interactive Expo Link</td>
<td>✔</td>
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<tr>
<td>Sponsored Video</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Sponsored Chat Messages in Sessions</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Dedicated Offers/Promotions/ Giveaways</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Session Sponsor</td>
<td></td>
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<td>✔</td>
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<tr>
<td>Post-Event</td>
<td></td>
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<tr>
<td>Access to Attendee List</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Access to Event Recordings</td>
<td>✔</td>
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<tr>
<td>Your Cost</td>
<td>$3,000</td>
<td>$1,500</td>
<td>$1,000</td>
<td>$500</td>
</tr>
</tbody>
</table>
### 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.
4. 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 with payment to AIIP.

<table>
<thead>
<tr>
<th>A La Carte Sponsorship</th>
<th>Description</th>
<th>Cost</th>
<th>Quantity</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contribution</td>
<td>Indicate any amount you wish to contribute</td>
<td>$25+</td>
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<tr>
<td></td>
<td>Sponsor a break</td>
<td>$350</td>
<td></td>
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<tr>
<td></td>
<td>Sponsor Awards Ceremony</td>
<td>$1,000</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Sponsor a session</td>
<td>$350</td>
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<tr>
<td></td>
<td>Sponsor a keynote speaker</td>
<td>$2,000</td>
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<tr>
<td>AIIP Website &amp; Blog</td>
<td>One month of your logo in the leaderboard rotation with a link to your landing page</td>
<td>$60/month</td>
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</tbody>
</table>

**A La Carte Total Cost $**
2022 AIIP Conference Sponsorship Opportunities

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:

- 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/

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
2022 AIIP Conference Sponsorship Opportunities

The AIIP Annual Conference
Visit the AIIP Annual Conference web page: 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.

Thanks for your support!
We look forward to seeing you at #AIIP22.