



# Aim Ideas

## SUMMIT

Join us October 6-8 virtually for the state's largest gathering of municipal officials at the 2020 Aim Ideas Summit! We've developed an extensive list of sponsorship and advertising opportunities to provide you with optimum exposure, generate leads, and maximize your conference investment. It's not the in-person experience we all value, but it's sure to be a unique, safe, and healthy way to connect with municipal officials from around the state!

Please note, all sponsorships and advertising opportunities are available on a first-come, first-served basis. Further, several items have fast approaching deadlines.



### Digital Conference Program

The 2020 Aim Ideas Summit will include more than 25 educational workshops, business sessions, social events, and a virtual exhibit hall. The digital conference program will help attendees keep track of conference activities, view all workshop descriptions, and learn more about Aim Ideas Summit sponsors! *Deadline to submit ad to Aim: September 14th.*

**Full Page: 8.5" x 8.5", 1/8" bleed - \$625**

**Quarter Page: 3.6" x 3.6" - \$375**

**Half Page: 7.5" x 3.6" or 3.6" x 7.5" - \$500**

**Business Card: 3.6" x 1.8" - \$250**

### Conference Mobile App

**\$500 / 4 Available**

Your company logo and website link will be listed in the Aim Ideas Summit mobile application for smart phones, designed to provide conference-related information at attendee's fingertips during the Ideas Summit. The conference app will include daily agenda, personalized experience, a virtual exhibit hall, community forums, and more! Additional benefits include printed recognition in the digital conference program. *Deadline to submit logo to Aim: September 14th.*

### Email Blast

**\$750 / 4 Available**

Aim will blast an email containing your 200 words or less message to all registrants before or during the conference. This unique opportunity to introduce or reintroduce yourself and your company has been a popular tool for other virtual conferences around the country. Timing of blast will be determined by Aim. The email content must be approved by Aim. Partisan content or content conflicting with Aim policies will not be approved. *Deadline to submit email text to Aim: September 14th.*

### Closing Business Session

**\$1,800 / 3 Available**

Promote your company's products or services with a 60-second custom-made video commercial that will play at the Closing Business Session. Sponsor must provide commercial to Aim in approved MP4 video file format and will also receive printed recognition in the digital conference program. Additionally, the video will be placed on The Terminal located on the Aim website in either October, November, or December, following the 2020 Aim Ideas Summit. Video Specs TBD; 60-90 seconds in length. *Deadline to submit video file to Aim: September 14th.*

**SOLD OUT!**



### Green Room

**\$300 / 11 Available**

Maximum of three (3) workshop Green Room advertisements per sponsor; three (3) workshop Green Room sponsorships for a volume discount of \$750. Display your company name, contact information, and logo in the virtual Green Room leading up to the start of a workshop. Additional benefits include printed recognition in the digital conference program. *Deadline to submit company information and logo to Aim: September 14th.*

### Expert Roundtable

**\$750 / 3 Available**

One of three opportunities to be the whiz on a specific area of expertise. You can spend the hour-long session discussing, answering questions related to your pre-approved topic. Please note this will be offered as a concurrent session. Participants will have the option of choosing between a few topics during this timeframe. Sponsor benefits will include a one-hour timeslot on Wednesday or Thursday during the Aim Ideas Summit (placement will be determined by Aim), printed recognition in the digital conference program, and company logo displayed on the Green Room leading up to the start of the discussion.

### Pre-Conference Swag Box and Giveaways

**\$750 / 6 Available**

First, provide Aim with the company logo to be printed on swag boxes to be delivered to municipal conference attendees. Next provide Aim with 500 giveaways to be included in the Aim Ideas Summit swag box. Aim to approve item to be included due to limitations on size and weight. Recommendations include: travel hand sanitizer, facial masks, post-it notes, pens, gift cards. Additional benefits include printed recognition in digital conference program. *Deadline to submit logo to Aim: August 12th. Deadline to submit swag items to Aim: September 14th.*



### Major Door Prize

**\$700 / 1 Available**

Sponsor one of three major door prizes given away during the virtual Aim Ideas Summit. One prize will be given at each general session event, the Opening Business Session, Presidents' Reception, and Closing Business Session. Sponsor benefits include printed recognition in the digital conference program, verbal recognition from the virtual podium during prize drawing, and the adoration of each lucky winner.

### Daily Leaderboard Prize

**\$250 / 2 Available**

Sponsor a daily giveaway to the municipal official who knows how to make the most of their virtual conference experience! Tuesday - Thursday we will award a prize to the municipal attendee commanding the Leaderboard. Sponsor benefits include printed recognition in the digital conference program, and verbal recognition from the virtual podium during prize drawing. Along with a fantastic prize, the lucky winners will each receive your name and contact information.

### Leaderboard MVP Prize

**\$350 / 1 Available**

Be the sole sponsor of the Leaderboard MVP Prize consisting of a huge Amazon gift card to be given at the end of the Aim Ideas Summit. Sponsor benefits include printed recognition in the digital conference program, and verbal recognition from the virtual podium during prize drawing, your logo on a pre-conference blast email to Aim members. The lucky winner will be provided with your contact information, along with a fantastic prize.

*Opportunities are available on first-come, first-served basis. Priority will be given to Aim Corporate Partners in good standing. If you have any questions or would like to discuss more in depth, contact Lesley Mosier (lmosier@aimindiana.org). If you have questions on advertising specifications, contact Erin Jamison-Koenig (ejamisonkoenig@aimindiana.org).*



# Aim Ideas SUMMIT

## CORPORATE PARTNER SPONSORSHIP OPPORTUNITIES ORDER FORM

Complete the form below with your selections for the 2020 Aim Ideas Summit and return to Lesley Mosier (lmosier@aimindiana.org). Please note various deadlines and limitations on previous page.

ITEM SELECTION					
Item	Price	Amount	Item	Price	Amount
Digital Conference Program Ad			<input type="checkbox"/> Expert Roundtable	\$750	N/A
<input type="checkbox"/> Full Page	\$625		<input type="checkbox"/> Pre-Conference Swag Box	\$750	N/A
<input type="checkbox"/> Half Page	\$500		<input type="checkbox"/> Major Door Prize	\$700	
<input type="checkbox"/> Quarter Page	\$375		<input type="checkbox"/> Daily Leaderboard Prize	\$250	
<input type="checkbox"/> Business Card	\$250		<input type="checkbox"/> Leaderboard MVP Prize	\$350	N/A
<input type="checkbox"/> Conference Mobile App	\$500		Total: \$ _____		
<input type="checkbox"/> Email Blast	\$750	N/A			
<input type="checkbox"/> Closing Business Session	\$1,800				
Green Room					
<input type="checkbox"/> One Room	\$300				
<input type="checkbox"/> Two Rooms	\$600				
<input type="checkbox"/> Three Rooms	\$750				

COMPANY & PAYMENT INFORMATION					
Company Name					
Contact					
Phone			Email		
Address					
City		State		ZIP	
Website					
Method of Payment (Circle One)    Check    MC    Visa    Discover    AmEx					
Check Number (Payable to Aim)					
Card Number					
Expiration Date			Verification Code		
Name of Cardholder					
Billing Address					
City		State		ZIP	
Cardholder Signature					