

International Personnel Assessment Council

2014 Annual Conference – Denver, Colorado

Exhibitor and Sponsorship Information



We hope that you will join us in Denver at our annual conference of the premiere organization of hands-on personnel assessment professionals. Please review conference details below:

Conference Dates: July 20 – 23, 2014

Exposition Dates: July 20 – 22, 2014

Location: **Embassy Suites**
Denver – Downtown Convention Center Street
1420 Stout Street
Denver, CO 80202
Phone: 303-592-1000 or 1-800-HILTONS

For hotel information, room rates and reservations, go to
www.ipacweb.org.

EXHIBITS

Exhibit Size: 6' X 30" Draped Table
Booth size will be approximately 10'x10' but may vary due to the shape of the foyer.

Exhibit Cost: \$650 per exhibit space

Tentative Exhibit Dates & Hours:

Sunday – 6:00 pm to 7:30 pm (The President's Reception is scheduled during this time in the same foyer as the exhibit area to encourage attendees to visit exhibit booths. Booths should be set-up by 4:00 pm. Display set-up may begin at 12:00 p.m.)

Monday – 7:30 am to 5:00 pm

Tuesday – 7:30 am to 5:00 pm (Dismantling should be completed no later than 6:00 pm.)

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

The following are included with each exhibit space:

One 6' x 30" draped table (tabletop display)

One complimentary full conference registration

Pre and post conference attendee mailing lists

10% discount on rates to advertise in the conference program

The hotel does not provide security in the event and function space, and all personal property left in the event or function space is at the sole risk of the owner.

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Assignment of Space & Payment:

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 20, 2014. Exhibitors are responsible for dismantling and removing their own exhibits by 6:00 p.m. on Tuesday, July 22, 2014.

Tote Bag Insert:

\$250 with purchase of an Exhibit Both; \$500 otherwise (Each conference attendee receives a conference tote bag. Ensure that one of your promotional items is brought to the attention of every registrant. Invite attendees to your booth. Provide a flyer about your latest product or service. The marketing options are unlimited.)

Additional Information:

Payment information is provided in the attached link to the **Vendor Contract**.

For general vendor questions, contact Susan Maxfield at susan.maxfield@denvergov.org or 720-913-5616 or elizabeth.lightfoot@denvergov.org or 720-913-5709.

In the following pages you will see multiple opportunities for sponsorships. We will make every effort to accommodate your request(s); however, some will be first come, first serve.

GOLD Level Sponsorship Opportunities

All Gold Level Sponsors will receive:

- One 6' x 30" draped table (tabletop display)
- Two** complimentary full conference registrations
- One full page ad in the IPAC Annual Conference Program
- Recognition in the IPAC Annual Conference Program
- Pre and post conference attendee mailing lists
- Recognition on the IPAC on-site signage
- Recognition on the IPAC Conference web site
- Logo on materials promoting the conference
- Tote bag insert

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President's Welcome Reception (Sunday, July 20, 2014) \$5,000

COCKTAIL TIME! Let your organization be the first to welcome the conference attendees to Denver! Recognition includes a special invitation issued on your company's behalf to each registered attendee, an opportunity to address the attendees with brief remarks, and acknowledgment through appropriate signage.

IPAC Social Event (Monday, July 21, 2014) \$5,000

THROW THE PARTY! The Monday night social event is an IPAC tradition! Your organization could be the sponsor of a fun and exciting evening in downtown Denver! Sponsorship includes recognition during the opening session of the conference and signage at the event.

Conference On-site Program \$3,000

BE A LEADING SPONSOR! Every registered attendee will receive a comprehensive conference program. Recognition includes your company's logo prominently displayed on the front cover, plus a full-page ad on the inside back cover.

Conference On-site Program Back Cover \$2,500

Every registered attendee will receive a comprehensive conference on-site program. Recognition includes your company's logo displayed on the President's Welcome Message page, plus a full-page ad on the back cover of the program.

Conference Pens & Notepads \$2,500

THIS IS A GREAT OPTION IF YOU DON'T HAVE YOUR OWN GIVE-AWAYS! Notepads and pens will be placed in every conference tote bag. The sponsor's logo will appear on all notepads and pens distributed to attendees.

SILVER Level Sponsorship Opportunities

All Silver Level Sponsors will receive:

- One** complimentary full conference registration
- One full page ad in the IPAC Annual Conference Final Program
- Recognition in the IPAC Annual Conference Final Program
- Pre and post conference attendee mailing lists
- Recognition on the IPAC on-site signage
- Recognition on the IPAC Conference web site
- Tote bag insert

General Session Sponsor \$1,250 each

These sessions offer a great opportunity to heighten awareness of your organization. Sponsors will receive special recognition from the podium and have the opportunity to place promotional materials on the seats prior to the general session address. NOTE: Vendors may request to sponsor a General Session, but IPAC's acceptance of that sponsorship must be approved by the specific speaker.

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Keynote Speaker Sessions:

- Dr. Eden King
- Kurt Kraiger
- Dr. Ken Lahti
- Kevin Murphy
- Dr. Fred Oswald

Conference Tote Bags \$1,500

BRANDING, BRANDING, BRANDING! Every full conference attendee will receive a tote bag with your corporate logo or message printed on one side with the conference logo on the other side. In addition, your promotional insert is automatically included inside the tote bag.

Conference Lanyards \$1,500

Every attendee wears one. This is a great way to ensure brand visibility and recognition.

Refreshment Breaks \$1,000 each

OPPORTUNITY TO BE CREATIVE AND GET YOUR ORGANIZATION'S NAME OUT THERE! Refreshment areas are highly visible centers of activity during session breaks. Place your promotional materials here or bring company-branded napkins or cups. Signs will announce your company's sponsorship.

Literature Table

CAN'T MAKE IT TO THE CONFERENCE? The literature table is an unmanned table that provides you with a cost effective way to showcase your products and services to the conference attendees. Conference registration is not included.

Literature Table Dates: July 20 - 23, 2014

Literature Table Fees: \$400

The Literature Table Includes:

Pre- and Post-Conference Mailing Lists

Recognition in the Final Conference Program

Deadline & Payment

A sample of the literature must be sent to elizabeth.lightfoot@denvergov.org for approval prior to July 1, 2014.

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.

You will be responsible for shipping the materials to the following address:

**BOOTH RESEARCH GROUP, INC.
19029 E. PLAZA DRIVE, SUITE 200
PARKER, CO 80134**

Payment information is provided on the attached link to the Vendor Contract.

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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 ½")	\$400.00	Non-Exhibitor
Full page (8" x 10 ½")	\$360.00	Exhibitor
Half page (8" x 5 1/8")	\$300.00	Non-Exhibitor
Half page (8" x 5 1/8")	\$270.00	Exhibitor
Quarter page (3 7/8" x 5 1/8")	\$200.00	Non-Exhibitor
Quarter page (3 7/8" x 5 1/8")	\$180.00	Exhibitor
Business card (3 1/2" x 2")	\$100.00	Non-Exhibitor
Business card (3 1/2" x 2")	\$ 90.00	Exhibitor

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 10½". Ads will not bleed off pages. MS Publisher files are not accepted.

Deadline & Payment

To submit an ad for the conference program, please return the completed application with appropriate fee to the contact indicated on the **Vendor Contract** in the attached link.

Electronic files should be sent to the separate addresses indicated on the on the **Vendor Contract** in the attached link on or before **May 12, 2014**. All copy is subject to IPAC approval.