

# International Convention and Trade Show



International Institute of Building Enclosure Consultants  
1500 Sunday Drive, Suite 204, Raleigh, NC 27607  
Phone: (919) 859-0742 | (800) 828-1902  
Fax: (919) 859-1328 | www.iibec.org

## Sponsorship Products

# 2020

March 26-31, 2020 • Marriott Marquis Houston & George R. Brown Convention Center • Houston, Texas

## Platinum Sponsorships

### Annual Banquet | Monday, March 30 | \$12,000

The IIBEC Annual Banquet is the premiere members' social event for the convention and of the year. IIBEC members, spouses and guests gather to celebrate the culmination of the convention with stellar entertainment, a savory meal, and a grand time. As sponsor of this event, your corporate branding will be associated with the Annual Banquet and be appreciated by IIBEC's Consultant members.

#### Recognition as sponsor includes:

- Corporate logo on event's PowerPoint loop sponsor page (displayed on screen at the sponsored event). Availability is dependent on the event's entertainment format.
- Corporate logo on Annual Banquet event program
- Platinum-level sponsor benefits

### Opening Ceremony & Keynote Speaker | Saturday, March 28 | \$12,000

This event marks the official start of the convention. Each year the opening ceremony and featured keynote address grows in scale and draws an ever-larger crowd. As sponsor of this event, your corporate branding will be associated with this exciting spectacle witnessed by an enthusiastic crowd of attendees.

#### Recognition as sponsor includes:

- Corporate logo on event's PowerPoint loop sponsor page (displayed on screen at the sponsored event)
- Corporate logo on Opening Ceremony event program
- Platinum-level sponsor benefits

### Golf Tournament | Friday, March 27 | \$12,000

The President-Elect's Golf Tournament is an annual ritual anticipated greatly by IIBEC members. It provides a fun-friendly opportunity for consultants, manufacturers, spouses, and guests to network together. The tournament offers prizes for first, second, and third place. Contests include longest drive and closest to the pin. A breakfast buffet and barbecue lunch are provided. The event concludes with an awards ceremony. Over 140 golfers participate annually. Sponsor branding for this event is exclusive and thorough. See below for a list of benefits.

#### Recognition as sponsor includes:

- Corporate branding at all golf holes
- Corporate branding at beverage carts
- Two complimentary golf foursomes
- Platinum-level sponsor benefits

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### Opening Reception | Friday, March 27 | \$10,000

The event is the informal starting point of the convention. It is here where attendees reconnect with colleagues often not seen since the preceding year's convention. Long-time members and members of the IIBEC Board of Directors, Chapter, and Region representatives are present to welcome first-time attendees. Complimentary beer, soft drinks, and water are provided.

#### Recognition as sponsor includes:

- Prominently placed event signs with corporate sponsor's branding
- Opportunity for a toast/announcement
- Platinum-level sponsor benefits

### Hotel Guest Room Key Cards | March 26-31 | \$10,000

A guest room key is the first branded item attendees receive when they arrive at the host hotel, and for the duration of the event it's an item they will carry everywhere. It accompanies them each morning as they leave their rooms, and it is one of the last things they see when returning at day's end. As sponsor, your corporate branding will be companion to approximately 1700 attendees. Guest room key cards are two-sided.

#### Recognition as sponsor includes:

- Corporate branding imprinted on room key cards (sponsor branding on one side | IIBEC branding on other-side)
- Platinum-level sponsor benefits

### Convention Attendee Bags | March 26-31 | \$10,000

The attendee bag is a convention-goer keepsake. Typically made of canvas or neoprene, it is the largest item registrants receive when they collect their credentials for the convention. A high visibility item, it is often carried daily from event to event and seen repeatedly by the owner and other registrants. As sponsor, your corporate branding will appear boldly and without competition on the attendee bag.

#### Recognition as sponsor includes:

- Corporate branding imprinted on attendee bags (sponsor branding on one side | IIBEC branding on other side)
- Option to include in each bag, corporate literature, a novelty, or a product sample (insertion value \$2,000)
- Platinum-level sponsor benefits

### Name Badge Lanyards | March 26-31 | \$10,000

Every attendee receives a name badge and lanyard as part of their registration. These items readily identify the wearer as a participant of the IIBEC Convention and Trade Show. For the duration of the convention, networking exchanges will begin with a glance to a name badge held in place by your company's lanyard. As sponsor, your corporate logo will appear repeatedly along the length of the lanyard.

#### Recognition as sponsor includes:

- Corporate logo imprinted repeatedly along the length of the lanyards
- Platinum-level sponsor benefits

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### Event Proceedings Flash Drives | March 26-31 | \$10,000

The Event Proceedings publication is the attendee's reference memento of the Convention's educational sessions. Research shows that consultant members prefer to reference the proceedings during educational seminars, share the information with colleagues, and ultimately archive the information as inner-office reference material. As sponsor of this event, your corporate branding will be associated with this material and appreciated by IIBEC's Consultant members.

#### Recognition as sponsor includes:

- Corporate logo printed on proceedings flash drive (sponsor branding on one side | IIBEC branding on other side)
- Corporate literature on flash drive (.pdf or executable app)
- Corporate logo and link on proceedings digital download page
- Platinum-level sponsor benefits

### Internet Lounge & Marketplace | March 26-31 | \$10,000

The Convention's Internet Lounge and Marketplace is designed to be a hub of activity and a gathering place for attendees. At this nexus of interaction, Convention-goers will be able to check emails, print boarding passes, charge mobile devices, work on projects, conduct business, or simply network with colleagues. Strategically located near the IIBEC Registration area, the Internet Lounge and Marketplace is staged in a high-traffic area and is open for the duration of the Convention. Coffee service will be hosted during peak attendee registration times. This sponsorship opportunity is ready to receive your corporate branding.

#### Recognition as sponsor includes:

- High visibility placement(s) of sponsor's corporate logo
- Platinum-level sponsor benefits

#### Anticipated Internet Lounge and Marketplace features to include:

- Computer stations with internet access and printer
- Mobile device charging stations
- Coffee refreshments
- Lounge area
- Work/meeting table
- Marketplace of IIBEC products
- Social Wall – on-screen display of IIBEC event Twitter feed
- Event graphics and wall panel infrastructure, giving the lounge a sense of place
- Display of IIBEC Foundations auction items

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### Convention and Trade Show Mobile App | February - March | \$10,000

The IIBEC convention and trade show mobile app is an essential and interactive day-planner for attendees. Through their personal mobile devices, users can bookmark and schedule networking, educational, and social activities. Interactive maps and trade show exhibitor descriptions make booth visit-planning a snap. The opportunity for exclusive corporate branding for the mobile app exists through 11/01/2019, after which, if no sponsor is designated, individual advertising in the app will be sold. As sponsor, your corporate logo will stand prominently positioned, without competition, throughout the convention and trade show app's user experience.

#### Recognition as sponsor includes:

- Exclusive sponsorship of the app
- Up to three in-app banner ads in constant rotation
- Sponsor logo included w/IIBEC event branding on app start-up screen
- Three scheduled text messages with web links per day to app users (Friday through Monday)
- Platinum-level sponsor benefits

### Annual Meeting of the Members Luncheon | Monday, March 30 | \$10,000

Perhaps one of the clearest means to show your support of IIBEC's mission is to be sponsor of the association's Annual Meeting of the Members. At this event, Consultant members meet over lunch to discuss IIBEC business and to select leaders for the upcoming year. Important industry topics are discussed by the general membership, and news of the organization's past year and future direction are reported by leaders. Boxed lunches will be served.

#### Recognition as sponsor includes:

- Sponsor signage at box lunch pick-up tables
- Sponsor signage at individual luncheon tables
- Platinum-level sponsor benefits

### Trade Show Grand Opening & Reception | Saturday, March 28 | \$8,500

The Saturday trade show runs into the evening with networking and sales activities commonly occurring through the traditional dinner hour. As sponsor of the trade show reception, your company will receive recognition as the benefactor of an appealing spread of dinner food and beverages, typically including an entree-style buffet with meat-carving station, healthy fruits and vegetables, draft beer, and other refreshments.

#### Recognition as sponsor includes:

- Sponsor signage at food tables
- Corporate logo on trade show entrance unit
- Corporate logo on adhesive floor sticker/cling
- Multiple overhead announcements of sponsorship
- Platinum-level sponsor benefits

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### Trade Show Breakfast | Sunday, March 29 | \$8,500

As the Sunday morning trade show breakfast sponsor, your company will be recognized as host of “the most important meal of the day” and a foundational component of the morning’s trade show session. Through this sponsorship, attendees and exhibitors alike will be treated to coffee and a hearty breakfast buffet, which typically includes bacon, eggs, fruits, toast, and pastries.

#### Recognition as sponsor includes:

- Sponsor signage at food tables
- Corporate logo on trade show entrance unit
- Corporate logo on adhesive floor sticker/cling
- Multiple overhead announcements of sponsorship
- Platinum-level sponsor benefits

### Awards Luncheon | Sunday, March 29 | \$8,500

The Awards Luncheon is one of the convention’s highest-draw events. It’s a celebratory gathering where attendees turn out to support their peers and enjoy camaraderie as IIBEC recognizes its outstanding members and volunteers. As sponsor of this event, your company sends a clear message of support for professional excellence in a growing industry.

#### Recognition as sponsor includes:

- Corporate logo on event’s PowerPoint loop sponsor page (displayed on screen at the sponsored event)
- Platinum-level sponsor benefits

### Schedule-at-a-Glance Wall | March 26-31 | \$7,000

The schedule-at-a-glance wall is a high-profile wall-sized display that details key events occurring over the days of the convention and trade show. Located in the high-traffic convention registration area, your corporate branding will be emblazoned on this prominent structure for all attendees to see.

#### Recognition as sponsor includes:

- Corporate logo(s) on schedule-at-a-glance wall
- Platinum-level sponsor benefits

### Convention Writing Pens | March 26-31 | \$5,000

A timeless need for anyone attending educational programs, networking events, or just daily life – pens are in continuous demand by IIBEC convention-goers. As sponsor, your company’s logoed pens will be featured at the IIBEC registration area, at the Annual Meeting of the Members, the IIBEC Foundations’ Fundraiser, at region meetings, and committee meetings – and most anywhere members have a need to write. Sponsor to provide 2,000 pens. Pen design requires IIBEC approval.

#### Recognition as sponsor includes:

- Distribution of corporate-branded pens
- Pens to be included in attendee bags (value \$2,000)
- Platinum-sponsor benefits

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## Gold Sponsorships

### Directional Signs | March 26-31 | \$4,000

Four sponsorships available. Large directional signs are strategically placed at nexus points of attendee traffic to guide participants through their daily navigation of convention and trade show activities. As sponsor, your corporate branding will be clearly displayed on one of these large and vitally important signs.

#### Recognition as sponsor includes:

- Gold-level sponsor benefits

### Trade Show Cash Prize Giveaways | Sunday, March 29 | \$3,500

Three sponsorships available. Support the association and boost your exhibit traffic during Sunday morning's trade show. As sponsor, your company will be a vital partner helping to create excitement among trade show attendees. Your company will receive acknowledgement as provider of three \$500 cash prizes to be given away within one hour.

#### Recognition as sponsor includes:

- Three \$500 cash prize announcements with sponsor recognition per hour per sponsorship during trade show times
- In-app text message announcing to attendees the hour's prize sponsor (with company name and link)
- Photo opportunities with winners for bonus recognition via social media
- Gold-level sponsor benefits

### Break Refreshment | March 28-29, Various Days/Times | \$3,500

Five sponsorships available. Placed strategically near educational sessions and other high-traffic areas, break refreshment stations may include coffee, water and other liquid refreshments for thirsty IIBEC convention attendees. As sponsor, your company branding will be situated on signs prominently displayed at each refreshment station.

#### Recognition as sponsor includes:

- Sponsor sign at refreshment station
- Education conveners to mention upcoming break service and sponsors
- Gold-level sponsor benefits

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### Board of Directors Dinner | Thursday, March 26 | \$3,500

This sponsorship offers an exclusive opportunity to meet with and better get to know the IIBEC Board of Directors over dinner.

#### Recognition as sponsor includes:

- Corporate logos on dinner menu cards
- An introduction to the IIBEC Board of Directors
- An opportunity for a 2-5-minute toast/announcement at the dinner event
- Networking time
- Dinner seats for two sponsor representatives
- Gold-level sponsor benefits

### Region Meeting Lunches | Saturday, March 28 | \$3,500

Seven sponsorships available. Region meeting lunch sponsorships allow you to direct your company's corporate branding to IIBEC members from specific geographical areas across North America. This is a great opportunity for regional sales representatives to get to know IIBEC members in their territories. See [Regions Map](#).

#### Recognition as sponsor includes:

- Sponsor signage at sponsored Region's lunch tables
- Gold-level sponsor benefits

### Spouse/Guest Lounge | March 26-31 | \$1,000

The convention host location is carefully selected to be enticing for families. Often, consultants bring their spouses and children to enjoy the host hotel's amenities and nearby tourism opportunities. The spouse/guest lounge offers a gathering place with casual seating and complimentary beverages. As sponsor, your company will be credited as benefactor of this special segment of convention participant.

#### Recognition as sponsor includes:

- Gold-level sponsor benefits

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### Platinum Sponsors Receive

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- Acknowledgment at sponsored event via signs or verbal acknowledgment before sponsored event (as applicable)
- Corporate logo on event's PowerPoint loop sponsor page (as applicable)
- Visual recognition at sponsor's booth (sign)
- Individual sign at sponsored event (with company logo)
- Corporate logo on inclusive sponsor sign at registration and trade show entrance
- Complimentary table for eight at Annual Banquet or Awards Luncheon
- Acknowledgment in on-site convention program
- Acknowledgment in pre-convention publications (as applicable)
- Acknowledgment on IIBEC website
- Acknowledgment in event mobile app
- In-app text message with weblink to sponsor's website
- Company representatives receive badge ribbons indicating sponsorship level
- Priority Points corresponding to sponsorship level
- Plaque of recognition and appreciation and photo of plaque acceptance (at trade show), if applicable
- Special acknowledgment in *IIBEC Interface* technical journal

### Gold Sponsors Receive

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- Acknowledgment at sponsored event
- Easel sign at sponsored event
- Verbal acknowledgment before sponsored event
- Corporate logo on inclusive sponsor sign at registration and trade show entrance
- Two complimentary tickets to Annual Banquet or Awards Luncheon
- Acknowledgment in on-site convention program
- Acknowledgment on IIBEC website
- Acknowledgment in event mobile app
- Acknowledgment in pre-convention publications (as applicable)
- Company representatives receive badge ribbons indicating sponsorship level
- Priority Points corresponding to sponsorship level
- Plaque of recognition and appreciation, and photo of plaque acceptance (at trade show), if applicable
- Special acknowledgment in *IIBEC Interface* technical journal

#### Levels of Sponsorship

Platinum	\$5,000 or more
Gold	\$2,000 to \$4,999