

VISION



ANNUAL MEETING 2017

September 24-26

The Breakers

Palm Beach, FL

SPONSORSHIP PROSPECTUS

VISION SPONSORSHIPS OPPORTUNITIES

VISION: IRI Annual Meeting 2017 is the premier business meeting for the insured retirement industry. Hosted by IRI, the conference will be held September 24-26, 2017 at The Breakers in Palm Beach, FL.

The insured retirement industry's most influential CEOs, executives and decision makers use VISION as their vehicle to learn about emerging trends, explore the dynamics of an ever-changing market, and network with their peers. The conference offers a number of sponsorship opportunities, for companies to gain maximum exposure.

IRI offers three levels of premier, overarching conference sponsorship as well as numerous a la carte opportunities ranging in price from \$500 to \$15,000. In addition, IRI will gladly customize sponsorship packages to meet your company's needs.

BENEFIT	CHAIRMAN	PRESIDENT	DIRECTOR
Complimentary Passes	3	2	1
Ad in Conference Program	Full page	1/2 page	
Mobile App Alert	2	1	1
Seat on Future Planning Committee	Marketing Summit AND Annual Meeting	Marketing Summit OR Annual Meeting	
Logo in General Session Video Loop	✓	✓	
Verbal Recognition in General Session	✓	✓	✓
Logo Displayed in Registration Area	✓	✓	✓
Logo in Conference Program Sponsors Page	✓	✓	✓
Logo and, Company Description, Info in Mobile App	✓	✓	✓
Exposure to C-Suite Industry Execs	✓	✓	✓
Networking Opportunities	✓	✓	✓
Opportunity to Develop New Contacts and Leads	✓	✓	✓
List of Attendees in Excel	Two Weeks Before AND Two Weeks After	Two Weeks Before AND Two Weeks After	Two Weeks After
	\$15,000	\$12,500	\$7,500

Questions? Looking for a specific opportunity?

Please contact **Kaitlyn Palatucci**, Director of Sponsorship and Client Services at kpalatucci@irionline.org

SPONSORSHIP OPPORTUNITIES

VISION 2017 offers a number of exclusive event sponsorship opportunities. Customized sponsorship packages are also available.

Conference Functions

General Session (Monday).....	\$10,000 each (2 avl)
General Session (Tuesday).....	\$10,000 each (2 avl)
Meeting Wi-Fi	\$5,000 each (3 avl)
**Awards Luncheon	\$10,000
**Welcome Reception.....	\$10,000
**Monday Reception.....	\$10,000
**Monday Breakfast Buffet.....	\$7,500
**Tuesday Breakfast Buffet	\$7,500
**Networking Coffee Break (3 available)..	\$5,000

The VISION a la carte sponsorship opportunities also include:

- Logo on registration area signage, mobile app, and program sponsorship page.
- Company description in printed program and mobile app.
- Verbal recognition and logo displayed at sponsored functions if applicable.
- ** Conference functions will come with custom cocktail napkins

Products and Giveaways

Hotel Room Key Cards	\$6,000
Badge Lanyards.....	\$6,000
Registration Envelopes	\$5,500
Mobile App Sponsorship.....	\$5,000
Padfolios	\$5,000
USB Flash Drives	\$5,000
8oz Water Bottles (2 per attendee)...	\$5,000
Mints	\$3,500
Room Drop.....	\$3,500
Sticky Notes.....	\$3,500
Lip Balm	\$3,500
Hand Sanitizer....	\$3,500
Pens	\$3,000
Chocolate Squares (2 per attendee).	\$3,000
Mobile App Post	\$1,000
Customized Sponsorship	TBD

PROGRAM ADVERTISING

Buy any program ad get the 2nd ad of equal or lessor value at 50% off.

Inside Front Cover	\$2,500	Full Page	\$1,750
Outside Back Cover	\$2,500	1/2 Page Ad	\$750
Inside Back Cover	\$2,000		

IMPORTANT DATES

Sponsorship Dates:

September 1, 2017

- Sponsors must submit a company description (100-word maximum), for inclusion on the VISION: IRI Annual Meeting 2017 app and conference program.
- Logo for final program, and on-site signage, and mobile app due.
- Ads for final program (if applicable) due.

Conference Dates:

July 26, 2017

- Early registration deadline

August 24, 2017

- Preferred registration deadline

September 4, 2017

- Registration cancellation requests received on or after Sept. 4 will be issued a 50% refund less a \$50 non-refundable processing fee. No refunds will be issued after Sept. 4, 2017. Please send cancellation requests to conferences@irionline.org.
- Discounted rate available for room reservations at The Breakers until Sept. 4, or until the room block is full, whichever comes first.

NEW SPONSORSHIP OPPORTUNITIES!

DOES THIS SOUND LIKE YOUR ORGANIZATION?

We Produce Everything In-House	OR	We Don't Have Compelling Video Content
We have great videos, but they sit on YouTube or our website and don't get the exposure to our target market.		We just don't know how to produce good video content that would be compelling to our target market.
We need to not only reach out target market with our video messaging, but we also need to know we are converting them in to qualified leads.		The agency who quoted us for video production was too expensive and the effort to work on videos seemed daunting.

Enter

IRI tv gives you the opportunity to position your organization as an industry thought leader and increase the true understanding of your value by sharing your insights or best practices in video to the IRI membership.

Here is how easy it works:

- Step 1: PICK AN EXCLUSIVE TOPIC OR MAKE YOUR OWN** from the provided topic list. Video topics provide insight, best-practice, future trend and/or educational updates in 2-4 minutes
- Step 2: VIDEO OPTIONS** - Either supply your own video (requires IRI approval) or request a new video that the IRI tv award-winning video production team will help you plan, script, film (at an IRI conference) and edit.
- Step 3: MAXIMIZE EXPOSURE** - Our team will feature your video message to IRI members through co-branding and on the IRI tv website. We will also make your video available from your website (for 12 months) using special video player technology that is designed to help convert viewers into leads.

Options	Supplied Video	Planned, Filmed & Produced Content for Selected Topic
1	\$4,000	\$7,500
2	\$3,000	\$5,000

Each Video	Included Service
Special Video Player that embeds on your website	Co-Branded video player for 12 months Global hosting – no video pausing and no impact on your website Built in click thru banner for download, register, or other link as you need
Featured as an educational video episode on IRI tv	Video is featured on the IRI tv website
IRI tv Video Library, Search and Analytics	Find your video content by <ul style="list-style-type: none"> • Topic • Company • Solution Reporting of analytics on your video(s) available upon request

For additional questions, please contact **Kaitlyn Palatucci** at kpalatucci@irionline.org.

VISION: IRI ANNUAL MEETING 2017 SPONSOR AGREEMENT

Company Name: _____ Office Use Only
Date Rec'd _____
Title: _____
Date Payment Rec'd _____
Pre-Conference Contact: _____
Address: _____
City, State, Zip: _____
Phone: _____ Fax: _____
Email: _____

Please indicate sponsorship level: Chairman (\$15,000) President (\$12,500) Director (\$7,500)

Or

Please indicate sponsored item: _____ Price: _____

Please indicate appropriate method of payment:

Check Enclosed

TOTAL AMOUNT DUE: \$ _____

Credit Card

Card Number: _____

Exp. Date: _____

Name of Cardholder: _____

Signature: _____

No refunds will be given for cancellation of advertising or sponsorships. I understand my credit card will be charged for the items I have selected, according to my membership status. By signing this form, I authorize IRI to charge my credit card for the appropriate fee based on my member status, as set forth above.

Please return these forms with payment to:

IRI • 1100 Vermont Avenue, NW • 10th Floor • Washington, D.C. 20005 - or fax to (202) 469-3030
Attention: Conferences

Checks should be made payable to Insured Retirement Institute