



IPAC 2017
BIRMINGHAM, AL
JULY 16-19, 2017

ASSESSMENTS OF STEEL

Sponsorship and Exhibitor Information

We invite you to join IPAC in Birmingham during our annual conference.

Your organization has the unique and priceless opportunity to build connections with top professionals, academics, and talent in HR, I/O Psychology and related fields. The typical conference attendee breakdown includes: 34% from private companies (mostly consultants), 34% from local governments, 15% from federal government agencies (domestic and international), 11% academics, and 6% state or regional governments.

IPAC is the leading organization of applied Human Resources selection and assessment professionals, with members actively engaged in practice, research, and training to meet the needs of both public and private-sector organizations.

Four Sponsorship Levels include Platinum, Gold, Silver, and Bronze. Each level offers various options to highlight and represent your organization.

We hope to see you and your organization in Birmingham!

2017 IPAC Conference Vendor & Sponsor Chair,

Liz Reed

liz.glean@gmail.com



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Platinum Level Sponsorship

As the premier sponsor, you can host your choice of a main social event, display your logo on the cover page of the Annual Conference Program, post a full-page ad on the inside cover of the Annual Conference Program and more.

The Platinum sponsor (\$5,000) experience includes:

- One of the following social events:

President's Welcome Reception (Sunday, July 16, 2017)

COCKTAIL TIME! Let your organization be the first to welcome the conference attendees to Birmingham! 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.

OR-----

IPAC Social Event (Monday, July 17, 2017)

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 Birmingham, when we venture to a local establishment for entertainment. Sponsorship includes recognition during the opening session of the conference, signage at the event, and an opportunity to address the attendees with brief remarks during the social event.

- One 6' x 30" draped exhibitor table
- Your company's logo displayed on the front cover of the *Annual Conference Program*, plus a full-page ad on the inside front cover
- Two complimentary full conference registrations
- Recognition in the *IPAC Annual Conference Program* as **the** Platinum Level Sponsor
- *Pre and post conference* attendee mailing lists
- Recognition in IPAC on-site signage
- Recognition on the IPAC Conference website
- Logo on materials promoting the conference



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Gold Level Sponsorships

As one of the leading sponsors, you can choose one of the following recognitions, as well as display your company's logo on the President's Welcome Message page.

The Gold Sponsor experience includes:

- One of the following

Host the Hospitality Suite (\$3,500)

Occurring each night of the conference, these late evening get-togethers are great opportunities for members to network and talk shop in a casual and comfortable environment. Recognition includes your company's logo on signage at the hospitality suite.

OR-----

Back Cover Advertisement (\$2,500)

A full-page ad on the back cover of the Annual Conference Program

OR-----

Conference Pens & Notepads (\$2,500)

The sponsor's logo will appear on all notepads and pens, which are placed in every conference tote bag distributed to attendees.

- One 6' x 30" draped exhibitor table
- 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
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Silver Level Sponsorships

Conference Tote Bags \$1,500

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

Conference T-Shirts \$1,500

Commemorate the 2017 Conference by sponsoring t-shirts. Conference attendees will receive an IPAC t-shirt with your corporate logo printed on the shirt.

General Session Sponsor (5 opportunities) \$1,250 each

Often considered the highlights of the conference, these sessions offer a great opportunity to heighten awareness of your company's products and services. Sponsors may introduce the speaker or will receive special recognition from the lectern and have the opportunity to place promotional materials on the ballroom seats prior to the general session address. Keynote Speakers: Wayne Cascio, Deb Gebhardt, Robert Lavigna, Ann Marie Ryan, and Nancy Tippins.

Conference Lanyards \$1,250

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

Refreshment Breaks (5 opportunities) \$1,000 each

Place your promotional materials here or bring company-branded napkins or cups. Signs will announce your company's sponsorship.

As a Silver sponsor your experience includes:

- One complimentary full conference registration
- One full page ad in the *IPAC Annual Conference Program*
- One 6' x 30" draped exhibitor table
- 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

Bronze Level Sponsorship

Exhibitor Space \$650

As a Bronze sponsor your experience includes:

- 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



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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 16, 2017. Exhibitors are responsible for dismantling and removing their own exhibits by 6:00 p.m. on Tuesday, July 18, 2017.

Additional Information:

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

Sheraton Birmingham Hotel

2101 Richard Arrington Jr Blvd N, Birmingham, AL

205-324-5000

<http://www.sheratonbirmingham.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 Liz Reed at liz.glean@gmail.com by June 15, 2017. Payment must be received by Natasha Riley at the address listed on sponsor agreement on or before July 1, 2017.

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



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