



IPAC 2018
ALEXANDRIA, VA
JULY 29 – AUG 1

OLD TOWN, NEW ASSESSMENTS Sponsorship and Exhibitor Information

Exhibitor Information

Tentative Exhibit Dates & Hours:

Sunday – 5:30pm to 7:30pm - the President's Reception is scheduled during this time in the same foyer as the exhibit area to encourage attendees to visit exhibit booths.

Monday – 7:30 am to 5:00 pm

Tuesday – 7:30 am to 3:00 pm

Exhibit area traffic is heaviest during morning coffee, breaks, and lunch.

Assignment of Space & Payment:

With the exception of the designated \$5000 Platinum Level Sponsorship booths, assignment of exhibit space will be made in the order in which applications are received. Payment in full is required in order to reserve exhibit space.

Installation/Removal of Exhibits:

Exhibitors are responsible for assembly of their own exhibits. Access to space is expected to begin at noon on Sunday, July 29, 2018. Exhibitors are responsible for dismantling and removing their own exhibits by 6:00 p.m. on Tuesday, August 1, 2018.

Additional Information:

Booth space and tables will be designated but piping and curtains will not be supplied.

The Westin Alexandria
400 Courthouse Square, Alexandria, VA 22314

703-253-8600
<http://www.westinalexandria.com/>

Program Advertising

The final conference program will be read by hundreds of personnel assessment professionals and decision-makers representing government agencies, private sector companies, and universities. Don't miss this opportunity to advertise your company's products and services.

Size and Fees:

Full page (8" x 10 1/2") \$400

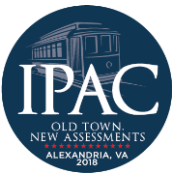
Half page (8" x 5 1/8") \$300

Quarter page (3 7/8" x 5 1/8") \$200

Business card (3 1/2" x 2") \$100

Ad Specifications & Requirements

Preferred formats are Adobe Illustrator or Adobe InDesign, CS5 or earlier. Please include all images and fonts, or convert all text to outlines. Save all files in PC format. Print-ready pdfs must be in CMYK or grayscale mode at 300 DPI. Maximum size is 8" by 10 1/2". Ads will not bleed off pages. MS Publisher files are not acceptable.



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Literature Insert

CAN'T MAKE IT TO THE CONFERENCE? The literature insert provides you with a cost-effective way to showcase your products and services to the conference attendees by including literature in the registration materials provided to attendees. Conference registration is not included.

Literature Insert Fees: \$400

The Literature Table Includes:

- Pre- and Post-Conference Mailing Lists
- Recognition in the Final Conference Program

Maximum amount of literature that can be distributed is 250 copies of one type or 125 copies of two different types. Extra copies of materials will not be returned.

Deadlines & Payments

To be a sponsor, program advertiser and/or provide a literature insert please return the completed sponsor agreement, and electronic copy of the ad, logo, and/or literature to Lindsay Northon at sponsor@ipacweb.org by June 29, 2018. Payment must be received by Natasha Riley at the address listed on sponsor agreement on or before June 29, 2018.

You will be responsible for shipping the materials. Shipping location will be provided at a later date.