



planting  
NEW IDEAS

2018 IMCA Annual Conference  
Atlanta, GA | June 24-26

# 2018 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

## EARN RECOGNITION FOR YOUR COMPANY AS AN INDUSTRY LEADER

The 2018 IMCA Annual Conference is your opportunity to connect with high-level insurance marketing and communications decision-makers. IMCA is a professional industry association representing marketing and communications professionals within the insurance and financial services industries throughout North America and internationally. Our organization represents more than 100 member companies, including the top property/casualty writers in the United States and a growing number of prominent life and health insurance companies.

Among our members are some of the world's leading multiline insurance companies and brokerage firms, regional and specialty carriers, general agencies and prominent industry suppliers. Members include senior level management and professional staff working in the disciplines of advertising, public relations, corporate communications, marketing communications, social media, sales promotion, and marketing research and technology.

### IMCA MEMBERS ARE:

ENGAGED



IMCA MEMBERSHIP HAS INCREASED  
BY 30% IN THE PAST 3 YEARS

INFLUENTIAL



70% OF IMCA MEMBERS ARE SENIOR  
AND EXECUTIVE LEVEL INFLUENCERS  
AND DECISION-MAKERS

PASSIONATE



300+ ANNUAL SUBMISSIONS TO THE  
IMCA SHOWCASE AWARDS VALIDATES  
OUR MEMBERS SET THE STANDARD  
FOR THE INDUSTRY

### KEY CHARACTERISTICS OF IMCA:

- Nearly 70 percent of IMCA members hold positions of senior manager or above with 15 percent being in executive management. This means IMCA delivers an audience of decision makers who control or influence millions of dollars spent through a variety of marketing and communication channels.
- Our members represent all areas of marketing and communications, including advertising, public relations, corporate communications, marketing communications, social media, sales promotion, and market research and technology.
- We are a well-established, highly regarded insurance industry association with 95 years of success.
- IMCA conducts an annual conference in June which features a creative awards program, exhibitor booths and a variety of sponsorship, speaking and visibility opportunities. Approximately 200 professionals attend our annual conference, enabling speakers and vendors to closely interact with the audience.
- We present live webcasts throughout the year featuring industry experts.
- We produce member newsletters and engage social media conversations on LinkedIn, Facebook, and Twitter.

# DIAMOND LEVEL

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## SHOWCASE AWARDS GALA • \$7,500

### Benefits include:

- Exclusive sponsorship of the Showcase Awards Gala held Tuesday evening.
- Opportunity to make brief comments **OR** production of a one to two minute introduction video on-site with your spokesperson on camera. (You may also submit your own video).
- Signage throughout the registration, conference, and reception areas - including table tents at the gala.
- Two (2) complimentary annual conference registrations (a \$2,490 value which includes the opening reception, most meals and the Showcase Awards Gala). Additional registrations can be purchased at the full conference rate.
- Opportunity to distribute marketing materials at the Gala.
- Complimentary exhibit booth display space located within the general session area for the duration of the conference.
- Full page, four-color ad placed in first position in the conference program.
- Recognition from the general session platform.
- Opportunity to include marketing materials in the registration bags.
- Logo with a link to your company's website on the conference page of the IMCA website.
- Registrant contact information provided after the conference ends.

# PLATINUM LEVEL

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## WELCOME RECEPTION • \$5,000

### Benefits include:

- Exclusive sponsorship of the Welcome Reception, our "meet and greet" opening event.
- Opportunity to make brief comments **OR** production of a one to two minute introduction video on-site with your spokesperson on camera. (You may also submit your own video).
- Signage throughout the registration, conference, and reception areas - including table tents at the reception.
- One (1) complimentary conference registration (a \$1,245 value which includes the opening reception, most meals and the Showcase Awards Gala). Additional registrations can be purchased at the full conference rate.
- Opportunity to distribute marketing materials at the reception.
- Complimentary exhibit booth display space located within the general session area for the duration of the conference.
- Full page, four-color ad placed in the conference program.
- Recognition from the general session platform.
- Opportunity to include marketing materials in the registration bags.
- Logo with a link to your company's website on the conference page of the IMCA website.
- Registrant contact information provided after the conference ends.

## CONFERENCE PRINTING • \$5,000

### Benefits include:

- Exclusive sponsorship of the conference program books, signage, table tents, Innovation Torchbearer Award Program and other print items for the Annual Conference.
- Opportunity to make brief comments **OR** production of a one to two minute introduction video on-site with your spokesperson on camera. (You may also submit your own video).
- Signage at the conference.
- One (1) complimentary conference registration (a \$1,245 value which includes the opening reception, most meals and the Showcase Awards Gala). Additional registrations can be purchased at the full conference rate.
- Complimentary exhibit booth display space located within the general session area for the duration of the conference.
- Full page, four-color ad placed in the conference program.
- Recognition from the general session platform.
- Opportunity to insert marketing materials in the registration bags.
- Logo with a link to your company's website on the conference page of the IMCA website.
- Registrant contact information provided after the conference ends.

## SHOWCASE AWARDS RECEPTION • \$4,500

### Benefits include:

- Exclusive sponsorship of the Showcase Awards Pre-Gala Reception.
- Opportunity to make brief comments **OR** production of a one to two minute introduction video on-site with your spokesperson on camera. (You may also submit your own video).
- Signage throughout the registration, conference and reception areas - including table tents at the reception.
- One (1) complimentary conference registration (a \$1,245 value which includes the opening reception, most meals and the Showcase Awards Gala). Additional registrations can be purchased at the full conference rate.
- Opportunity to distribute marketing materials at the reception.
- Complimentary exhibit booth display space located within the general session area for the duration of the conference.
- Full page, four-color ad placed in the conference program.
- Recognition from the general session platform.
- Opportunity to include marketing materials in the registration bags.
- Logo with a link to your company's website on the conference page of the IMCA website.
- Registrant contact information provided after the conference ends.

## GOLD LEVEL

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### KEYNOTE SPEAKER (MONDAY – SOLD; TUESDAY – AVAILABLE) • \$4,000

#### Benefits include:

- Exclusive sponsorship of the Monday or Tuesday keynote speaker.
- Opportunity to make brief comments **OR** production of a one to two minute introduction video on-site with your spokesperson on camera. (You may also submit your own video).
- Signage throughout the registration, conference and reception areas.
- One (1) complimentary conference registration (a \$1,245 value which includes the opening reception, most meals and the Showcase Awards Gala). Additional registrations can be purchased at the full conference rate.
- Opportunity to place marketing materials on tables in the general session area.
- Complimentary exhibit booth display space located within the general session area for the duration of the conference.
- Half page, four-color ad placed in the conference program.
- Recognition from the general session platform.
- Opportunity to include marketing materials in the registration bags.
- Logo with a link to your company's website on the conference page of the IMCA website.
- Registrant contact information provided after the conference ends.

### NETWORKING LUNCHEON (MONDAY – SOLD; TUESDAY – SOLD) • \$4,000

#### Benefits include:

- Exclusive sponsorship of the Monday or Tuesday luncheon.
- Opportunity to make brief comments **OR** production of a one to two minute introduction video on-site with your spokesperson on camera. (You may also submit your own video).
- Signage throughout the registration, conference and reception areas - including table tents at your lunch.
- One (1) complimentary conference registration (a \$1,195 value includes the Welcome Reception, most meals and Showcase Awards Gala). Additional registrations can be purchased at the full conference rate.
- Opportunity to distribute marketing materials at your sponsored luncheon.
- Complimentary exhibit booth display space located within the general session area for the duration of the conference.
- Half page, four-color ad placed in the conference program.
- Recognition from the general session platform.
- Opportunity to include marketing materials in the registration bags.
- Logo with a link to your company's website on the conference page of the IMCA website.
- Registrant contact information provided after the conference ends.

### CONFERENCE MOBILE APP • \$4,000

#### Benefits include:

- Exclusive sponsorship of the mobile app.
- Opportunity to make brief comments **OR** production of a one to two minute introduction video on-site with your spokesperson on camera. (You may also submit your own video).
- Signage at the conference.
- One (1) complimentary conference registration (a \$1,195 value includes the Welcome Reception, most meals and Showcase Awards Gala). Additional registrations can be purchased at the full conference rate.
- Complimentary exhibit booth display space located within the general session area for the duration of the conference.
- Half page, four-color ad placed in the conference program.
- Recognition from the general session platform.
- Opportunity to insert marketing materials in the registration bags.
- Logo with a link to your company's website on the conference page of the IMCA website.
- Registrant contact information provided after the conference ends.

## REGISTRATION BAGS • \$3,500

### Benefits include:

- Exclusive sponsorship of the conference registration bags with your logo printed on the bag.
- Opportunity to make brief comments **OR** production of a one to two minute introduction video on-site with your spokesperson on camera. (You may also submit your own video).
- Signage throughout the conference.
- One (1) complimentary conference registration (a \$1,245 value which includes the opening reception, most meals and the Showcase Awards Gala). Additional registrations can be purchased at the full conference rate.
- Complimentary exhibit booth display space located within the general session area for the duration of the conference.
- Half page, four-color ad placed in the conference program.
- Recognition from the general session platform.
- Opportunity to insert marketing materials in bags.
- Logo with a link to your company's website on the conference page of the IMCA website.
- Registrant contact information provided after the conference ends.

## NETWORKING GAME • \$3,500

### Benefits include:

- Exclusive sponsorship of the conference's Networking Game.
- Opportunity to make brief comments **OR** production of a one to two minute introduction video on-site with your spokesperson on camera. (You may also submit your own video).
- Signage throughout the conference.
- One (1) complimentary conference registration (a \$1,245 value which includes the opening reception, most meals and the Showcase Awards Gala). Additional registrations can be purchased at the full conference rate.
- Complimentary exhibit booth display space located within the general session area for the duration of the conference.
- Half page, four-color ad placed in the conference program.
- Recognition from the general session platform.
- Opportunity to include marketing materials in the registration bags.
- Logo with a link to your company's website on the conference page of the IMCA website.
- Registrant contact information provided after the conference ends.

## SAMMY AWARD PATRON • \$3,500

### Benefits include:

- Exclusive sponsorship of the prestigious SAMMY Award during the Showcase Awards Gala.
- Opportunity to make brief comments **OR** production of a one to two minute introduction video on-site with your spokesperson on camera. (You may also submit your own video).
- Opportunity to provide a presenter for the SAMMY Award at the Showcase Gala.
- Signage at the conference.
- Company logo on the Showcase Gala backdrop used for photos taken of the winners with their awards.
- One (1) complimentary conference registration (a \$1,245 value which includes the opening reception, most meals and the Showcase banquet). Additional registrations can be purchased at the full conference rate.
- Complimentary exhibit booth display space located within the general session area for the duration of the conference.
- Half page, four-color ad placed in the conference program.
- Recognition from the general session platform.
- Opportunity to insert marketing materials in the registration bags.
- Logo with a link to your company's website on the conference page of the IMCA website.
- Registrant contact information provided after the conference ends.

## SILVER LEVEL

*Note—Registration fee, meals and networking functions are not included. Full registration is required to attend the conference.*

## NETWORKING BREAKFASTS (MONDAY – AVAILABLE; TUESDAY – SOLD) • \$3,000

### Benefits include:

- Exclusive sponsorship of the Monday or Tuesday Networking Breakfast.
- Signage at the conference, including table tents at your breakfast.
- Opportunity to distribute marketing materials at your breakfast.
- Exhibit booth display space located within the general session area for the duration of the conference at a discounted rate of \$550.
- Quarter page, four-color ad placed in the conference program.
- Recognition from the general session platform.
- Opportunity to insert marketing materials in the registration bags.
- Logo with a link to your company's website on the conference page of the IMCA website.
- Registrant contact information provided after the conference ends.

## GALA ENTERTAINMENT • \$3,000

### Benefits include:

- Exclusive sponsorship of the Showcase Gala entertainment.
- Signage at the conference.
- Exhibit booth display space located within the general session area for the duration of the conference at a discounted rate of \$550.
- Quarter page, four-color ad placed in the conference program.
- Recognition from the general session platform.
- Opportunity to include marketing materials in the registration bags.
- Logo with a link to your company's website on the conference page of the IMCA website.
- Registrant contact information provided after the conference ends.

## BRONZE LEVEL

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*Note—Registration fee, meals and networking functions are not included. Full registration is required to attend the conference.*

## ROOM KEYS • \$2,000

### Benefits include:

- Exclusive sponsorship of the room keys branded with your company's logo.
- Signage at the conference.
- Quarter page, four-color ad placed in the conference program.
- Recognition from the general session platform.
- Opportunity to insert marketing materials in the registration bags.
- Logo with a link to your company's website on the conference page of the IMCA website.
- Registrant contact information provided after the conference ends.

## AUDIO VISUAL • \$2,000

### Benefits include:

- Exclusive sponsorship of the audio visual services for the conference.
- Signage at the conference.
- Quarter page, four-color ad placed in the conference program.
- Recognition from the general session platform.
- Opportunity to insert marketing materials in the registration bags.
- Logo with a link to your company's website on the conference page of the IMCA website.
- Registrant contact information provided after the conference ends.

## CONFERENCE BREAKS (4 AVAILABLE - MON/TUES AM & PM) • \$2,000

1 **SOLD** - 3 AVAILABLE

### Benefits include:

- Exclusive sponsorship of one of four conference breaks.
- Signage at the conference including on the snack & beverage tables.
- Quarter page, four-color ad placed in the conference program.
- Recognition from the general session platform.
- Opportunity to insert marketing material in the registration bags.
- Logo with a link to your company's website on the conference page of the IMCA website.
- Registrant contact information provided after the conference ends.

## WIRELESS INTERNET • \$2,000

### Benefits include:

- Sponsorship of conference attendees' free access to wireless internet in the general session area.
- Signage at the conference.
- Quarter page, four-color ad placed in the conference program.
- Recognition from the general session platform.
- Opportunity to insert marketing materials in the registration bags.
- Logo with a link to your company's website on the conference page of the IMCA website.
- Registrant contact information provided after the conference ends.

## PHOTOGRAPHER • \$2,000

### Benefits include:

- Sponsor the Annual Conference and Showcase Gala photographer.
- Signage at the conference.
- Quarter page, four-color ad placed in the conference program.
- Recognition from the general session platform.
- Opportunity to insert marketing materials in the registration bags.
- Logo with a link to your company's website on the conference page of the IMCA website.
- Registrant contact information provided after the conference ends.

## NAME BADGE LANYARD • \$2,000

### Benefits include:

- Exclusive sponsorship of the lanyards for name badges at the annual conference.
- Signage at the conference.
- Quarter page, four-color ad placed in the conference program.
- Recognition from the general session platform.
- Opportunity to insert marketing materials in the registration bags.
- Logo with a link to your company's website on the conference page of the IMCA website.
- Registrant contact information provided after the conference ends.

## EXHIBITOR OPPORTUNITIES

### BOOTH SPACE • \$2,000

#### Benefits include:

- Exhibit booth display space located within the general session area for the duration of the conference.
- Registration fee and most meals for two (2) people included.
- Signage at the conference.
- Company name in the Exhibitor List section of the conference program.
- Name with a link to your company's website on the conference page of the IMCA website.
- Registrant contact information provided after the conference ends.
- Gala tickets available for purchase.

## ADDITIONAL OPPORTUNITIES

*Note—Registration fee, meals and networking functions are not included. Full registration is required to attend the conference.*

### CHARGING STATIONS • \$1,000

#### Benefits include:

- Exclusive sponsorship of two charging stations for electronic devices in the general session area for the duration of the conference.
- Signage at the conference.
- Name with a link to your company's website on the conference page of the IMCA website.
- Company name in the Sponsor List section of the conference program.

### REGISTRATION BAG INSERT • \$250

#### Benefits include:

- Inclusion of a marketing piece promoting your company in the conference registration bags.

## FRIENDS OF IMCA

IMCA would not continue to grow and provide educational and networking opportunities without the support of our member companies. While every member is crucial to our success, some companies and their representatives go above and beyond in their support of IMCA. These companies recognize the value our organization provides, and have decided to give additional financial and in-kind support for our efforts. To recognize this level of IMCA support, we have created a "Friends of IMCA" designation for a minimum contribution of \$500 (larger contributions are welcome). IMCA will recognize "Friends" in the following ways:

- Business card size ad in the Annual Conference program.
- Logo or company name included on signage at the Annual Conference.
- Name with a link to your company's website on the conference page of the IMCA website.
- Recognition during Annual Conference general sessions.

## ADVERTISING OPPORTUNITIES

### ROTATING WEBSITE AD (6 AVAILABLE) • \$2,500

- Rotating column ad on interior pages of the IMCA website for a 12-month period.

### ROTATING WEBSITE AD (6 AVAILABLE) • \$1,250

- Rotating column ad on interior pages of the IMCA website for a 6-month period.

### CONFERENCE PROGRAM FULL PAGE AD • \$500

### CONFERENCE PROGRAM 1/2 PAGE AD • \$250



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# 2018 ANNUAL CONFERENCE SPONSORSHIP LEVELS MATRIX

SPONSORSHIP BENEFIT	SPONSORSHIP LEVEL				
	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Number of complimentary registrations	2	1	1	0	0
Company logo/name included in the conference brochure	Logo	Logo	Logo	Logo	Logo
Ad to be included in conference onsite program	Full	Full	Half	Quarter	Quarter
Company name highlighted in conference press releases	Name	Name	Name	Name	Name
Make brief comments or production of a brief video	●	●	●		
Logo or company name with link to company's website on conference page of the IMCA website	Logo	Logo	Logo	Logo	Logo
Opportunity to insert marketing materials in the registration bags	●	●	●	●	●
Recognition from the general session platform	●	●	●	●	●
Registrant contact information provided after the conference ends	●	●	●	●	●
Signage at the conference	●	●	●	●	●
Complimentary exhibit booth display located within the general session area	●	●	●	Discounted rate of \$550	
Sponsor ribbon for all sponsor company registrants	●	●	●	●	●



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# 2018 IMCA ANNUAL CONFERENCE SPONSORSHIP AGREEMENT

## CONTACT INFORMATION

Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Address (to be listed in IMCA materials) \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

For our investment, we are fully aware of the associated benefits as outlined in the IMCA Annual Conference Sponsor Brochure. Any exceptions to these benefits must be approved by the Annual Conference co-chairs.

Please email your company logo in a vector format (.eps) or high resolution .jpg or .png (300 dpi) to Gloria Grove at [ggrove@imcanet.com](mailto:ggrove@imcanet.com).

## SPONSOR LEVEL

**Diamond** \$ \_\_\_\_\_ Sponsor Item \_\_\_\_\_  
Complimentary Exhibit Booth  Yes  No

**Platinum** \$ \_\_\_\_\_ Sponsor Item \_\_\_\_\_  
Complimentary Exhibit Booth  Yes  No

**Gold** \$ \_\_\_\_\_ Sponsor Item \_\_\_\_\_  
Complimentary Exhibit Booth  Yes  No

**Silver** \$ \_\_\_\_\_ Sponsor Item \_\_\_\_\_  
\$550 Exhibit Booth  Yes  No

**Bronze** \$ \_\_\_\_\_ Sponsor Item \_\_\_\_\_

### EXHIBITOR ONLY

Exhibitor \$2,000

### ADDITIONAL SPONSORSHIP OPPORTUNITIES

Sponsor Item \_\_\_\_\_ \$ \_\_\_\_\_

Friends of IMCA \$ \_\_\_\_\_

Advertising Category \_\_\_\_\_ \$ \_\_\_\_\_

## PAYMENT INFORMATION

Check enclosed (payable to IMCA)  Visa  MasterCard  American Express  Discover

Cardholder Name \_\_\_\_\_

Card Number \_\_\_\_\_ Code \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder Billing Address (if different from above) \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

Total Enclosed \$ \_\_\_\_\_

A non-refundable deposit of 50% of your total is due upon receipt to hold the sponsorship in your name. Any remaining balance must be received by March 1, 2018. Any sponsorships not paid in full by this date will be released.

### RETURN FORM WITH PAYMENT (U.S. DOLLARS ONLY) TO:

IMCA – 2018 Sponsorship | 4248 Park Glen Road | Minneapolis, MN 55416 USA  
(952) 928-4644 | [ggrove@imcanet.com](mailto:ggrove@imcanet.com) | [imcanet.com](http://imcanet.com)

IMCA sponsorships are not deductible as a charitable contribution for U.S. federal income tax purposes, but may be deductible as a business expense. Consult a tax advisor for a final determination.







# 2018 IMCA ANNUAL CONFERENCE SPONSOR REGISTRATION

## ATTENDEE 1

*Diamond, Platinum and Gold Sponsors – Complimentary full registration*

*Exhibitors – Complimentary full registration*

*All other sponsor attendees must register at the full conference rate and can do so via the IMCA website*

First and Last Name (as you would like it to appear on your badge) \_\_\_\_\_

Title \_\_\_\_\_

Company and Website \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip/Country \_\_\_\_\_

Primary functional responsibility (circle one):

Advertising, Change Management, Corporate Communications, Creative, Strategic Communications, Digital Marketing, Employee Communications, Marketing Communications, Marketing Management, Media Relations, Public Relations, Social Media, Operations, Sales, Other \_\_\_\_\_

My company is a (circle one):

Agent/Broker, Carrier, Association, Publication, Other \_\_\_\_\_

Company offerings (circle one):

Property/Casualty, Life, Health, Group Benefits, Other \_\_\_\_\_

Please list any dietary or other special needs \_\_\_\_\_

## ATTENDEE 2

*Diamond – Complimentary full registration*

*Exhibitors – Complimentary full registration*

*All other sponsor attendees must register at the full conference rate and can do so via the IMCA website*

First and Last Name (as you would like it to appear on your badge) \_\_\_\_\_

Title \_\_\_\_\_

Company and Website \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip/Country \_\_\_\_\_

Primary functional responsibility (circle one):

Advertising, Change Management, Corporate Communications, Creative, Strategic Communications, Digital Marketing, Employee Communications, Marketing Communications, Marketing Management, Media Relations, Public Relations, Social Media, Operations, Sales, Other \_\_\_\_\_

My company is a (circle one):

Agent/Broker, Carrier, Association, Publication, Other \_\_\_\_\_

Company offerings (circle one):

Property/Casualty, Life, Health, Group Benefits, Other \_\_\_\_\_

Please list any dietary or other special needs \_\_\_\_\_

