

# SPONSOR + EXHIBITOR OPPORTUNITIES



DECEMBER 13-15 HILTON ORLANDO

*Welcome back!*

***Back in Person, Back in Business.***

This year's long-awaited, in-person Annual Conference celebrates a significant step towards reconnecting with friends, colleagues, and allies in the brand protection space. Take advantage of this year's conference sponsorships and exhibitor opportunities to showcase your company's expertise and resources, enhance your client relationships, and build new connections.

The IACC's Annual Conference combines the industry's most up-to-date information and best practices with leaders from the frontlines of the business, security, government, and legal communities. Join us as brands, government and other top IP professionals come to network and share their views on the latest IP trends and solutions.

**EARLY BIRD** *(through 9/30)*  
members \$999 / non-members \$1,600

**REGULAR**  
members \$1,400 / non-members \$1,950

**GOVERNMENT** \$500

REGISTRATION

**More details:**

please visit our event page at

[iacc.org/events/2021-iacc-annual-conference](https://iacc.org/events/2021-iacc-annual-conference)

# CONFERENCE SPONSORSHIPS



*Platinum*  
**SPONSOR**  
**\$20,000**

**Benefits:**

- Materials distributed at registration area or in conference bags
- Promotion as sponsor in conference materials/website/signage/online communications
- Full-page ad in conference program
- Full-page company bio + Logo in conference program
- Registration for 3 delegates + 20% discount for additional attendees
- Guaranteed role on conference agenda

*Gold*  
**SPONSOR**  
**\$13,500**

**Benefits:**

- Materials distributed at registration area or in conference bags
- Promotion as sponsor in conference materials/website/signage/online communications
- Full-page ad in conference program
- Full-page company bio + Logo in conference program
- Registration for 2 delegates + 20% discount for additional attendees

*Silver*  
**SPONSOR**  
**\$9,500**

**Benefits:**

- Promotion as sponsor in conference materials/website/signage/online communications
- Full-page ad in conference program
- Registration for 1 delegate+ 15% discount for additional attendees

*Bronze*  
**SPONSOR**  
**\$7,500**

**Benefits:**

- Promotion as sponsor in conference materials/website/signage/online communications
- Half-page ad in conference program
- Registration for 1 delegate + 10% discount for additional attendees

# NETWORKING SPONSORSHIPS



**RECEPTION  
SPONSOR**  
\$25,000  
MONDAY

## Benefits:

- Option to provide giveaways/materials at reception
- Signage recognition at the networking event
- Option for 5-minute remarks during the networking event
- Promotion as sponsor in conference materials/website/signage/online communications
- Full-page ad in conference program
- Full-page company bio + Logo in conference program
- Registration for 4 delegates + 20% discount for additional attendees

**LUNCH  
SPONSOR**  
\$20,000 EACH  
TUESDAY &  
WEDNESDAY

## Benefits:

- Option to place materials on seats at the lunch
- Promotion as sponsor in conference materials/website/signage/online communications
- Signage recognition at the networking event
- Full-page ad in conference program
- Full-page company bio + Logo in conference program
- Registration for 3 delegates + 20% discount for additional attendees

**BOXED LUNCH  
SPONSOR**  
\$13,500 EACH  
MONDAY

## Benefits:

- Promotion as sponsor in conference materials/website/signage/online communications
- Option to place materials at lunch pick-up area
- Signage recognition at the networking event
- Full-page ad in conference program
- Full-page company bio + Logo in conference program
- Registration for 2 delegates + 20% discount for additional attendees

**BREAKFAST  
SPONSOR**  
\$9,500 EACH  
TUESDAY &  
WEDNESDAY

## Benefits:

- Promotion as sponsor in conference materials/website/signage/online communications
- Signage recognition at the networking event
- Full-page ad in conference program
- Registration for 1 delegate + 15% discount for additional attendees

**COFFEE BREAK  
SPONSOR**  
\$7,500 EACH  
MONDAY &  
TUESDAY

## Benefits:

- Promotion as sponsor in conference materials/website/signage/ online communications
- Signage recognition at the networking event
- Half-page ad in conference program
- Registration for 1 delegate + 10% discount for additional attendees

# NETWORKING SPONSORSHIPS (CONT.)



## CONFERENCE BAG SPONSOR \$22,500

### Benefits:

- Logo printed on all conference bags (IACC to provide bags)
- Materials distributed in conference bags
- Promotion as sponsor in conference materials/website/signage/online communications
- Full-page ad in conference program
- Full-page company bio + Logo in conference program
- Registration for 3 delegates + 20% discount for additional attendees

## LAYNARD SPONSOR \$22,500

### Benefits:

- Logo printed on all lanyards (IACC to provide printed lanyards)
- Materials distributed at registration area or in conference bags
- Promotion as sponsor in conference materials/website/signage/online communications
- Full-page ad in conference program
- Full-page company bio + Logo in conference program
- Registration for 3 delegates + 20% discount for additional attendees

## WIFI SPONSOR \$10,000

### Benefits:

- Promotion as sponsor in conference materials/website/signage/ online communications
- Recognition on conference screen when showing wifi information
- Choose own password
- Tuesday and Wednesday morning distribution of wifi name and password at seats (sponsor will be responsible for placing materials)
- Half-page ad in conference program
- Registration for 1 delegate + 10% discount for additional attendees



## OTHER OPPORTUNITIES

**EXHIBITOR  
MEMBERS  
\$3,500  
NON-MEMBERS  
\$4,800**

### Benefits:

- Exhibitor booth showing on Monday, Tuesday and Wednesday
- 10ft wide x 6ft deep booth at location
- Half page ad in conference brochure
- Name listed in conference brochure under List of Exhibitors
- Members - Registration fee for two delegates to attend conference sessions and events
- Non-members - Registration fee for one delegate to attend conference sessions and events, and a 50% discount for one additional delegate

**ADVERTISING  
OPPORTUNITY  
\$1,500**

### 2021 IACC Annual Conference Brochure Ad

- Half page, full color advertisement in conference program, distributed to all attendees.

*\*All sponsors and exhibitors must sign and return the IACC sponsor/exhibitor agreement.*



### About IACC

The IACC ([www.iacc.org](http://www.iacc.org)) is a Washington, DC-based not for profit organization representing the interests of companies concerned with trademark counterfeiting and the related theft of intellectual property. The members of the IACC include many of the world's best known brands across all product sectors. The IACC has played a leading role in the development of cross-industry voluntary agreements, to address the illicit trafficking of counterfeit and pirated goods online, including its IACC MarketSafe, RogueBlock, and IACC-Amazon Program initiatives.

Visit the Conference page at [www.iacc.org](http://www.iacc.org) Contact: Dawn Sgarlata, [dsgarlata@iacc.org](mailto:dsgarlata@iacc.org)