

AIP 2023 – Full Year & Conference Sponsorship Opportunities

AIP – The Association of Independent Information Professionals 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, AIP and its conference are essential resources for our info-entrepreneur members located in over 20 countries around the world.

AIP's members are business owners providing information-related services such as research, analysis, knowledge and information management, document delivery, database design, library support, investigative services, competitive intelligence, consulting, writing, and publishing. Many members are recognized thought leaders in their information specialty.

Our Annual Conference is highly valued by members. Topics cover these broad areas of interest: Business and Professional Development; Tools of our Trade; and Personal Enrichment. Networking and relationship-building are at the heart of the conference and our goal is for attendees leave with new contacts and ideas, practical tools & tips, and with a sense of renewed energy & enthusiasm.

NEW – FULL YEAR SPONSORSHIP

For 2023, AIP is offering the opportunity to extend your sponsorship to the whole year not just the Annual Conference – at no extra cost. Your new benefits include:

- ✓ Your logo, company name and description, with a link to your landing page, on the AIP website.
- ✓ Engagement with AIP members (approx. 240) and our expanded social media audiences (approx. 2000 plus) throughout the whole year.
- ✓ Direct marketing to our members.
- ✓ Presentation of a webinar, hosted by AIP's virtual events committee. You can invite non-members to attend alongside members.

AIIP 2023 – Full Year & Conference Sponsorship Opportunities

CONFERENCE SPONSORSHIP



*In person at the Hyatt Regency,
Milwaukee, Wisconsin, USA:
Thursday, April 27 – Sunday, April 30, 2023*

*Wrap-around & virtual events:
Monday, April 24 – Friday, May 5, 2023*

aiip.org/conference

Conference Sponsorship will bring you the following benefits:

Brand Exposure to a 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.

Live Interaction with Attendees

Sponsors can exhibit with AIIP's virtual conference booths 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 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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		GOLD	SILVER	BRONZE
	Sponsorship Benefits	Full Year* Sponsorship & Conference	Full Year* Sponsorship & Conference	Conference Only
Full-year Sponsorship	Your logo with link to your Landing Page on AIIP Home Page	✓	✓	
	Listing as GOLD or SILVER sponsor on Sponsor Page of AIIP Website	✓	✓	
	Present one webinar to AIIP members and non-members (open invitation)	✓		
	Share posts on AIIP social media platforms [LinkedIn; Facebook & Twitter]	✓ [6 posts]	✓ [4 posts]	
	Send marketing messages to AIIP members	✓ [3 msgs]	✓ [2 msgs]	
Pre-Conference	Inclusion in Conference Promotional Materials	✓	✓	✓
	Inclusion in Conference Sponsors Listing	✓	✓	✓
	Social Media Promotion	✓	✓	
At the Conference	1 Conference Pass	✓		
	Banner on Conference Platform [Choices: Home; Agenda; Profile; Web App]	✓ [All]	✓ [3 Choices]	✓ [2 Choices]
	Company Page on Conference Platform [Logo; Description etc.]	✓	✓	✓
	Live showcase or recorded video on Conference Platform	✓	✓	✓
	e-Brochures and e-Documents on Conference Platform	✓	✓	✓
	Engagement with attendees through Conference Platform	✓	✓	
	Lead generation and Leads export	✓	✓	
	Session Sponsor	✓ [Keynote +1]	✓ [2]	✓ [1]
Post-Event	Access to Attendee List	✓	✓	
	Access to Event Recordings	✓		
PRICE USD		\$1,500	\$1,000	\$500

*The year runs from January to December; Conference is in April.

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A LA CARTE SPONSORSHIP OPPORTUNITIES

	Description	Price USD*
Conference	Bespoke contribution - indicate the amount you wish to contribute	Min. \$25
	Help sponsor a break (in-person only)	\$200
	Help sponsor a session (in-person or virtual)	\$200
Year-round	Leaderboard rotation of your logo with a link to your landing page on the AIIP website	1 month @ \$60
		3 months @ \$170
		6 months @ \$340
		12 months @ \$680
*On the order form you may specify the quantity of each item you wish to purchase.		

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

- ✓ Select your sponsorship level
- OR -
- ✓ Make your choice from our à la carte selection
- THEN -
- ✓ Use our online cart and check out at <https://aiip.org/Partner/Sponsorship/Options>
- OR -
- ✓ Complete the form on page 5 and return the completed form to AIIP

Cut-off date for sponsorship, to make sure you can be correctly acknowledged in Conference materials is April 21, 2023

Questions? Contact sponsorship@aiip.org

All Sponsors & Exhibitors are expected to abide by our [Conference Code of Conduct](#) & [AIIP DEI Statement](#)

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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:

		Price USD	Quantity	Total
Sponsorship level:	<input type="checkbox"/> Gold Sponsor	\$1,500.00		
	<input type="checkbox"/> Silver Sponsor	\$1,000.00		
	<input type="checkbox"/> Bronze Sponsor	\$500.00		
	<input type="checkbox"/> Bespoke Contribution	\$25.00		
	<input type="checkbox"/> Help Sponsor a Break	\$200.00		
	<input type="checkbox"/> Help Sponsor a Session	\$200.00		
	<input type="checkbox"/> 1 month of your logo in the leaderboard rotation	\$60.00		
	<input type="checkbox"/> 3 months of your logo in the leaderboard rotation	\$170.00		
	<input type="checkbox"/> 6 months of your logo in the leaderboard rotation	\$340.00		
	<input type="checkbox"/> 12 months of your logo in the leaderboard rotation	\$680.00		
Grand total:				

- I have enclosed a check Please charge my credit card
 Please email an invoice to me 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:

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