

CONVERGE¹⁹

OCTOBER 23-26 PRAGUE POWERED BY ICF

sponsorship & advertising opportunities



Program Advertising (starting at \$750)

Place an ad in the Event Program to be seen by ICF Convergence 2019 attendees.



Co-Branding (starting at \$1,000 + cost of item)

Put your name in the hands of attendees by adding your company logo to event materials (e.g., lanyards, pens, tote bags, notebooks, etc.).



Sponsorship Packages (starting at \$5,000)

Sponsorship packages offer a variety of creative ways to get your brand recognized and to connect with attendees. We'll work with you to customize a sponsorship and benefits packages to meet your needs and budget.

Program Ad Sizes

- Back Cover
(8.27" x 11.69", full bleed)
- Inside Front Cover
(8.27" x 11.69", full bleed)
- Inside Back Cover
(8.27" x 11.69", full bleed)
- Full Page
(7.27" x 10.69", no bleed)
- Half Page (Horizontal)
(7.27" x 5.19", no bleed)
- Quarter Page (Horizontal)
(7.27" x 2.45", no bleed)

Program Ad Specs

- File Type: PDF (Press Quality or PDF/x-1a), EPS (set all fonts to "Outlined"), or JPG (save at maximum quality)
- Color Format: CMYK
- Resolution: 300 DPI
- Please include .125" bleed and crop marks on full bleed ads.
- Artwork Deadline:**
August 23, 2019

Logo Specs

- File Type: Vector (.eps or .ai) preferred
- Artwork Deadline:**
No later than August 23, 2019
- All ads, artwork, logo files and videos are subject to review and approval by ICF Global Staff.*

Contact Toby Bishop, ICF Senior Sales Director, by email at toby.bishop@coachfederation.org or by phone at **1.859.219.3560** to discuss custom co-branded or sponsorship packages or to place your advertising order. Learn more about ICF Convergence at ICFConverge.com.

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	Supporter	Contributor	Collaborator	Partner
	less than \$5,000	\$5,000 - \$9,999	\$10,000 - \$14,999	\$15,000 +
	<i>Lanyards, Tote Bags, Notebooks, Luggage Tags, Business Card Holder, etc.</i>	<i>We will work with organizations to customize a sponsorship and benefits package to meet their needs and budget.</i>	<i>We will work with organizations to customize a sponsorship and benefits package to meet their needs and budget.</i>	<i>We will work with organizations to customize a sponsorship and benefits package to meet their needs and budget.</i>
PROMOTION				
Use of ICF Converge 2019 logo to promote participation	●	●	●	●
Logo/Link on ICF Converge 2019 website	●	●	●	●
125-word description in program*	●	●	●	●
Logo/Link in attendee newsletters	●	●	●	●
Self-produced flyer at registration		●	●	●
Logo on slide at event		●	●	●
PROGRAM ADVERTISEMENT				
Back Cover (\$2,500 sold separately)				
Inside Front/ Inside Back Cover (\$1,800 sold separately)				
Full Page (\$1,500 separate)				●
1/2 Page Horizontal (\$1,200 separate)			●	
1/4 Page (\$750 separate)		●		
Logo enhancement to description in program	\$100	●	●	●
DISPLAYS				
Complimentary display table**		Comp. if \$7,000 + spend	One	One
EXCLUSIVES				
Blog post on the ICF Blog (includes hyperlink)		●	●	●
Post conference attendee contact list		●	●	●
Onstage recognition			●	●
Preliminary attendee contact list			●	●
Video commercial (self-produce, 2 min. max)				●
Branded floor decal				●

All ICF promotional opportunities are sold on a first come, first serve basis.

*Includes logo for Collaborator and Partner sponsors

**One complimentary event registration will be given with display table purchase. With \$10,000+ spend, a second complimentary registration will be added. Additional registrations may be purchased at the current rate.

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sponsorship ideas

Below are some ideas for additional sponsorship opportunities and add-ons, and we're happy to consider other ideas as well.

Materials

- Badge & Lanyards
- Tote Bags
- T-shirts
- Mobile App
- Promotional Products (notepads, pens, pedometer, etc.)
- Other options are available

Events/Food & Beverage

- Wednesday Welcome Reception
- Thursday Drinks Reception
- Friday Networking Dance
- Speaker/VIP Reception
- Lunches (2)
- Keynotes
- Pick n' Mix bag treats
- Water Station or Bar (infused waters)

Activities

- Step 'n Repeat and/or Social Photo Booth
- Charging Stations
- Lounge/Networking Areas
- Games Lounge
- Oxygen Bar
- Chair Massage
- Foot Massage
- Headshot Studio
- Pedometer Contest

Branding

- Stairs
- Escalators
- Wayfinding Signs / Paths



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