

southern region **connect** 18

Make Your Communications Sing in Music City

Nashville • October 17-19, 2018



Sponsorship opportunities to reach the top communicators in the U.S. Southern Region

Let us help you reach professionals in corporate communication, employee communication, public relations, public affairs, investor relations and marketing through a sponsorship of the 2018 International Association of Business Communicators (IABC) Southern Region Conference – connect18.

Sponsorship opportunities offer you the greatest exposure to these professionals throughout the Southern Region, which stretches across 13 U.S. states, the Caribbean and Latin America. The conference typically draws mid-to-senior level professionals from leading industries in major markets, giving sponsors true geographic exposure.

IABC members hold positions of influence — and have spending power. Employed in more than half the Fortune 500 companies and in 90 of the Fortune 100 companies, 35% hold one of the following titles: CEO, President, Officer, Partner, Vice President, Managing Director, Director, Practice Leader or Principal, while 22% hold the title of Manager (viewed as Director level in many areas).

This could be your best chance in 2018 to reach this key audience.

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IABC Southern Region Conference – connect18

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Our range of sponsorships offers the following opportunities to:

- Increase awareness of your brand, product and/or service with the best communicators from across the Southern Region and beyond
- Reach your target audience of decision-makers and influencers
- Create an experience for your brand
- Differentiate yourself from your competition
- Showcase community involvement
- Connect with the only global brand for communication professionals

Please review our connect18 sponsorship information below to see the various levels we have available this year. Choose one of those packages and fill out the sponsorship form - [connect18 sponsorship](#). Or we can customize a sponsorship opportunity to fit your needs.

For additional information, custom connect18 sponsorships or to discuss expanded sponsorship options including year-round sponsorship, please contact vicechair@iabcsouthern.com.



IABC Southern Region



PRESENTING – \$10,000 (exclusive)

- Prime placement as Presenting sponsor in all electronic, web and print communication
- Prime placement on connect18 website with link to sponsor's website and a short profile
- Logo placement on email blasts and mention on IABC Southern Region social channels
- Logo highlighted in connect18 mobile APP
- Product sampling opportunity
- Spokesperson introduces opening keynote speaker
- Option to place a gift or company literature on chairs for attendees at opening keynote
- Back cover ad in conference program
- Opportunity to provide promo item for connect18 bag
- Exhibit booth option
- Five complimentary full-conference registrations

PLATINUM – \$7,500

- Listed as Platinum sponsor in all electronic, web and print communication
- Prime placement on connect18 website with link to sponsor's website and a short profile
- Logo placement on email blasts and mention on IABC Southern Region social channels
- Logo highlighted in connect18 mobile APP
- Product sampling opportunity
- Spokesperson introduces afternoon keynote speaker
- Full-page ad in conference program
- Opportunity to provide promo item for connect18 bag
- Exhibit booth option
- Four complimentary full-conference registrations

GOLD – \$5,000

- Listed as Gold sponsor in all electronic, web and print communication
- Placement on connect18 website with link to sponsor's website and a short profile
- Logo placement on email blasts and mention on IABC Southern Region social channels
- Logo highlighted in connect18 mobile APP
- Spokesperson makes general session speaker introduction
- Half-page ad in conference program
- Opportunity to provide promo item for connect18 bag
- Exhibit booth option
- Three complimentary full-conference registrations

SILVER – \$3,000

- Listed as Silver sponsor in all electronic, web and print communication
- Placement on connect18 website with link to sponsor's website and a short profile
- Logo placement on email blasts and mention on IABC Southern Region social channels
- Logo highlighted in connect18 mobile APP
- Spokesperson makes introduction at one breakout session
- Quarter-page ad in conference program
- Opportunity to provide promo item for connect18 bag
- Exhibit booth option
- Two complimentary full-conference registration

BRONZE – \$1,000

- Listed as Bronze sponsor in all electronic, web and print communication
- Placement on connect18 website with link to sponsor's website
- Logo placement on email blasts
- Logo in connect18 mobile APP
- Opportunity to provide promo item for connect18 bag
- Exhibit booth option
- One complimentary full-conference registration

OPENING RECEPTION – \$3,500 (exclusive)

- Listed as Opening Reception sponsor in all electronic, web and print communication
- Placement on connect18 website with link to sponsor's website and a short profile
- Logo placement on email blasts and mention on IABC Southern Region social channels
- Logo highlighted in connect18 mobile APP
- Exclusive signage opportunity at reception
- Spokesperson makes welcome remarks at reception
- Half-page ad in conference program
- Opportunity to provide promo item for connect18 bag
- Four complimentary opening reception tickets and one full-conference registration

SILVER QUILL LUNCHEON – \$3,000 (exclusive)

- Listed as Silver Quill Luncheon sponsor in all electronic, web and print communication
- Placement on connect18 website with link to sponsor's website and a short profile
- Logo placement on email blasts and mention on IABC Southern Region social channels
- Logo highlighted in connect18 mobile APP
- Exclusive signage opportunity at luncheon
- Spokesperson makes introduction at luncheon
- Half-page ad in conference program
- Opportunity to provide promo item for connect18 bag
- Front row complimentary table at luncheon

LANYARD – \$2,000 (exclusive)

- Listed as Lanyard sponsor in all electronic, web and print communication
- Placement on connect18 website with link to sponsor's website and a short profile
- Logo placement on email blasts and mention on IABC Southern Region social channels
- Logo highlighted in connect18 mobile APP
- Logo imprinted on all conference lanyards
- Quarter-page ad in conference program
- Opportunity to provide promo item for connect18 bag
- One complimentary full-conference registration

GIFT BAG – \$1,500 (exclusive)

- Listed as Gift Bag sponsor in all electronic, web and print communication
- Placement on connect18 website with link to sponsor's website and a short profile
- Logo placement on email blasts and mention on IABC Southern Region social channels
- Logo highlighted in connect18 mobile APP
- Logo imprinted on all conference gift bags
- Quarter-page ad in conference program
- Opportunity to provide promo item for connect18 bag
- One complimentary full-conference registration