How The World Transacts – Celebrating 30 Years in the Card Industry

Big things are in store for the 2020 EXPO, the card industry’s premier event that gives members a place to unite and strategize. Grow professionally and get the essential education you need to excel in the global card industry by attending the next EXPO.

The EXPO has a long-standing history of bringing together the top manufacturers, personalizers and card suppliers. The event is a great opportunity to put your brand and products in front of companies and individuals specifically tailored to your industry.

WHO WILL ATTEND?

The ICMA EXPO draws over 300 professionals from across the card manufacturing industry. Attendees include executives and managers of card manufacturing companies, suppliers, personalizers, card payment brands, bank issuers, retail issuers, consulting firms, and more.
EXHIBITOR OPPORTUNITIES

As the dynamic central focus of our annual event, the Exhibit Hall connects attendees with exhibitors offering the latest services and tools featuring leading-edge technology. Global suppliers of card manufacturing and personalization equipment, materials and services exhibit each year, making the ICMA EXPO an exceptional one-stop opportunity for attendees to find solutions and for exhibitors to reach ICMA members and related professionals.

FEE STRUCTURE:

**Single Booth**

- **Members:**
  - $3,975 USD – on or before 10/31/19
  - $4,175 USD – after 10/31/19

- **Non-Members:**
  - $4,775 USD – on or before 10/31/19
  - $4,975 USD – after 10/31/19

**Double Booth (2 spaces)**

- **Members:**
  - $7,950 USD – on or before 10/31/19
  - $8,350 USD – after 10/31/19

- **Non-Members:**
  - $9,550 USD – on or before 10/31/19
  - $9,950 USD – after 10/31/19

**Island Booth (4 spaces)**

- **Members:**
  - $15,900 USD – on or before 10/31/19
  - $16,700 USD – after 10/31/19

- **Non-Members:**
  - $19,100 USD – on or before 10/31/19
  - $19,900 USD – after 10/31/19

WHATS INCLUDED:

- Each single booth includes: 10’ x 10’ booth, ID signage, skirted table, 2 chairs and wastebasket
- 100-word product listing in show guide
- Listings in Card Manufacturing magazine and on ICMAEXPO.com
- 2 complimentary registrations to the full conference (which includes 2 receptions, 3 breakfasts, 2 lunches and the Élan Dinner). Full registrants also receive all giveaways which may include shirts, bags, etc.
  - Any additional booth staff will be charged a 25% discount on the EXPO early event registration fee.
- A 2020 “I’m Exhibiting” graphic to use in your marketing and social media campaigns.
SPONSORSHIP OPPORTUNITIES

PREMIER CARD LEVEL SPONSOR: $12,000

Full Meeting Sponsor – ONE Available

Raise your brand to the top with ICMA’s Premier Card Level Sponsor. As our highest-level sponsorship, this sponsor enjoys a prominent profile at the EXPO. As the full meeting sponsor, your company gets top branding on all ICMA EXPO advertisements, marketing and promotion campaigns.

Premier Card Level benefits include:

• Four (4) Full Registrations
• Two-minute welcome remarks to EXPO audience during General Session

Marketing benefits include:

• Full page advertisements in the EXPO program book and the industry’s leading magazine Card Manufacturing
• Two (2) email marketing campaigns
• Premier placement on EXPO signage and all EXPO advertising and materials

ELITE CARD LEVEL SPONSORS: TWO AVAILABLE

Includes the following sponsorship opportunities. See page 5 for specific benefits about the items listed below.

• EXPO Shirt - $9,500
• Élan Dinner - $7,500

Exclusively connect your brand to one of ICMA’s unique marketing sponsorships. Sponsors receive top billing at the 2020 ICMA EXPO.

Elite Card Level benefits include:

• Two (2) Full Registrations

Marketing benefits include:

• Full page advertisement in the EXPO program book and half page in the industry’s leading magazine Card Manufacturing
• One (1) email marketing campaign
• Premier placement on EXPO signage and all EXPO advertising and materials
GOLD CARD LEVEL SPONSORS: 11 AVAILABLE

Includes the following sponsorship opportunities. See pages 5-6 for specific benefits about the items listed below.

• Anniversary Giveaway - $5,000
• WiFi Service – $4,500
• Mobile App – $4,500
• Welcome Reception – $4,500
• Monday Networking Reception – $4,500
• Charging Station - $4,500
• Keynote Speaker - $4,500
• Badge Lanyard - $3,500
• Regi-ception - $3,500
• Breakfast or Lunch - $3,500
• Élan Dinner Specialty Drink Station - $3,500
• Monday Night Reception Specialty Drink Station - $3,500

Gold level sponsors enjoy branded opportunities at the EXPO by having your company connected with food and beverage events and more.

Gold Card Level benefits include:
• One (1) Full Registration

Marketing benefits include:
• Half page advertisements in the EXPO program book and the industry’s leading magazine Card Manufacturing
• One (1) email marketing campaign
• Placement on EXPO signage and all EXPO advertising and materials

PLASTIC CARD LEVEL SPONSORS: 8 AVAILABLE

Includes the following sponsorship opportunities. See pages 6-7 for specific benefits about the items listed below.

• Hotel Keycard - $3,000
• Pens - $3,000
• Hydration Station - $2,500
• Élan Dinner Entertainment - $2,000
• Speed Networking Prize - $1,500
• ICMA Showcase Advertising - $1,300
• EXPO Program Advertising - $1,500/$1,000

Enjoy a targeted sponsorship that will showcase your brand to attendees.

Marketing benefits include:
• Placement on EXPO signage and all EXPO advertising and materials
**Sponsorship Descriptions**

**EXPO Shirt Sponsor - $9,500**
EXPO shirts are a longtime tradition for ICMA. This sponsorship opportunity places your brand in front of every attendee. This investment showcases its longevity – EXPO attendees wear them each year and are able to take them home.

**Exclusive Élan Dinner Sponsor - $7,500**
ICMA’s Élan Awards of Excellence Dinner is a night of celebration. By sponsoring this event your company will have the opportunity to have brand prominence on signage, cocktail napkins, drink stations and have your staff welcome attendees as they come in for the awards. Support the best of the best in card manufacturing with this one-of-a-kind sponsorship.

**Anniversary Giveaway Sponsor - $5,000**
ICMA’s 30th Anniversary is a milestone for the Association and the industry. Sponsors will have the opportunity to customize a unique giveaway for attendees with your logo.

**WiFi Service Sponsor – $4,500**
As the official and exclusive WiFi provider in all conference session rooms, exhibit hall and common areas, your company will be promoted among the full conference delegation through the WiFi login portal using your company name as well as prominent signage by the registration desk with your logo and the login code. Help attendees stay connected by sponsoring the WiFi connection. Sponsor may also distribute a flyer with login code.

**Mobile App Sponsor – $4,500**
Put your company’s brand and message right in attendees’ hands with a Mobile App Sponsorship! Sponsorship includes splash screen logo when App is launched, one banner ad displayed, highlighted sponsor listing and one push notification from the Mobile App on one conference day. Attendees will have the ability to access session content, a schedule of events, exhibitor listings, all general event information and a map of the exhibit hall floor plan using their mobile devices.

**Welcome Reception Sponsor – $4,500**
Prominent signage at the entrance to the exhibit hall will welcome attendees to ICMA’s landmark 30th Anniversary event with this sponsorship along with branded napkins at the bars as well as have your staff welcome attendees as they enter the hall. Open to all registrants, this event is a great way for attendees to network with both exhibitors and fellow attendees alike! Food and refreshments will be part of this fun and engaging kick-off event.

**Monday Networking Reception Sponsor – $4,500**
We’ve got a festive night planned and will include signage with your company logo at the entrance as well as having your staff welcome attendees as they head into the venue, and branded napkins at the bar on Monday night! Grab a beverage and reconnect with attendees at the end of the day to talk shop and share what you’ve learned. Sponsor this event and be sure your company is the final impression the attendee has at the end of day one!
Charging Station Sponsor - $4,500
Get remarkable onsite visibility by sponsoring the ICMA Charging Station. As the exclusive sponsor, in addition to signage, your company will be noticed with your logo on the branded station panels while attendees charge up for the day or during the breaks and meals. The charging station provides a great area of extended brand coverage while charging mobile devices so attendees can stay connected and rescue them from the dreaded “Low Battery” signal.

EXPO Keynote Sponsor - $4,500
Inspire attendees with this Opening Keynote Sponsorship! Your company would be identified as the exclusive sponsor to lead off the meeting with signage with your logo as attendees enter the meeting room. This sponsor will also have the opportunity to introduce the keynote speaker.

Badge Lanyard Sponsor - $3,500
Our most popular sponsorship! Each EXPO attendee will receive a lanyard featuring the sponsor’s logo or company name printed on it. Along with signage in the registration area, imagine every ICMA attendee walking the floor promoting your organization by wearing your company logo throughout the EXPO!

Regi-ception Sponsor - $3,500
You read that right—regi-ception! It’s a unique registration/reception combo to get you in the ICMA EXPO 30th Anniversary spirit. Get your name badge, meet our helpful staff and introduce yourself to the new faces you’ll be learning alongside all while grabbing a refreshment. We’ll have signage with your logo as you enter the regi-ception area and branded napkins in the bar and snack area. We can also provide you with a table at the entrance for your company literature or give-away.

Breakfast or Lunch Sponsor - $3,500
Everyone eats right? Help keep attendees on the floor over breakfast or lunch with this great sponsorship. Along with signage at the entrance to the hall and at the buffet stations, we’ll also provide tent cards with your logo at every table. This sponsor will have the opportunity to be the host to all attendees on a day of their choice in the exhibit hall.

Monday Night Reception Specialty Drink Station Sponsor - $3,500
Everyone loves a festive cocktail! With signage at the bar, branded napkins and your logo on the drink ticket, bee recognized as the company that offers attendees a specialty drink at our themed outdoor reception – options may include craft beer, mojitos, margaritas or others depending on the theme of the evening.

Élan Dinner Specialty Drink Station Sponsor - $3,500
Do you like to be the one with the extra drink tickets to hand out? With signage at the bar, branded napkins and your logo on the drink ticket, be recognized as the company that offers attendees a specialty cocktail at our awards dinner – options may include mojitos, margaritas or others.

Hotel Keycard Sponsor - $3,000
Be the brand every attendee sees, from when they check in to first thing in the morning, last thing at night and every other time they enter their hotel room. This sponsorship will stay with every attendee throughout the EXPO!
**Pen Sponsor - $3,000**
Need a pen? Show your support by sponsoring the official EXPO Pen! Each attendee will receive this logo’d item during registration and will use it throughout the event as they meet new people or make notes.

**Hydration Station Sponsor - $2,500**
With two and a half days of education for our attendees, it’s important to keep them motivated (and hydrated). Consider sponsoring our hydration stations that will be located in the exhibit hall and will be visible at all meals and breaks with signage next to them along with tent cards on the tables with your logo. Sponsor will have the option to provide logo cups or mugs (contact ICMA Headquarters for pricing) to re-use throughout the EXPO.

**Élan Dinner Entertainment Sponsor - $2,000**
Let’s have some FUN! Be recognized as the company that gets our attendees energized at our awards dinner! In addition to signage leading into the Élan dinner with your logo, we’ll also include signs by the music station.

**Speed Networking Prize Sponsor - $1,500**
We’ll be doing Speed Networking at the exhibitor booths so attendees can hear first-hand about their new products/services. This is your chance to be the company to draw the winning numbers and present the prizes to our card manufacturer and personalizer participants.

**ICMA Showcase Advertising - $1,300**
Includes 1 piece such as a flyer or brochure about your product (provided by sponsor) placed on central information table. Sponsor to provide 350 pieces to be delivered to the hotel 2 days prior to the event.

**EXPO Program Advertising - $1,500 full page, $1,000 half page**
One page, or half-page color advertisement in the EXPO program book, which is distributed to all attendees.

Advertising Specifications:
- **Art Deadline:** March 6, 2020
- **Mechanical Requirements:** Trim Size: 8 ½" x 11"
- **Full Page Ad, Live Area:** 7-5/8" x 10"; Half Page Ad, 7 ½" x 5"
- **File Format:** High-resolution PDF file required

**Policy**
Payment in full must be received when contract is signed. Payment can be made by credit card online in ICMA’s Online Store, or by check or wire. Currency amounts are in US dollars. Submitting the electronic contract link provided confirms your sponsorship. No cancellations / refunds since the publicity will have already begun.