

# 2019 IFDA SMart Conference Sponsorship Opportunities



July 28-30, 2019  
Loews Philadelphia Hotel  
Philadelphia, PA

## Wi-Fi / Mobile App

*\$12,000 Exclusive Non-Member  
\$10,000 Exclusive Allied or Partner*

Two great exclusive sponsorships in one. Sales and Marketing folks are used to using technology and appreciate when they can just simply connect at a conference. Be the hero and have all attendees associate your company with this important convenience item.

Your logo/message will appear on the login screen as well as on our conference app, event signage, and official program guide. And while they are connecting to the internet, they will need to use the official Mobile App. The IFDA Mobile App contains a wealth of information. Sessions, Speakers, Downloadable Presentations, Networking and Social Media, Floor Plans, etc. As a sponsor your logo/message will appear on the splash screen every time someone opens the App. The App does not close after the event so attendees will continue to see your message whenever they refer back to the conference.

## Sunday Night Welcome Reception

*\$10,000 Exclusive Non-Member  
\$8,500 Exclusive Allied or Partner  
\$5,000 Event*

Kick off SMart with this high visibility event and formally or informally welcome attendees. The sponsorship includes:

- A complimentary banner of company logo in conference app.
- Signage during the reception identifying your company as host.
- Podium time to welcome attendees to the reception.
- A table at the reception large enough for a 20" monitor and materials and a table in the exhibit area to promote your products and services throughout the conference.
- Logo included in the rotating banner ad in the conference mobile app and on collateral.
- One complimentary registration for someone from your company to attend the conference.

## Breakout Session Sponsor

*\$8,500 Exclusive Non-Member  
\$7,500 Exclusive Allied or Partner*

Develop and deliver relevant content to SMart attendees by sponsoring one of three breakout sessions.

- A complimentary banner of company logo in conference app.
- Signage during the session identifying your company as the content provider.
- Develop the relevant content for the session and lead the presentation and discussion.
- A table top exhibit to promote your company in the break areas. 6' table included.
- Logo included in the rotating banner ad in the conference mobile app and on collateral.
- Two complimentary registration for someone from your company to attend the conference.

\*Topic and Content subject to IFDA approval

## Monday Networking Reception

*\$8,000 Exclusive Non-Member  
\$7,000 Exclusive Allied or Partner  
\$4,000 Event*

After a day of thought-provoking education sessions, attendees will be excited for a chance to kick around ideas in an engaging setting.

- Signage during the reception identifying your company as host
- Podium time at the end of the last session of the day to welcome attendees to the reception.
- A table at the reception large enough for a 20" monitor and materials and a table in the exhibit area to promote your products and services throughout the conference.
- Your logo will be included in the rotating banner ad in the conference mobile app and on collateral.
- One complimentary registration for someone from your company to attend the conference.

## Monday Breakfast

*\$6,000 Exclusive Non-Member  
\$5,000 Exclusive Allied or Partner  
\$3,000 Event*

Welcome attendees to a nutritious breakfast and help kick-start a productive day of learning!

- Includes signage during the meal identifying your company as host.
- A representative from your company welcomes attendees to the meal.
- Promotional items may be placed on chairs.
- A reserved table for your representative(s) and invited guests.
- One complimentary registration for someone from your company to attend the conference.

## Monday Luncheon

*\$6,000 Exclusive Non-Member  
\$5,000 Exclusive Allied or Partner  
\$3,000 Event*

Treat your fellow attendees to a relaxing luncheon that gives them time to recap the morning's events, network with associates, and prepare for the afternoon.

- Includes signage during the meal identifying your company as host.
- A representative from your company welcomes attendees to the meal.
- Promotional items may be placed on chairs.
- A reserved table for your representative(s) and invited guests.
- One complimentary registration for someone from your company to attend the conference.

**Questions?** Please contact Matt Witt (703) 532-9400 or [mwitt@ifdaonline.org](mailto:mwitt@ifdaonline.org)

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## Tuesday Breakfast

*\$6,000 Exclusive Non-Member*  
*\$5,000 Exclusive Allied or Partner*  
*\$3,000 Event*

Welcome attendees to a nutritious breakfast and help kick-start a productive day of learning!

- Includes signage during the meal identifying your company as host.
- A representative from your company welcomes attendees to the meal.
- Promotional items may be placed on chairs.
- A reserved table for your representative(s) and invited guests.
- One complimentary registration for someone from your company to attend the conference.

## Education Session Sponsor

*\$4,000 Exclusive Non-Member*  
*\$3,500 Exclusive Allied or Partner*

Sponsor one of our don't-miss-them sessions:

- A representative from your company welcomes attendees to the session and introduces the speaker.
- Includes recognition in the presentation visuals.
- One complimentary registration for someone from your company to attend the conference.

## Lanyards

*\$4,000 Exclusive Non-Member\**  
*\$3,500 Exclusive Allied Member\**

By printing your company name on the conference lanyards, attendees actually help promote your company by wearing your name and logo around their necks!

- Bull clip lanyards – you may print and provide them for our use or IFDA can order them for you.
- **Deadline:** Artwork must be to IFDA by June 5, 2019.  
\* If you wish IFDA to order lanyards for you, production costs will be added to the \$3,500 sponsorship price. (Approximate production costs are \$850.)

## Hospitality Area

*\$9,000 Exclusive Non-Member*  
*\$8,000 Exclusive Allied or Partner*  
*\$5,000 Event*

All attendees appreciate an area where they can meet with other attendees and network in a comfortable environment. The Hospitality Area will meet that need. The area is decorated with comfortable furnishings as well as snacks and drinks. Your logo/message will be prominently incorporated into the graphic design of the area. You may also have a representative stationed there and make it an extension of your of your table top or sponsorship.

## Table Top Exhibit

*\$4,000 Non-Member\**  
*\$3,500 Allied or Partner / \$1,000\**

Need face to face time to meet with attendees and discuss your product/service. This year limited table top space is available in the registration area. A 6' table will be provided. All table top sponsors include one complimentary registration for someone from your company to attend the conference and man the table.

\*\$1,000 pricing is for 2019 participating sponsors.

## Sunday Night Room Drop

*\$3,000 Non-Member\**  
*\$2,500 Allied or Partner\**

The old adage is true - you never have a second chance to make a first impression. Welcome attendees with a promotional gift or message on the first night of the conference. On Sunday evening, a gift or message provided by your company is delivered to the hotel room of all registered attendees who checked in on Sunday.

\* \$5/room hotel fee is not included in sponsorship price.

## Custom Logo Hotel Keycards

*\$5,000 Exclusive Non-Member\**  
*\$4,000 Exclusive Allied or Partner\**

Let your company's name and logo be the first things attendees see when checking in at the headquarters hotel. Repetition is key! Your logo is in the hand of each attendee every time they enter or exit their room.

- Key cards can feature your logo or a customized message on front and/or back
- One complimentary registration for someone from your company to attend the conference

**Deadline:** artwork must be received by IFDA by June 5, 2019.

\* Design and production costs are not included in sponsorship price. (Approximate production costs: one-sided \$800; two-sided \$1,600)

## Charging Locker Tower

*\$4,000 Exclusive Non-Member\**  
*\$3,500 Exclusive Allied or Partner\**

The Charging Locker Tower is a perfect solution for attendees that are low on juice and on time. The charging tower includes lockers with universal fast charging cords in each locker. Help your colleagues charge their electronic devices by plugging it in, locking it up, and walking away to come back with a full charge on their device! When separation anxiety kicks in, attendees can easily reclaim their device with a self-generated four digit code. Includes one complimentary registration for someone from your company to attend the conference.

\* Branding costs of \$130 are not included in sponsorship price.

\*\*\*Event Sponsorships are not exclusive.

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