



**2019
SPONSORSHIPS**

**THE
LEADING
EXHIBITION
FOR THE
CONVERTING
INDUSTRY
in North America**

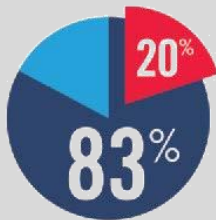
**RESERVE
YOUR SPACE
NOW**

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WHY SPONSOR

- ❑ **Industry Leader** – As a sponsor, your business is positioned as an authority in the industry enticing attendees to find out more about what is new at your company.
- ❑ **Increased reach** – ICE USA is marketing to your target audience, significantly expanding your presence for a minimal sponsorship investment.
- ❑ **Brand recognition** – As part of our pre-show marketing campaign, your brand will be top of mind months before the show. Taking advantage of this promotion while planning booth layout and show activities will further boost your company's image.
- ❑ **Wise investment** – We all know how much it costs to run an ad in an industry publication. Spending that same amount (or less) as a sponsor is a better investment that will bring a greater return on investment. The reach provided by the ICE USA marketing campaign would be unaffordable if you were to purchase it on your own.



Nearly 83% of exhibitors surveyed expect sales within the next 12 months as a direct result of the show; with **20% of those projecting sales over \$500,000**

Visitors Are Buyers

84% of visitors attend ICE specifically to see equipment, new products or innovations.

71% of 2017 attendees plan to make a purchase in the next 12 months.



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PARAMOUNT BRAND EXPOSURE

EXTENSIVE MARKETING CAMPAIGNS PROMOTING THE SHOW DELIVERS CONTINUED BRAND RECOGNITION AND IMPRESSIONS.

EMAIL

- Sent to ICE USA database: January-April, 2017: 12,000 recipients worldwide
- Sent to industry publication recipients: 460,000+ recipients January-April, 2017



DIGITAL ADS

- Ran on industry publication sites, January-April, 2017: 200,000+ distribution



PRINT ADS

- 58 ads in industry publications
- Sponsor logos included in all 2019 advertisements



REGISTRATION BROCHURE

- English version: Mailed to 80,000 recipients
- Spanish version: Mailed to 22,500 recipients
- Online PDF: viewed 1,600+ times



SPONSOR WEB PAGE

- Viewed 400 times in April alone





SPONSORSHIP 2019

Included in all Platinum, Gold & Silver packages:



Print & Digital Promotion: Logo placement included in all electronic and print promotion to both exhibitors and attendees.



Online Marketing Package: Complimentary Signature Level Upgrade

- Company information, email, 50 word description, product categories and access to statistical information
- Priority placement in online search results
- Inclusion in Featured Exhibitor Search
- Four customizable panels for product images/text
- Four additional panels for video, image or text
- Access to online leads
- Display of logo, press releases and social media URLs
- Online booth highlighted with corner peel image



Complimentary Add-On Promotional Item: Select one (1) a la Carte item at no charge (options dependent on level of investment. See individual packages for details).



On-Site Signage: Logo placement on show website and on-site window clings and signage.



Show Directory: Full color ad in Show Directory and bold exhibitor listing increasing visibility (ad size dependent on level of investment).



Conference Session Slides: Logo on all introductory conference session PowerPoint slides.



Show “Thank You” ad: Logo placement in Show Directory ad and blast “Thank You to our Sponsors” promotion.



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SPONSORSHIP: PLATINUM \$15,000 (5 available)

PRE-SHOW PROMOTION

- **Show Blog:** Editorial coverage (2x) on the ICE USA blog.
- **Print/Digital Promotion:** Logo placement in all print and digital attendee promotion and show website.
- **Dedicated Pre-Show Emails:** Two eblasts from your company to pre-registered attendees (via 3rd party).
- **Hot New Products Email:** Inclusion in pre- and post-show eblast to attendees and includes image, description, and URL (multiple companies per blast).
- **Online Marketing Package Upgrade:** Complimentary upgrade to Signature Level. Details on page 9.
- **White Paper and Industry Reports:** Complimentary digital access to all white papers and industry reports (2018 through April 2019).
- **Press Releases:** Acknowledgement in press releases (December 2018 - April 2019).
- **Guided Highlights Tour:** Booth to be visited during Tour with company representative interviewed by host. Video content provided post-show.
- **VIP Access to Opening Ceremony:** One company representative invited to attend ribbon cutting ceremony.
- **Technology Theater Education Session Presentation:** Guaranteed 30 minute speaking slot in conference program. Session attendee list provided post-show.
- **Four Window Clings:** Placed on Convention Center entry windows. (based on availability).
- **VIP Lounge:** Two passes providing access to VIP attendee buyers/guests, sponsors, advisory board and ticketed guests.
- **Show Guide Ad:** Full page, four-color ad in the Show Guide.
- **"You Are Here" Board:** Logo included on the boards placed in the exhibit halls in high traffic areas.
- **Sponsor Thank You Ad:** Logo included in the Show Guide ad.
- **Bold Exhibitor Listing:** Sponsors will be prominent in the Show Guide

LIVE EVENT April 9-11, 2019

Face-to-face with decision makers, positioning you as a thought-leader in front of qualified prospects.

- **Logo Placement:** Company logo included on Sponsor meter boards at main entrance to exhibits and introductory conference sessions slides.
- **Meeting Room/Hospitality Suite:** Complimentary room at convention center for hosting meetings or entertaining clients (space only; A/V, F&B etc. are responsibility of sponsor. Based on availability, first come, first served).

POST-SHOW EXPOSURE

- **Dedicated Post-Show Email:** Eblast from your company sent to all attendees (via 3rd party).
- **Sponsor Thank You Email:** Inclusion in post-show email to all attendees.

Select from one of the following as a complimentary add-on to your Platinum sponsorship (first come, first served).

- ~~Lanyards~~ — Your logo imprinted on show lanyards, distributed to all attendees. **SOLD**
- ~~Show Bags~~ — Logo placement on one side of official show bag, given to all visitors. **ON HOLD**
- Show Notebooks & Pens — Your logo on the notebook/pen distributed in the educational sessions.
- Registration Sponsor — Get pre-show and on-site exposure with your company logo/link in every registration confirmation email.
- VIP Lounge — Our VIP Lounge is accessible to VIP Attendee Buyers, VIP Guests, Sponsors, Advisory Board Committee, and Ticketed Guests. Sponsor will receive logo recognition in onsite signage, on the show website, in show program and have the opportunity to display literature and promotional materials.



INTERNATIONAL CONVERTING EXHIBITION

APRIL 9 - 11, 2019 • LOUISVILLE, KENTUCKY

SPONSORSHIP: GOLD

\$11,500 (5 available)

PRE-SHOW PROMOTION

- **Show Blog:** Editorial coverage (1x) on the ICE USA blog.
- **Print/Digital Promotion:** Logo placement in all print and digital attendee promotion and show website.
- **Hot New Products Email:** Inclusion in pre- and post-show eblast to attendees and includes image, description, and URL (multiple companies per blast).
- **Online Marketing Package Upgrade:** Complimentary upgrade to Signature Level. Details on page 9.
- **White Paper and Industry Reports:** Complimentary digital access to all white papers and industry reports released in 2018 through April 2019.
- **Guided Highlights Tour:** Booth to be visited during Tour with company representative interviewed by host. Video content provided post-show.
- **Two Window Clings:** Placed on Convention Center entry windows.
- **VIP Lounge:** Two passes providing access to VIP attendee buyers/guests, sponsors, advisory board and ticketed guests.
- **Show Guide Ad:** Half-page, four-color ad in the Show Guide.
- **"You Are Here" Board:** Logo included on 3 the boards placed in the exhibit halls in high traffic areas.
- **Sponsor Thank You Ad:** Logo included in the Show Guide ad.
- **Bold Exhibitor Listing:** Sponsors will be prominent in Show Guide.

LIVE EVENT April 9-11, 2019

Face-to-face with decision makers, positioning you as a thought-leader in front of qualified prospects.

- **Logo Placement:** Company logo included on Sponsor meter boards at main entrance to exhibits and introductory conference sessions slides.

POST-SHOW EXPOSURE

- **Dedicated Post-Show Email:** Eblast from your company sent to all attendees (via 3rd party).
- **Sponsor Thank You Email:** Inclusion in post-show email to all attendees.

Select from one of the following as a complimentary add-on to your Gold sponsorship (first come, first served)

- **Wi-Fi Sponsor** – Customize the wifi password and visitors will also be taken to your landing page prior after a successful log-in. Your company branding will appear on signage and all log-in instructions throughout the show. Additional promotional opportunities will be finalized as the Convention Center construction is complete.
- **Meter Board** – Drive traffic to your booth with this two-sided, freestanding meter board (38" w x 81" tall). Placed in a high traffic area.
- **Lobby Banner** – Your banner displayed in lobby (approximately 10' w x 7' tall). Includes production and installation.



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SPONSORSHIP: SILVER \$7,500 (10 available)

PRE-SHOW PROMOTION

- **Print/Digital Promotion:** Logo placement in all print and digital attendee promotion and show website.
- **Online Marketing Package Upgrade:** Complimentary upgrade to Signature Level. Details on page 9.
- **Two Window Clings:** Placed on Convention Center entry windows.
- **Show Guide Ad:** Half-page, four-color ad in the Show Guide.
- **Sponsor Thank You Ad:** Logo included in the Show Guide ad

LIVE EVENT April 9-11, 2019

Face-to-face with decision makers, positioning you as a thought-leader in front of qualified prospects.

- **Logo Placement:** Company logo included on Sponsor meter boards at main entrance to exhibits and introductory conference sessions slides.
- **Bold Exhibitor Listing:** Sponsors will be prominent in Show Guide.

POST-SHOW EXPOSURE

- **Sponsor Thank You Email:** Inclusion in post-show email to all attendees.

Select from one of the following as a complimentary add-on to your Silver sponsorship (first come, first served)

- Sponsored Eblast – Create awareness of your new products or services by highlighting them in our Hot New Products eNewsletter pre-and post-show (multiple companies per blast and includes image, description and link to your website).
- Floor Graphics – Turn the exhibit floor into valuable marketing space and help attendees find your booth by placing your company name and logo on aisle floor graphics (2'x2').
- Pocket Map Ad – Make it easy for attendees to quickly locate your booth when your company logo and booth location appear in a 2 ½" w x ¾" tall ad space next to the floor plan.
- Coffee Break (3 available) – Wake up the attendees by sponsoring the morning coffee break. Your company logo will be prominently displayed on signage and napkins at the coffee stations located outside the education rooms.

All opportunities are customizable to work within your marketing plan and budget.

Contact Kristina Lorio, Sales Manager, to discuss: Kristina.Lorio@MackBrooks.com | 586-362-9682
www.ice-x-usa.com



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A la CARTE ITEMS

A la carte items do not include complimentary promotion provided in Sponsorship packages. 2017 sponsors have first right of renewal. First come first served.

- **Wi-Fi Sponsor – \$7,000 (Exclusive)**
Customize the wifi password and visitors will also be taken to your landing page prior after a successful log-in. Your company branding will appear on signage and all log-in instructions throughout the show. Additional promotional opportunities will be finalized as the Convention Center construction is complete.
- **Lanyards – \$6,000 (InPrint: Available. ICE: Sold)**
Your logo imprinted on show lanyards, distributed to all attendees.
- **Show Bags – \$6,000 (1 ICE, 1 InPrint. ICE: ON HOLD)**
Logo placement on one side of official show bag and given to all visitors at registration.
- **Education Notebooks & Pens – \$5,000 (1 ICE, 1 InPrint)**
Each education session attendee will receive a logo'd notebook and pen.
- **Registration Sponsor – \$5,000 (1 ICE, 1 InPrint)**
Get pre-show and on-site exposure with your company logo/link in every registration confirmation email.
- **Pocket Map – \$3,000 (Exclusive)**
Attendees will quickly locate your company on the show floor with your logo and booth number on the cover of the pocket map. Price also includes an floor plan ad (2 ½" x ¾" tall).
- **Lobby Banner – \$3,000**
Your banner displayed in lobby (approx. 10' w x 7' tall). Includes production and installation.
- **Coffee Breaks – \$2,500 ea. (3 available)**
Wake up attendees by sponsoring the morning coffee break. Your logo will appear on signage and napkins at the coffee stations located outside the education rooms.
- **Meter Board –**
1-sided: \$2,000 | 2-sided: \$3,500
Drive traffic to your booth with a freestanding meter board (38" w x 81" tall). Placed in high traffic area.
- **Hot New Products Email – \$1,500 exclusive; \$950 multi-product.**
Create awareness of new products or services by highlighting them in our Hot New Products e-newsletter before the show (6-8 products per blast and includes image, description and website URL).
- **Window Clings (large) – \$1,000 each**
Welcome attendees as they enter the Convention Center with a window decal that prominently spotlights your corporate message (size TBD). Placed on entrance windows. Sponsorship includes printing, installation and removal.
- **Window Clings (small)– \$750 each**
Get your corporate message noticed as attendees pass through the glass doors of the Convention Center. Custom door clings placed on two glass doors (size TBD). Placed on entrance windows. Sponsorship includes printing, installation and removal.
- **Pocket Map Ad - \$500 each**
Make it easy for attendees to quickly locate your booth when your company name/logo and URL are included on the pocket map (2 ½" wide x ¾" tall)
- **Floor graphics –**
2'x2': \$500 | 3'x3': \$750
Custom: Consult sales representative
Turn the exhibit floor into valuable marketing space and help attendees find your booth by placing your company name and logo on aisle floor graphics

All opportunities are customizable to work within your marketing plan and budget.

Contact Kristina Lorio, Sales Manager, to discuss: Kristina.Lorio@MackBrooks.com | 586-362-9682
www.ice-x-usa.com



Online Marketing Packages

Receive pre-show visibility through this online directory. Attendees will check these listings well in advance of the show to plan their time. Get on top of their list with an affordable upgrade that fits your budget.

BASIC (included with the exhibitor fee)

- Company name
- Company address
- Booth number
- Website
- Company email address
- 50 word company description
- Product categories
- Access to statistical information from the online profile

Deluxe Level: \$250

- Includes benefits of Basic Levels
- Four (4) customizable panels for product images/text
- Access to online leads
- Upload press releases to exhibitor profile
- Display of Facebook, Twitter and LinkedIn URLs

Signature Level: \$750

- Includes benefit of Basic and Deluxe Levels
- Four (4) additional panels for video or image/text
- Upload press releases to exhibitor profile
- Priority placement at the top of all online search results
- Placement in the Featured Exhibitor Search
- Online booth is highlighted with a corner peel image



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Benefits		Platinum \$15,000	Gold \$11,500	Silver \$7,500
Pre-Show	Show Blog: Editorial coverage on ICE USA blog between December 2018 and April 2019	2x	1x	
	Print/Digital Promotion: Logo placement in print and digital attendee promotion (Save the Date postcard/email, Registration brochure/email, Conference Program mailer and print/digital house ads in industry publications)	x	x	x
	Email Promotion: Dedicated eblast to pre-registered attendees (one time use via 3rd party list access. Show management determines email schedule. Scheduling requests are first come, first serve)	2		
	Hot New Products Eblast: Inclusion in eblast to pre-registered attendees. Emails will be deployed monthly January - April 2019 and include 6-8 products per blast. Includes image, description, and link to your website.	x	x	
	Online Marketing Package Upgrade: Complimentary upgrade to Signature Level Marketing Package	x	x	x
	White Paper and Industry Report Access: Complimentary access to all white papers and industry reports released in 2018 through April 2019 (digital copies supplied as released)	x	x	
	Press Releases: Sponsorship mention in convention-related press releases (intended to go monthly December 2018 - April 2019)	x	x	x
Onsite	Logo Placement: Company logo included on Sponsor meterboard at main entrance to exhibits and introductory conference session slids	x	x	x
	Meeting Room/Hospitality Suite: Complimentary room at convention center for hosting meetings or entertaining clients (space only; A/V, F&B or any other additional costs are the responsibility of sponsoring company). Based on availability.	x		
	Guided Highlights Tour: Booth to be visited during Tour with company representative interviewed by host. Video content provided to sponsor post-show.	x	x	
	VIP Access to Opening Ceremony: One company representative invited to attend ribbon cutting ceremony	x		
	Technology Theater Education Session Presentation: Guaranteed 30 minute speaking slot in conference program. Session attendee list provided post-show. Content subject to final approval by Show Management.	x	x	x
	Window Clings: Placement determined by Show Management. Priority placement requests taken first come, first served	5	2	1
	VIP Lounge: Two passes allowing access to VIP attendee buyers and guests, sponsors, advisory board committee and ticketed guests	x	x	
	Program Book Ad: Four-color ad in the Show Exhibit Guide & Program	Full Page	1/2 Page	1/2 Page
	"You Are Here" Floor Plan Board: Logo included on the boards placed in the exhibit halls in high traffic areas	x	x	
	Thank You Ad: Logo included in the Sponsor Thank You ad in the Show Guide	x	x	x
Bold exhibitor listing: Sponsors will be prominent in Show Guide	x	x	x	
Post-Show	Post-Show Eblast: Dedicated one-time eblast to attendee list (via 3rd party). Show management will determine schedule; first come first served	x		
	Sponsor Thank You Email: Logo placement in post-show Thank You email sent to all attendees	x	x	x