



IAPD / IPRA
SOARING to
NEW HEIGHTS
CONFERENCE

2019 SPONSORSHIP OPPORTUNITES

EXHIBIT HALL | JANUARY 24-25, 2019 | HYATT REGENCY CHICAGO

151 EAST WACKER DRIVE, CHICAGO, IL 60601 312/565-1234

CONTACT: Casey Wichmann, *Director of Marketing and Development*
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IAPD
Illinois Association of Park Districts

ILLINOIS
ipra
PARK & RECREATION ASSOCIATION

DIAMOND GIVEAWAY SPONSOR \$6,000

(Exclusive)

Gain attention by proudly displaying your logo on the attendee giveaway along with the conference logo. This highly visible sponsorship continues well after the conference is over with this take-home item.

This Diamond sponsorship includes:

- One (1) 8'X10' booth (up to 100 lbs) with a table.
- Logo displayed on 3,000 attendee giveaways.
- Acknowledgment on signage throughout the hotel at the event, Soaring to New Heights Conference website (with link to your website), a full-page ad in the preliminary program and final conference program.
- Recognition and thank you in the March/April issue of the *Illinois Parks & Recreation* magazine.
- Acknowledgment in the Exhibitor Directory and on the conference app.
- Recognition on digital displays throughout the hotel and in the in-room television channel.
- Receipt of attendee registration list at the conclusion of the conference.
- Distribution of 3,000 agreed-upon items company supplies for inclusion in the attendee giveaway. Items may include promotional brochures or other marketing material promoting your products and services.
- Recognition as a diamond sponsor at the All-Conference Awards Luncheon, which is attended by more than 1,500 delegates and legislators.
- Recognition at the Conference Keynote Session.
- Recognition at the Closing Social and six admission tickets to the event.

2019 DIAMOND SPONSOR



DIAMOND KEYCARD SPONSOR \$6,000

(Exclusive)

Gain attention by proudly displaying your logo on the hotel keycard given to all conference attendees. These branded keycards are given to every conference guest upon check-in and on average, guests look at their keycard 8-12 times per day.

This Diamond sponsorship includes:

- One (1) 8'X10' booth (up to 100 lbs) with a table.
- Logo displayed on 3,000 room key cards.
- Acknowledgment on signage throughout the hotel at the event, Soaring to New Heights Conference website (with link to your website), a full-page ad in the preliminary program and final conference program.
- Recognition and thank you in the March/April issue of the *Illinois Parks & Recreation* magazine.
- Acknowledgment in the Exhibitor Directory and on the conference app.
- Recognition on digital displays throughout the hotel and in the in-room television channel.
- Receipt of attendee registration list at the conclusion of the conference.
- Distribution of 3,000 agreed-upon items company supplies for inclusion in the attendee giveaway. Items may include promotional brochures or other marketing material promoting your products and services.
- Recognition as a diamond sponsor at the All-Conference Awards Luncheon, which is attended by more than 1,500 delegates and legislators.
- Recognition at the Conference Keynote Session.
- Recognition at the Closing Social and six admission tickets to the event.



DIAMOND
KEYCARD
SPONSOR
LOGO HERE

DIAMOND EXPOSURE SPONSOR \$6,000

(Exclusive)

This Diamond sponsorship includes:

- One (1) 8'X10' booth (up to 100 lbs) with a table.
- One (1) Column Wrap, three (3) hanging banners in the Grand Foyer registration area, banners are single-sided and are 36 inches wide by 72 inches high and one (1) Welcome Wall sign that is one hundred inches wide by fifty two inches high.
- Acknowledgment on signage throughout the hotel at the event, Soaring to New Heights Conference website (with link to your website), a full-page ad in the preliminary program and final conference program.
- Recognition and thank you in the March/April issue of the *Illinois Parks & Recreation* magazine.
- Acknowledgment in the Exhibitor Directory and on the conference app.
- Recognition on digital displays throughout the hotel an in the in-room television channel.
- Receipt of attendee registration list at the conclusion of the conference.
- Distribution of 3,000 agreed-upon items company supplies for inclusion in the attendee giveaway. Items may include promotional brochures or other marketing material promoting your products and services.
- Recognition as a diamond sponsor at the All-Conference Awards Luncheon, which is attended by more than 1,500 delegates and legislators.
- Recognition at the Conference Keynote Session.
- Recognition at the Closing Social and six admission tickets to the event.



TITANIUM SPONSOR

\$5,000

Don't miss this opportunity to showcase your company, build your brand and maximize your exposure to conference attendees.

(3 SPONSORSHIPS AVAILABLE)

This Titanium sponsorship includes:

- One (1) 8'X10' booth (up to 100 lbs) with a table.
- Three (3) hanging signs in the hallway leading to the Grand Foyer registration area. Signs are double-sided and are 48 inches wide by 12 inches high.
- Acknowledgment on signage throughout the hotel at the event, Soaring to New Heights Conference website (with link to your website), a full-page ad in the preliminary program and final conference program.
- Recognition and thank you in the March/April issue of the *Illinois Parks & Recreation* magazine.
- Acknowledgment in the Exhibitor Directory and on the conference app.
- Recognition on digital displays throughout the hotel and in the in-room television channel.
- Receipt of attendee registration list at the conclusion of the conference.
- Distribution of 3,000 agreed-upon items company supplies for inclusion in the attendee giveaway. Items may include promotional brochures or other marketing material promoting your products and services.
- Recognition as a titanium sponsor at the All-Conference Awards Luncheon, which is attended by more than 1,500 delegates and legislators.
- Recognition at the Conference Keynote Session.
- Recognition at the Closing Social and six admission tickets to the event.

TITANIUM
SPONSOR
LOGO HERE

TITANIUM
SPONSOR
LOGO HERE

TITANIUM
SPONSOR
LOGO HERE



East Tower Lobby Staircase (Exclusive)

The Lobby Staircase will be transformed to display your message on the stairs in the East Tower Lobby. This sponsorship gives your company maximum exposure in the hotel's main lobby.

This Titanium sponsorship includes:

- One (1) 8'X10' booth (up to 100 lbs) with a table.
- Staircase art consists of thirty-two (32) individual pieces of artwork to create and display your message.

PLATINUM SPONSOR \$4,000

(CHOOSE BADGE HOLDER, CONFERENCE APP WITH WIFI LOGIN, SOCIALS
OR EAST TOWER LOBBY STAIRCASE)

BADGEHOLDER (EXCLUSIVE)

Every attendee will be wearing your brand when your company logo is prominently displayed on 3,000 conference badge holders.

The badgeholder sponsorship includes:

- One (1) 8'X10' booth (up to 100 lbs) with a table.
- Acknowledgment on signage throughout the hotel at the event, Soaring to New Heights Conference website (with link to your website), a full-page ad in the preliminary program and final conference program.
- Distribution of 3,000 agreed-upon items your company supplies for inclusion in the attendee giveaway. Items may include promotional brochures or other marketing material promoting your products or services.
- Recognition and thank you in the March/April issue of *Illinois Parks & Recreation* magazine.
- Receipt of attendee registration list at the conclusion of the conference.
- Acknowledgment in the Exhibitor Directory and on the conference app.

2019 BADGEHOLDER SPONSOR



CONFERENCE APP WITH WIFI LOGIN (EXCLUSIVE)

Technology has made staying connected and keeping track of calendars even easier - that's why sponsoring the conference app just makes sense.

The app sponsorship includes:

- An interactive sponsor banner ad within the app.
- Recognition in text messages.
- One (1) hanging banner in the hallway leading to the Grand Foyer registration area. Banners are single-sided and are 36 inches wide by 72 inches high.
- Receipt of a post conference analytical report.
- Acknowledgement on signage throughout the hotel at the event, Soaring to New Heights website (with a link to your website) a full-page ad in the preliminary program and final conference program.
- Recognition and thank you in the March/April issue of the *Illinois Parks & Recreation* magazine.
- Acknowledgement in the Exhibitor Directory and on the conference app.
- Recognition on digital displays throughout the hotel and in the in-room television channel.

CONFERENCE
APP SPONSOR
LOGO HERE

WELCOME AND CLOSING SOCIALS (3 OPPORTUNITIES AVAILABLE)

Sponsor both the Welcome and Closing Socials. Present your company and your brand to the park and recreation community and take advantage of this opportunity to give our attendees two unforgettable events.

The Social Sponsorship includes:

- One (1) 8'X10' booth (up to 100 lbs) with a table.
- One (1) hanging banner in the hallway leading to the Grand Foyer registration area. Banners are single-sided and are 36 inches wide by 72 inches high.
- Acknowledgment on signage throughout the hotel and at the event, Soaring to New Heights Conference website (with link to your website), a full-page ad in the preliminary program and final conference program.
- Opportunity to distribute giveaways to event attendees at the Welcome Social (subject to approval, cost of giveaways paid by sponsoring company).
- Recognition at the Closing Social with your company name and logo displayed on signage at the event and four tickets to the event.
- Recognition and thank you in the March/April issue of the *Illinois Parks & Recreation* magazine.
- Acknowledgment in the Exhibitor Directory and on the conference app.

CONFERENCE
SOCIAL SPONSOR
LOGO HERE

CONFERENCE
SOCIAL SPONSOR
LOGO HERE

CONFERENCE
SOCIAL SPONSOR
LOGO HERE

GOLD SPONSOR \$3,000

(COLUMN WRAP & REGISTRATION LIGHT BOX
OR COLUMN WRAP & ESCALATOR RUNNERS)

Column Wrap & Registration Light Box (2 available)

Your company's 4-sided column wrap will be displayed in the registration area of the Grand Foyer giving you maximum exposure to everyone walking through the registration area. This sponsorship also includes one (1) Light Box outside of the Grand Ballroom across from Registration in the Grand Foyer. Light Box is eighty-one inches wide by twenty-four inches high.

Column Wrap & 2 Escalator Runners (2 available)

Your company's 4-sided column wrap will be displayed in the registration area of the Grand Foyer giving you maximum exposure to everyone walking through the registration area. This sponsorship also includes two (2) escalator runners which are between the exhibit hall floor and the Grand Foyer registration area.



SILVER SPONSOR \$2,000

(COLUMN WRAP & STUFFER OR BOOTH & STUFFER)

Column Wrap & Stuffer

Your company's 4-sided column wrap will be displayed in the registration area of the Grand Foyer giving you maximum exposure to everyone walking through the registration area. This sponsorship also includes 3,000 agreed-upon items for inclusion in the conference giveaway that all attendees receive at registration. Items may include promotional brochures or other marketing materials promoting your products and services.



Booth & Stuffer

Enjoy one (1) 8'X10' booth (up to 100 lbs.) with a table and supply 3,000 agreed-upon items for inclusion in the conference giveaway that all attendees receive at registration. Items may include promotional brochures or other marketing materials promoting your products and services.





Registration Lists*

Stay connected with attendees both pre-and post-conference. These lists can be used as a resourceful marketing tool by sending out information prior to and after the conference.

Early Bird Registration List \$250 (as of 12/10/18, will receive by 12/14/18)

Pre-Registration List \$300 (as of 1/14/19, will receive by 1/15/19)

Final Registration List \$350 (will receive by 1/31/19)

*The database will include the first name, last name, title, agency, and mailing address. Some attendee email addresses may be provided. Attendees will be asked to opt in when registering for the conference to receive email marketing.

IMPORTANT DATES

August 20, 2018

Deadline for ad in the Preliminary Program

December 7, 2018

Deadline for ad in the Final Program

December 14, 2018

Receive Early Bird Registration List

January 11, 2019

Conference Attendee Giveaway
Stuffers to IPRA

January 15, 2019

Receive Pre-Registration List

January 24-26, 2019

IAPD/IPRA Soaring to New Heights
Conference

January 31, 2019

Receive Final Registration List





IAPD/IPRA
SOARING to
NEW HEIGHTS
 CONFERENCE

2019 IAPD/IPRA SOARING TO NEW HEIGHTS CONFERENCE SPONSORSHIP ORDER FORM

Company Name _____

Authorizing Name _____ Signature _____

Company Contact _____ Phone _____

Mailing Address _____

Email Address _____ Booth Number _____

Check all sponsorships you wish to purchase:

- Diamond Giveaway Sponsor** **SOLD**
- Diamond Keycard Sponsor** \$6,000
- Diamond Exposure Sponsor** \$6,000
- Titanium Sponsor** \$5,000
- Titanium Sponsor** \$5,000
 - East Tower Lobby Staircase \$5,000
- Platinum Sponsor (circle one below)**
 - Badge Holder **SOLD**
 - Conference App \$4,000
 - Welcome & Closing Socials \$4,000
- Gold Sponsor (circle one below)**
 - Column Wrap & Light Box \$3,000
 - Column Wrap & Runners \$3,000
- Silver Sponsor (circle one below)**
 - Column Wrap & Stuffer \$2,000
 - Booth & Stuffer \$2,000
- Registration Lists (circle one below)**
 - Early Bird Registration List \$250
 - Pre-Registration List \$300
 - Final Registration List \$350

Total Sponsorship(s) \$ _____

PAYMENT INFORMATION

- Check # _____
- Credit Card
 - Visa MasterCard
- Cardholder _____
- Card Number _____
- Expiration Date _____
- Security Code (3-digit number) _____
- Signature _____
- Billing Zip Code _____

SPONSORSHIP POLICIES

Sponsorship opportunities are limited and will be awarded on a first paid basis. Unless otherwise provided herein, all listed sponsorship benefits will be met to the extent that payment is received in sufficient time to meet printing, promotion and other deadlines. Otherwise, sponsorship benefits are not guaranteed and will only be met to the best of the ability of IAPD/IPRA. IAPD/IPRA reserves the right to postpone and reschedule the conference due to inclement weather or for any other reason within their sole discretion and to provide sponsorship benefits at that time. In the unlikely event that the conference is cancelled, the sponsor will only be entitled to reimbursement to the extent that IAPD/IPRA receives payment for such sponsorship pursuant to an event cancellation insurance policy, if any. IAPD/IPRA reserves the right to accept or reject all sponsorship offers within their sole discretion.

QUESTIONS, ORDER FORM AND PAYMENT

Casey Wichmann
 Director of Marketing and Development
 Illinois Association of Park Districts
 211 East Monroe Street
 Springfield, IL 62701
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 fax (217) 523-4273
 cwichmann@ILparks.org

ADVERTISING OPPORTUNITIES

Let our readers know that you are exhibiting at the 2019 conference by advertising in *IP&R* magazine. Limited advertising space is available in the pre-conference and final conference brochures and is reserved on a first-come, first-served basis. Put your ad in front of thousands of readers and show your support of the park and recreation industry.

For more information regarding ad placement, please email Todd Pernsteiner, IAPD/IPRA Advertising Representative at todd@pernsteiner.com.



Select your advertising choices and email completed form and ad copy to: todd@pernsteiner.com

Check the issues in which you wish to advertise:

Sept/Oct 2018 (Pre-Conference Issue)

Jan/Feb 2019 (Conference Issue)

Full Page - trim size of 8 1/2" x 11"
 1/8" full page bleed size or
 8 5/8" x 11 1/4" full page
 without bleed - 7" x 10"

1/2 Page - 3.62" x 10" or 7.50" x 4.88"

1/3 Page - 2.25" x 10" or 7.50" x 3.25"

1/4 Page - 3.62" x 4.88" or 7.50" x 2.25"

___ Horizontal ___ Vertical

Check the ad size and rate:

Size	Color Rates
Outside Back Cover	<input type="checkbox"/> \$1370 SOLD
Inside Back Cover	<input type="checkbox"/> \$1200
Inside Front Cover	<input type="checkbox"/> \$1260

	B/W Rates	Color Rates
Full Pg	<input type="checkbox"/> \$765	<input type="checkbox"/> \$1085
1/2 Pg	<input type="checkbox"/> \$575	<input type="checkbox"/> \$900
1/3 Pg	<input type="checkbox"/> \$505	<input type="checkbox"/> \$835
1/4 Pg	<input type="checkbox"/> \$460	<input type="checkbox"/> \$780

Total Cost Per Ad:

Total number of ads placed: _____ Total Contract Amount \$ _____

Contact Information:

Company: _____

Address: _____

City/State/Zip: _____

Phone: (____) _____ Fax: (____) _____

Email: _____

Company Representative _____



Agreement to Advertise

By completing and signing this form, I agree to place advertisements as indicated. I understand that I may change the size and color of my ad without penalty, and that my frequency discount originally agreed to will continue as long as I maintain an advertising schedule that meets the frequency associated with such discount. Should I make cancellations that will change my frequency, I understand that I will be billed the difference between the rate at the frequency originally booked and the rate at the frequency actually achieved. I understand that I will be billed for each ad after the publication of each issue and that the invoice amount is to be remitted within 20 days from the invoice date.

Signature

Date