

# 2017 Sponsorship Program



**Intermodal EXPO Sponsorship • Year-long Sponsorship**

*Creative branding opportunities throughout the year and  
at intermodal's must-attend supply chain event*

# Premium Sponsorship Opportunities



September 17-20 | Long Beach, CA

EXPO premium sponsorship opportunities provide extensive brand exposure. These include participation in the year-long sponsorship program and start immediately. Select the sponsor opportunity that best meets your company's branding and visibility goals.

*Exclusive opportunities for IANA members only. First-come, first-served.*

## Window Clings — \$18,000

- Platinum Plus Sponsorship recognition
- 2 additional complimentary EXPO full registrations (6 total)
- Advertising insert in portfolio
- Company branding on the windows in the hallway from the Hyatt to the Convention Center

## Monday Happy Hour — \$15,000

- Platinum Sponsorship recognition
- 1 additional complimentary EXPO full registration (4 total)
- Recognition on EXPO website, select event signage and Program Guide
- Special recognition as specific sponsor in Mobile App
- Recognition at bars and buffet tables, on napkins and announcement at start of Happy Hour

# Event Sponsorship Opportunities

Opportunities	Cost	Complimentary Registrations	Company Logo	Recognition on EXPO Website, in Mobile App and in Program Guide	Other Recognition
<b>NEW!</b> Column Clings (Conv. Ctr. 1st Floor) (one sold, two available)	\$5,000	1			two columns, one branded side each
Water Bottles (refillable)/Water Service — IANA provided	\$7,500		on refillable water bottle	●	
Water Bottles (refillable)/Water Service — Sponsor provided	\$5,000		on refillable water bottle	●	
<b>NEW!</b> Sidewalk Clings (Between Hyatt and Conv. Center)	\$7,500	1			10 company branded clings on walkway
<b>NEW!</b> Elevator Clings — Hyatt Regency Long Beach (one available)	\$7,500	2			doors of all four elevators, lobby level
<b>NEW!</b> Elevator Clings — Hyatt Regency Long Beach (four available)	\$2,000				doors of one elevator, lobby level

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Opportunities	Cost	Complimentary Registrations	Company Logo	Recognition on EXPO Website, in Mobile App and in Program Guide	Other Recognition
<b>NEW!</b> Escalator Clings – Hyatt Lobby to Mezzanine (one available, up and down sets)	\$7,500	2			company branded clings on side of escalator
<b>NEW!</b> Escalator Clings – Hyatt Lobby to Mezzanine (one available, either up or down)	\$4,000	1			company branded clings on side of escalator
<b>NEW!</b> Stair Clings – Convention Center, 1st floor to 2nd floor	\$5,000	1			company branded clings on stair risers
Networking Breaks – Monday	\$5,000	1	on signage during breaks	●	optional: sponsor-provided branded cups/napkins
Networking Breaks – Tuesday	\$3,500	1	on signage during breaks	●	optional: sponsor-provided branded cups/napkins
<b>NEW!</b> Monday/Tuesday Breakfast Co-Sponsorships (10 available)	\$2,500	1 per co-sponsor		●	at each breakfast
Luggage Storage Mon./Tues./Wed. at Conv. Center	\$2,500	1	at luggage storage area	●	push notifications; notice in attendee email prior to show
Charging Station (two sold, two available)	\$2,000		on signage at station	●	
Committee Networking Break – Wednesday (three co-sponsorships available)	\$1,000		on signage during break	●	

**Contact us for more details on these sponsorships**

at IANA events and throughout the year: [sponsorship@intermodal.org](mailto:sponsorship@intermodal.org) or 301-982-3400, ext. 312.

# IANA Year-long Sponsorship Program

The IANA year-long program offers sponsors a full calendar year of maximum name and brand exposure. At every level, Platinum Plus through Bronze, companies who participate enjoy benefits in IANA publications and at events, including Intermodal EXPO 2017.



	Platinum Plus \$8,500	Platinum \$7,000	Gold \$4,000	Silver \$2,000	Bronze \$1,000
<b>Year-long Visibility</b>					
Enhanced listing in the IANA Intermodal Marketplace	●				
Complimentary At-large memberships	4	2			
Company logo with link to your website on IANA home page	●	●			
Complimentary advertising in <i>Intermodal Insights</i>	●	●	●	●	
Recognition bi-monthly in <i>Intermodal Insights</i>	●	●	●	●	●
<b>Intermodal EXPO 2017 Related</b>					
Complimentary full registrations to EXPO	4	3			
Priority selection of booth space for Intermodal EXPO 2018	●	●			
Priority access to private meeting rooms/suites	●	●			
Early access to EXPO housing	●	●			
Company logo on slideshow at opening session	●	●			
Company name on entry to exhibit hall	●	●			
Sponsor ribbon on badges for company attendees	●	●			
Recognition as co-sponsor of luncheons held in the exhibit hall	●	●			
Company listing in select EXPO promotional materials	●	●	●		
List of Intermodal EXPO registrants provided prior to and after the event	●	●	●		
Company logo with link on EXPO website home page and in Program Guide	●	●	●		
Company name on EXPO website home page and in Program Guide				●	●
Company name on signs at convention center	●	●	●	●	●

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