



2017 SPONSORSHIP LEVELS | ADVERTISING

Employment, Training, Benefits & Wellness Conference

April 5 & 6, 2017 • Altoona, Iowa
The Meadows Events & Conference Center

TITANIUM SPONSORSHIP - EXCLUSIVE

\$7500



- Your logo on the conference website with a link to your company website
 - Two speaking sessions (1.25 hours each)
 - One complimentary Corporate Exhibitor Booth with *two exhibitor representatives
 - Ten complimentary registrations to attend conference
 - Opportunity to distribute one approved promotional item to all attendees in the registration packet
 - Free full-page ad located on the inside front cover of the conference program
 - Recognition on advertisements - Business Record, IEC electronic mailings, including association/partnership electronic mailings
 - Promotion of your company via Iowa Employment Conference (IEC) social media profiles
 - Acknowledgement in Welcome PowerPoint presentation
 - A copy of the attendee list at the conclusion of the conference
 - Complimentary Wi-Fi
- Keynote Speaker**
- ❖ Available Wednesday
 - ❖ Speaking Session (1.5 hours)
 - ❖ **Exclusive** presenter of the Keynote Speaker
 - ❖ Opportunity to provide introduction of the Keynote Speaker
 - ❖ Opportunity to deliver three-minute welcome to attendees
 - ❖ Signage promoting your company as the Keynote Speaker sponsor
- Contact Nan Boland at 515-331-9020 for additional information.

PLATINUM SPONSORSHIP

\$6000



- Your logo on the conference website with a link to your company website
 - Two speaking sessions (1.25 hours each)
 - One complimentary Corporate Exhibitor Booth with *two exhibitor representatives
 - Eight complimentary registrations to attend conference
 - Opportunity to distribute one approved promotional item to all attendees in the registration packet
 - Free full-page ad in the conference program
 - Promotion of your company via Iowa Employment Conference (IEC) social media profiles
 - Acknowledgement in Welcome PowerPoint presentation
 - A copy of the attendee list at the conclusion of the conference
 - Complimentary Wi-Fi
- Corporate Lunch Contributor**
- ❖ Available Thursday
 - ❖ Corporate signage displayed at the lunch service table during lunch

GOLD SPONSORSHIP

\$5000



- Your logo on the conference website with a link to your company website
 - One speaking session (1.25 hours each)
 - One complimentary Corporate Exhibitor Booth with *two exhibitor representatives
 - Six complimentary registrations to attend conference
 - Opportunity to distribute one approved promotional item to all attendees in the registration packet
 - Free half-page ad in the conference program
 - Promotion of your company via Iowa Employment Conference (IEC) social media profiles
 - Acknowledgement in Welcome PowerPoint presentation
 - A copy of the attendee list at the conclusion of the conference
 - Complimentary Wi-Fi
- Corporate Networking Reception Contributor**
- ❖ Corporate signage displayed at during the networking reception



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SILVER SPONSORSHIP

\$4000



- Your logo on the conference website with a link to your company website
- One speaking session (1.25 hours each)
- One complimentary Corporate Exhibitor Booth with *two exhibitor representatives
- Four complimentary registrations to attend conference
- Opportunity to distribute one approved promotional item to all attendees in the registration packet
- Free half-page in the conference program
- Promotion of your company via Iowa Employment Conference (IEC) social media profiles
- Acknowledgement in Welcome PowerPoint presentation
- A copy of the attendee list at the conclusion of the conference
- Complimentary Wi-Fi

Breakfast Contributor

- ❖ Corporate signage displayed at the breakfast service table during breakfast

BRONZE SPONSORSHIP

\$3000



- Your logo on the conference website with a link to your company website
- One speaking session (1.25 hours each)
- One complimentary Corporate Exhibitor Booth with *two exhibitor representatives
- Two complimentary registrations to attend conference
- Opportunity to distribute one approved promotional item to all attendees in the registration packet
- Free fourth-page ad in the conference program
- Promotion of your company via Iowa Employment Conference (IEC) social media profiles
- Acknowledgement in Welcome PowerPoint presentation
- A copy of the attendee list at the conclusion of the conference
- Complimentary Wi-Fi

Break Contributor

- ❖ Corporate signage displayed at the refreshment table during breaks

CORPORATE EXHIBITOR BOOTH

\$1,500



- One exhibitor representative (Includes conference registration, meals, and program.)
- Exhibit space in a high-traffic area
- Opportunity to network with attendees
- Acknowledgement on the IEC website as an exhibitor
- Acknowledgement in the conference program as an exhibitor
- A copy of the attendee list at the conclusion of the conference
- Complimentary Wi-Fi
- **LIMITED SPACE!**



Additional Exhibitor Representative(s)

Please check here if you will have additional exhibitor representatives.

- The cost for each additional exhibitor representative is \$100. Payment must be included with Sponsorship / Exhibitor Application to receive this special price for an additional exhibit booth staff member.
- Please enter their information under the Additional Exhibitor Representative section of the Sponsorship/Exhibitor Application Form.

* Due to limited space, sponsors are allowed only two representatives per day at their exhibit booth during exhibit hours.



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ADVERTISING

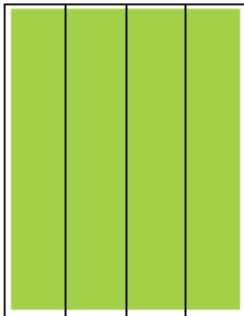
The Employment, Training, Benefits & Wellness Conference is our most popular and anticipated event of the year. Hundreds of attendees use the program guide as their primary source of information throughout the conference. The program is a great vehicle to get your brand in front of attendees and entice them to learn more about what you have to offer! Please contact Nan Boland at nan@hirequalitysolutions.com to reserve your spot!

AD SIZES	PRICE	ADVERTISING SPACE DEADLINE
Full Page, Inside Cover, Color (<i>RESERVED for Titanium Sponsor</i>)	\$2000	Please submit your final ad per the IEC Program Advertising Requirements by March 1, 2017.
Full Page, Color	\$1500	
Half Page, Color	\$1000	Send files to: jim@ocgroupllc.com
Quarter Page, Color	\$500	

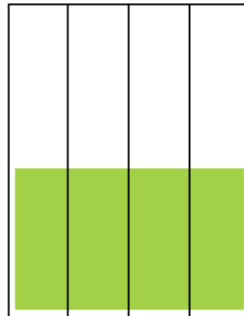
IEC Program Advertising Requirements

Please follow these guidelines if you are submitting an ad for the IEC Program:

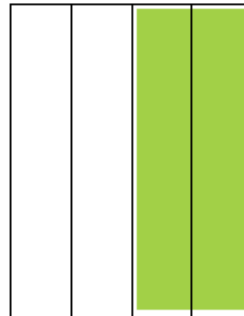
Full Page:
8"w x 10.5"h



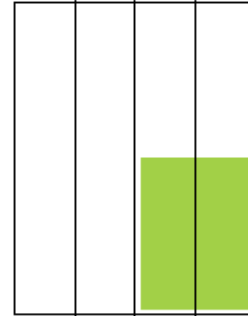
Half Page (H):
8"w x 5.125"h



Half Page (V):
4"w x 10.5"h



Quarter Page:
3.875"w x 5.125"h



AD SUBMISSION GUIDELINES

- Ad materials must be supplied in PDF x1-a (2001) High Quality Print format. Note that this format is an output option in InDesign and will embed fonts and flatten transparencies automatically.
- For optimal reproduction, maximum total ink density of 300% is recommended.
- Images must be high resolution (300 dpi).
- You may include a border, but do not output with trim marks or bleeds.
- Color space must be CMYK or Grayscale. No spot colors, RGB, LAB color or embedded color profiles.
- All fonts must be embedded or outlined before converting to PDF format.
- Minimum size of type intended to knock out is 8pt.
- Please submit ad materials through our advertising agency, Oglesby Creative Group.

Send files to:
jim@ocgroupllc.com