



June 11-13, 2018 / Atlanta

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## Insight Innovation eXchange NA: Presented by GreenBook

IleX North America is the flagship conference in the IleX series. Over the last four years, IleX North America has doubled in size and we expect the 2018 event to be bigger and better than ever! The event will be two and a half days in Atlanta filled with new thinking, new solutions, and new approaches from the most innovative leaders from around the globe. Come to IleX to find out what's new in the realm of insights, to be challenged and inspired while finding practical solutions, and to meet your future business partners. IleX prepares you for the insights revolution with new thinking, innovative companies, fast-paced bold speakers, practical business value, new technologies, collaboration, and networking. It's a combination kick in the pants, turbocharged networking, and intensive education.

Sponsor IleX to associate your brand with innovation and position your company as a thought leader in the industry

The IleX team looks forward to working with you.

Summary of Options	Sponsorship fee (USD)	Free passes	Speaking opportunity	Exhibition space
1. Title Sponsor (1)	\$25,000	5	✓	✓
2. Premium Sponsor (3)	\$20,000	4	✓	✓
3. VIP Dinner (Gold Level) Sponsor (2)	\$16,500	3	✓	✓
4. Platinum Sponsor (7)	\$16,500	3	✓	✓
5. Gold Sponsor (10)	\$10,900	2	✓	✓
6. Gold Workshop Sponsor (8)	\$8,500	2	✓	✓
7. Specialty Lounge (2)	\$9,900	3		
8. Media Sponsor (1)	\$18,900	1		
9. Welcome Reception Sponsor (1)	\$5,000	1		
10. Reception Sponsor (2)	\$7,500	1		
11. Exhibitor (24)	\$6,500	2		✓
12. GRIT Commentary & Panel (5)	\$7,000	1	✓	
13. Workshop Sponsor (8)	\$4,500	1	✓	
14. Hotel Key Cards (1)	\$4,900	1		
15. Networking Break & Book Signing (2)	\$2,400	1		
16. Bag Sponsor (1)	\$2,400	1		
17. Espresso Sponsorship (2)	\$3,500	1		
18. Badge Lanyard Sponsor (1)	\$2,500	1		
19. Notepad and Pen Sponsor (1)	\$2,500	1		
20. Roundtable Sponsor (16)	\$2,400	1		
21. Startup Exhibit (8)	\$2,500	2		✓

22. Novelty Food Add-On	\$1,400			
23. Seat Drop Distribution (2)	\$1,400			
24. Water Bottles (1)	\$1,900			

### Detailed Comparison of Title/Gold/Exhibitor Packages

	Title Sponsor	Platinum Sponsor	Gold Sponsor	Exhibitor
Company name on conference title	✓			
Speaking opportunity	✓	✓	✓	
Conference passes	5	3	2	2
Company listing on IleX website	✓	✓	✓	
GreenBook Blog article	✓	✓		
Signage in main auditorium	✓			
Push message on mobile app	✓	✓		
Company profile on mobile app	✓	✓	✓	✓
Logo on marketing materials	✓	✓	✓	✓
Swag in attendee bags	✓	✓	✓	✓
Exhibition space (tabletop)	✓	✓	✓	✓
Social media marketing	✓	✓	✓	✓
Acknowledgements	✓	✓	✓	✓

## 1. Title Sponsorship: 1 Available (\$25,000)

Leverage the opportunity to gain unparalleled brand awareness and exposure before, during, and after the conference. Show that your company is on the leading edge of innovation in market research by linking your brand to Insight Innovation.

Among other benefits, this level of sponsorship receives the most exposure through prominent placement of the company name underneath the Insight Innovation eXchange logo on the official conference header.

The **Title Sponsorship** includes:

### **Company Name on Conference Title**

Your company name will show underneath the Insight Innovation eXchange logo on the official conference header. The conference header will be displayed on the event website and every piece of marketing collateral, including email invitations sent to the entire GreenBook mailing list (over 80,000 marketing and insights professionals) and media partner subscriber networks.

### **Speaking Opportunity**

You will have the opportunity to give a full 15-minute presentation, participate in a panel discussion, or chair a session at the conference (to be agreed upon with the conference programming team).

### **Exhibition Opportunity**

As the Title Sponsor, you will have a designated table in the catering and exhibition area of the conference where you may exhibit or demonstrate products, or place a tabletop display and marketing materials. You will have first choice of all sponsors. Please note that this is NOT a booth, but a tabletop display, and all materials and signage must fit within the width of the table area. Exact specifications will be provided by the GreenBook team.

### **Event Passes**

You will receive 5 complimentary Full Conference passes (one of which will include your speaker). You may purchase additional passes at a 25% off discount. As a sponsor, you will also receive a 25% discount code to share with your network.

### **Website Listing**

The Title Sponsor will be featured on the conference website from the time the sponsorship agreement is made or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website.

**Brand Exposure**

As the Title Sponsor, your company's name and logo will appear more prominently than those of any other sponsors, and will be featured on the conference website, all promotional emails, on a display board in the conference registration area, and in other pre-conference promotional materials.

**Social Media Marketing**

Customized marketing news about the Title Sponsor will be 'trickled' into our Twitter and LinkedIn news feed, typically reaching approximately 30,000 users.

**GreenBook Blog Article**

You will have the opportunity to write an article to be published on the GreenBook Blog. Final piece is subject to review by the GreenBook Blog's editorial team.

**Signage**

You will have the opportunity to provide one sign (such as 1 roll-up banner) in the main conference room. Please consult with the GreenBook team to determine appropriate size.

**Mobile App Listing and Targeted Message**

The Title Sponsor will be featured on the official conference mobile app. Your company will be listed on the sponsor section, including a 50-word company description and links to your website and social media profiles. You will also have the opportunity to write a message to be sent out through the app to all conference attendees via push messaging.

**Bag Inserts**

You may include a gift/giveaway in the attendee bag that is distributed to participants upon registration at the conference. \*Please note that paper leaflets and brochures will not be accepted as they have in the past. This is part of our attempt to create a more environmentally friendly event.

**Acknowledgements**

As the Title Sponsor, you will be thanked during the opening and closing conference sessions and in the proceedings. You will be entitled to promote your company as the Title Sponsor to the conference.

## 2. Premium Sponsorship: 3 Available (\$20,000)

We will work with you to design a custom sponsorship aimed at fulfilling your company goals. This may involve combining multiple sponsorships from this kit or creating a brand new sponsorship by scratch. This level of sponsorship offers the most flexibility in showcasing your company's innovative spirit.

The **Premium Sponsorship** may include:

### **Speaking Opportunity**

You will have the opportunity to give a 15 minute presentation or chair a session at the conference. Final arrangement to be agreed upon with the conference programming team.

### **Exhibition Opportunity**

As a Premium Sponsor, you will have a designated table in the catering and exhibition area of the conference where you may exhibit or demonstrate products, or place a tabletop display and marketing materials. Please note that this is NOT a booth, but a tabletop display, and all materials and signage must fit within the width of the table area. Exact specifications will be provided by the GreenBook team.

### **Event Passes**

You will receive 4 complimentary Full Conference passes (one of which will include your speaker). You may purchase additional passes at a 25% off discount. As a sponsor, you will also receive a 25% discount code to share with your network.

### **Website Listing**

Your will be featured on the conference website from the time the sponsorship agreement is made or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website.

### **Brand Exposure**

Your company's name and logo will be featured on the conference website, all promotional emails, on a display board in the conference registration area, and in other pre-conference promotional materials.

### **Social Media Marketing**

Customized marketing news about the Premium Sponsor will be 'trickled' into our Twitter and LinkedIn news feed, typically reaching approximately 30,000 users.

### **GreenBook Blog Article**

You will have the opportunity to write an article to be published on the GreenBook Blog. Final piece is subject to review by the GreenBook Blog's editorial team.

**Mobile App Listing and Targeted Message**

Your company will be listed on the sponsor section, including a 50-word company description and links to your website and social media profiles. You will also have the opportunity to write a message to be sent out through the app to all conference attendees via push messaging.

**Bag Inserts**

You may include a gift/giveaway in the attendee bag that is distributed to participants upon registration at the conference. \*Please note that paper leaflets and brochures will not be accepted as they have in the past. This is part of our attempt to create a more environmentally friendly event.

**3. VIP Dinner (Gold Level): 2 Available (\$16,500)**

Host a private VIP dinner at IleX with the guests of your choice. GreenBook will work with you to select a restaurant, and approximately 3 weeks to 1 month prior to the conference, we will facilitate the invitation process, in which you'll have the opportunity to invite up to 12 guests to your private VIP dinner (and bring up to 4 representatives from your company).

The VIP Dinner also includes all benefits of a Gold Sponsorship at the conference, through which you'll gain a high level of brand awareness through pre- and post-event marketing, promotion, the IleX website, as well as prominent visibility on site.

**Speaking Opportunity**

You will have the opportunity to give a standard 15 minute presentation or chair a session at the conference. Final arrangement to be agreed upon with the conference programming team.

**Exhibition Opportunity**

As the VIP Dinner (Gold) Sponsor, you will have a designated table in the catering and exhibition area of the conference where you may exhibit or demonstrate products, or place a tabletop display and marketing materials. Please note that this is NOT a booth, but a table-top display, and all materials and signage must fit within the width of the table area. Exact specifications will be provided by the GreenBook team

**Event Passes**

You will receive 3 complimentary Full Conference passes (one of which will include your speaker). You may purchase additional passes at a 25% off discount. As a sponsor, you will also receive a 25% discount code to share with your network.

**Website Listing**

The VIP Dinner (Gold) Sponsor will be featured on the conference website from the time the sponsorship agreement is made or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website.

**Visual Brand Exposure**

As you'll receive Gold Sponsorship benefits, your company will be featured on the conference website, all promotional emails, on a display board in the conference registration area, and in other pre-conference promotional materials.

**Social Media Marketing**

Customized marketing news about the VIP Dinner (Gold) Sponsor will be 'trickled' into our Twitter and LinkedIn news feeds, typically reaching approximately 30,000 users.

**Mobile App Listing**

The VIP Dinner (Gold) Sponsor will be featured on the official conference mobile app. Your company will be listed on the sponsor section, including a 50-word company description and links to your website and social media profiles.

**Bag Inserts**

You may include a gift/giveaway in the attendee bag that is distributed to participants upon registration at the conference. \*Please note that paper leaflets and brochures will not be accepted as they have in the past. This is part of our attempt to create a more environmentally friendly event.

**Transportation**

If needed, GreenBook will arrange for Uber SUVs to transport to restaurant location, while coordinating the correct people get transported in a timely manner.

**Invitation Process**

Your company will decide the invite priority. GreenBook will write the copy and coordinate the invitation process. It will be positioned as a "VIP" or "Innovators" Dinner.

## **4. Platinum Sponsorship: 7 Available (\$16,500)**

Gain a high level of brand awareness throughout all pre- and post-event marketing, promotion, and the IleX website, as well as prominent visibility on site at the event. Take advantage of the unique opportunity to connect with conference attendees through targeted messages before, during, or after the conference.

The **Platinum Sponsorship** includes:

**Speaking Opportunity**

You will have the opportunity to give a 15 minute presentation, participate in a panel discussion, or chair a session at the conference. Final arrangement to be agreed upon with the conference programming team.

**Exhibition Opportunity**

As a Platinum Sponsor, you will have a designated table in the catering and exhibition area of the conference where you may exhibit or demonstrate products, or place a tabletop display and marketing



materials. Please note that this is NOT a booth, but a tabletop display, and all materials and signage must fit within the width of the table area. Exact specifications will be provided by the GreenBook team.

**Event Passes**

You will receive 3 complimentary Full Conference passes (one of which will include your speaker). You may purchase additional passes at a 25% off discount. As a sponsor, you will also receive a 25% discount code to share with your network.

**Website Listing**

Platinum Sponsors will be featured on the conference website from the time the sponsorship agreement is made or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website.

**Brand Exposure**

As a Platinum Sponsor, your company's name and logo will appear more prominently than nearly all other sponsors, and will be featured on the conference website, all promotional emails, on a display board in the conference registration area, and in other pre-conference promotional materials.

**Social Media Marketing**

Customized marketing news about the Platinum Sponsor will be 'trickled' into our Twitter and LinkedIn news feed, typically reaching approximately 30,000 users.

**GreenBook Blog Article**

You will have the opportunity to write an article to be published on the GreenBook Blog. Final piece is subject to review by the GreenBook Blog's editorial team.

**Mobile App Listing and Targeted Message**

Platinum Sponsors will be featured on the official conference mobile app. Your company will be listed on the sponsor section, including a 50-word company description and links to your website and social media profiles. You will also have the opportunity to write a message to be sent out through the app to all conference attendees via push messaging.

**Bag Inserts**

You may include a gift/giveaway in the attendee bag that is distributed to participants upon registration at the conference. \*Please note that paper leaflets and brochures will not be accepted as they have in the past. This is part of our attempt to create a more environmentally friendly event.

**Acknowledgements**

As a Platinum Sponsor, you will be thanked during the opening and closing conference remarks.

## 5. Gold Sponsor: 10 Available (\$10,900)

Gain a high level of brand awareness across pre- and post-event marketing, promotion, and the IleX website, as well as prominent visibility on site.

**Gold Sponsorship** benefits include:

### **Speaking Opportunity**

You will have the opportunity to give a 15 minute presentation or chair a session at the conference. Final arrangement to be agreed upon with the conference programming team.

### **Exhibition Opportunity**

As a Gold Sponsor, you will have a designated table in the catering and exhibition area of the conference where you may exhibit or demonstrate products, or place a tabletop display and marketing materials. Please note that this is NOT a booth, but a table-top display, and all materials and signage must fit within the width of the table area. Exact specifications will be provided by the GreenBook team.

### **Event Passes**

You will receive 2 complimentary Full Conference passes (one of which will include your speaker). You may purchase additional passes at a 25% off discount. As a sponsor, you will also receive a 25% discount code to share with your network.

### **Website Listing**

Gold Sponsors will be featured on the conference website from the time the sponsorship agreement is made or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website.

### **Brand Exposure**

As a Gold Sponsor, your company will be featured on the conference website, all promotional emails, on a display board in the conference registration area, and in other pre-conference promotional materials.

### **Social Media Marketing**

Customized marketing news about Gold Sponsors will be 'trickled' into our Twitter and LinkedIn news feeds, typically reaching approximately 30,000 users.

### **Mobile App Listing**

Gold Sponsors will be featured on the official conference mobile app. Your company will be listed on the sponsor section, including a 50-word company description and links to your website and social media profiles.

**Bag Inserts**

You may include a gift/giveaway in the attendee bag that is distributed to participants upon registration at the conference. \*Please note that paper leaflets and brochures will not be accepted as they have in the past. This is part of our attempt to create a more environmentally friendly event.

**6. Gold Workshop Sponsor 8 Available (\$8,500)**

Sponsor a 30-minute workshop, and host an interactive discussion of the topic of your choice. Take advantage of the opportunity to interact with and demonstrate your leadership to a targeted group of event attendees who have expressed interest in your field.

**Gold Workshop Sponsorship** benefits include:

**Speaking Opportunity**

You will have the opportunity to give a 30 minute presentation workshop at the conference. GreenBook will provide guidance to help make the most of the opportunity.

**Exhibition Opportunity**

As a Gold Workshop Sponsor, you will have a designated table in the catering and exhibition area of the conference where you may exhibit or demonstrate products, or place a tabletop display and marketing materials. Please note that this is NOT a booth, but a table-top display, and all materials and signage must fit within the width of the table area. Exact specifications will be provided by the GreenBook team.

**Event Passes**

You will receive 2 complimentary Full Conference passes (one of which will include your speaker). You may purchase additional passes at a 25% off discount. As a sponsor, you will also receive a 25% discount code to share with your network.

**Website Listing**

Gold Workshop Sponsors will be featured on the conference website from the time the sponsorship agreement is made or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website.

**Brand Exposure**

As a Gold Workshop Sponsor, your company will be featured on the conference website, all promotional emails, on a display board in the conference registration area, and in other pre-conference promotional materials.

**Social Media Marketing**

Customized marketing news about Gold Workshop Sponsors will be 'trickled' into our Twitter and LinkedIn news feed, reaching approximately 30,000 users.

**Mobile App Listing**

Gold Workshop Sponsors will be featured on the official conference mobile app. Your company will be listed on the sponsor section, including a 50-word company description and links to your website and social media profiles.

**Bag Inserts**

You may include a gift/giveaway in the attendee bag that is distributed to participants upon registration at the conference. \*Please note that paper leaflets and brochures will not be accepted as they have in the past. This is part of our attempt to create a more environmentally friendly event.

## 7. Specialty Lounge: 2 Available (\$9,900)

By sponsoring a specialty lounge, GreenBook will work with you to create a space completely dedicated to your brand that stands out from the exhibitors at the event. By taking full control of the branding, furniture, and design, you can take pride in providing attendees with a bespoke experience that sets you apart from the crowd.

**Lounge Space**

You will have a dedicated room or space that is available for you to setup and brand in any way you see fit. This will be separate, but close to the exhibitor's area. This space can double as a large exhibit space, specialty lounge, or both. By taking ownership of your own space, you have the opportunity to hold a mini-event for attendees. Overall lounge plan is subject to approval by IleX team.

**Event Passes**

You will receive 2 complimentary Full Conference passes (one of which will include your speaker). You may purchase additional passes at a 25% off discount. As a sponsor, you will also receive a 25% discount code to share with your network.

**Website Listing**

You will be featured on the conference website from the time the sponsorship agreement is made or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website.

**Brand Exposure**

As a Specialty Lounge Sponsor, your company will be featured on the conference website, all promotional emails, on a display board in the conference registration area, and in other pre-conference promotional materials.

**Social Media Marketing**

Customized marketing news about the Specialty Lounge Sponsor will be 'trickled' into our Twitter and LinkedIn news feed, reaching approximately 30,000 users.

**Mobile App Listing**

The Specialty Lounge Sponsor will be featured on the official conference mobile app. Your company will be listed on the sponsor section, including a 50-word company description and links to your website and social media profiles.

**Bag Inserts**

You may include a gift/giveaway in the attendee bag that is distributed to participants upon registration at the conference. \*Please note that paper leaflets and brochures will not be accepted as they have in the past. This is part of our attempt to create a more environmentally friendly event.

**8. Media Sponsor: 1 Available (\$18,900)**

The Media Sponsor package combines marketing and branding association before the event, with extensive exposure after the conference. This is the only sponsorship level that offers permanent exposure on our YouTube channel, where content from our conferences is hosted.

**Brand Exposure**

Your logo and the URL of your choice will permanently appear on an introductory slide at the beginning of every video from the conference you sponsor. Additionally, your company's name and logo will be featured on the conference website, promotional emails, on a display board in the conference registration area, and in other pre-conference promotional materials

**Event Passes**

You will receive 1 complimentary Full Conference pass. You may purchase additional passes at a 25% off discount. As a sponsor, you will also receive a 25% discount code to share with your network.

**Website Listing**

The Media Sponsor will be featured on the conference website from the time the sponsorship agreement is made or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website.

**Social Media Marketing**

Customized marketing news about the Media Sponsor will be 'trickled' into our Twitter and LinkedIn news feed, reaching approximately 30,000 users.

**Mobile App Listing**

Media Sponsors will be featured on the official conference mobile app. Your company will be listed on the sponsor section, including a 50-word company description and links to your website and social media profiles.

**Bag Inserts**

You may include a gift/giveaway in the attendee bag that is distributed to participants upon registration at the conference. \*Please note that paper leaflets and brochures will not be accepted as they have in the past. This is part of our attempt to create a more environmentally friendly event.

### **Acknowledgements**

As the Media Sponsor, you will be thanked during the opening and closing conference sessions.

## **9. Welcome Reception Sponsor: 1 Available (\$5,000)**

Sponsor the very first networking event of the conference, to be held on the evening proceeding the opening sessions. Host some of the most brilliant innovators and game changers in the market research industry, and gain exposure for your company as delegates mingle over food and drinks. *All costs associated with the reception are included in the sponsorship price.*

### **Event Promotion**

GreenBook will promote your reception as one of the primary official networking events associated with the conference. We'll highlight your company as the sponsor and host of the reception. Promotion opportunities include social media, emails sent to conference registrants and prospects, as well as messages sent through the mobile app to ensure maximum attendance to your event.

### **Event Pass**

You will receive 1 complimentary Full Conference pass. You may purchase additional passes at a 25% off discount. As a sponsor you will also receive a 25% off discount code to share with your network.

### **Website Listing**

The Welcome Reception Sponsor will be featured on the conference website from the time the sponsorship agreement is made or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website.

### **Brand Exposure**

The networking event provides opportunities to welcome attendees and display promotional materials. The sponsor is responsible for creating and shipping any materials to be used for the welcome reception. Please discuss any ideas with the IleX team and we'll do our best to make them happen.

## **10. Networking Reception Sponsor: 2 Available (\$7,500)**

Sponsor one of the most special and well-attended events of the conference, to be held in the evening after the sessions end. Host some of the most brilliant innovators and game changers in the market research industry, and gain exposure for your company as delegates mingle over food and drinks. *All costs associated with the reception must be assumed by the sponsor.*

**Event Promotion**

GreenBook will promote your reception as one of the primary official networking events associated with the conference. We'll highlight your company as the sponsor and host of the reception. Promotion opportunities include social media, emails sent to conference registrants and prospects, as well as messages sent through the mobile app to ensure maximum attendance to your event.

**Event Pass**

You will receive 1 complimentary Full Conference pass. You may purchase additional passes at a 25% off discount. As a sponsor you will also receive a 25% off discount code to share with your network.

**Website Listing**

The Networking Reception Sponsor will be featured on the conference website from the time the sponsorship agreement is made or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website.

**Brand Exposure**

The networking event provides opportunities to welcome attendees and display promotional materials. Signs at entrances and food and beverage stations are just one of the ways you may add to your sponsorship impact. Please discuss any ideas with the IleX team and we'll do our best to make them happen.

**Acknowledgements**

Your event will be heavily promoted to attendees from the stage during the conference as well as in the rotating slideshow for the event.

**Other pricing options:**

*If you are interested in hosting a reception beyond the usual food and drinks, we can help create a custom sponsorship package for you that may include live music, specialty cocktails, etc.*

**11. Exhibitor: 24 Available (\$6,500)**

A table in the highly trafficked exhibitors' area gives you a great chance to network with delegates and share what your company can do with prospects. The Exhibitor sponsorship gives your organization increased visibility during registration, networking breaks and lunch by positioning your table in the most highly-trafficked areas of the space.

**Exhibition Opportunity**

As an Exhibitor, you will have a designated table in the catering and exhibition area of the conference where you may exhibit or demonstrate products, or place a tabletop display and marketing materials. Please note that this is NOT a booth, but a tabletop display, and all materials and signage must fit within the width of the table area. Exact specifications will be provided by the GreenBook team.

**Event Pass**

You will receive 2 complimentary Full Conference passes. You may purchase additional passes at a 25% off discount. As a sponsor, you will also receive a 25% discount code to share with your network.

**Website Listing**

Exhibitors will be featured on the conference website from the time the sponsorship agreement is made or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website.

**Brand Exposure**

As an Exhibitor, your company will be featured on the conference website, on a display board in the conference registration area, and in other pre-conference promotional materials.

**Social Media Marketing**

Customized marketing news about Exhibitors will be 'trickled' into our Twitter and LinkedIn news feed, reaching approximately 30,000 users.

**Mobile App Listing**

Exhibitors will be featured on the official conference mobile app. Your company will be listed on the sponsor section, including a 50-word company description and links to your website and social media profiles.

**Bag Inserts**

You may include a gift/giveaway in the attendee bag that is distributed to participants upon registration at the conference. \*Please note that paper leaflets and brochures will not be accepted as they have in the past. This is part of our attempt to create a more environmentally friendly event.

**Add-on option:** Consider purchasing a novelty food add-on (such as donuts) to be placed on or near your exhibit table to attract attendees.

**12. GRIT Commentary & Panel: 5 Available (\$7,000)**

The GreenBook Research Industry Trends Report (GRIT) is the leading survey of the marketing research industry worldwide, with more than 2,100 researchers participating in the latest round (2016 Q1-Q2). Over 30,000 market researchers, marketers, and executives, both clients and suppliers, will read, analyze, and discuss the upcoming GRIT Report.

Each new edition of the GRIT Report generates unparalleled interest from the entire insights industry, spurring discussions, commentary, and secondary analysis, both online and offline. Available in print and in multiple digital formats (including interactive), the GRIT Report is promoted and distributed via a vast network of industry media, organizations, and conferences.



**GRIT Commentary**

Sponsored commentaries offer an opportunity to provide thought leadership in one of the most authoritative and respected publications in the market research space. Become one of the GRIT opinion contributors to showcase your vision and strengthen your reputation as an industry leader. Commentaries focus on one or several GRIT findings, and provide your perspective on what they mean for the industry. We will make preliminary results available to you at least two weeks before the submission deadline. Your commentary will also be published in your company's profile in the GreenBook Directory. See past examples at [www.greenbook.org/grit/](http://www.greenbook.org/grit/)

**Speaking Opportunity**

Organizations writing GRIT Commentaries can participate as panelists in an official GRIT Panel, hosted and moderated by Lenny Murphy or another GreenBook representative. There will be a maximum of four other panelists. Depending on demand, one or two panels will discuss key findings from the report during a 40-minute session. This will not be a plenary session, but will occur on the main stage after it has been broken into two tracks. In addition to being perceived as a thought leader, your brand will gain exposure from placement on the agenda.

**Event Passes**

You will receive 1 complimentary Full Conference pass which will be used to register the panelist you choose to represent your company on stage. You may purchase additional passes at a 25% off discount. As a sponsor, you will also receive a 25% discount code to share with your network.

**13. Workshop Sponsor: 8 Available (\$4,500)**

Sponsor a 30-minute workshop, and host an interactive discussion of the topic of your choice. Take advantage of the opportunity to interact with and demonstrate your leadership to a targeted group of event attendees who have expressed interest in your field.

**Workshop Sponsorship** benefits include:

**Speaking Opportunity**

You will have the opportunity to give a workshop at the conference. GreenBook will provide guidance to help make the most of the opportunity.

**Event Passes**

You will receive 1 complimentary Full Conference pass. You may purchase additional passes at a 25% off discount. As a sponsor, you will also receive a 25% discount code to share with your network.

**Website Listing**

Workshop Sponsors will be featured on the conference website from the time the sponsorship agreement is made or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website.

**Social Media Marketing**

Customized marketing news about Workshop Sponsors will be 'trickled' into our Twitter and LinkedIn news feed, reaching approximately 30,000 users.

**Mobile App Listing**

You will be featured on the official conference mobile app. Your company will be listed in the sponsor section, including a 50-word company description and links to your website and social media profiles.

**Bag Inserts**

You may include a gift/giveaway in the attendee bag that is distributed to participants upon registration at the conference. \*Please note that paper leaflets and brochures will not be accepted as they have in the past. This is part of our attempt to create a more environmentally friendly event.

**14. Hotel Key Cards Sponsor: 1 Available (\$4,900)**

Opportunity to gain brand exposure by branding the official hotel key card. Attendees staying at the Georgia Tech Hotel and Conference Center will be exposed to your logo/slogan for the length of the conference.

**15. Networking Break / Book Signing Sponsor (\$2,400)**

Help welcome attendees to the conference and keep them energized all day by sponsoring the networking break for the event. This is a great opportunity to mingle with attendees as they relax over snacks and coffee.

The **Networking Break Sponsorship** includes:

**Book Signing**

You will have the opportunity to conduct a book signing during the networking break for the event, enabling you to meet and network with attendees while promoting your book. *\*Please note that we do not allow the sale of books, but simply a complimentary giveaway and signing opportunity.*

**Website Listing**

The Networking Break / Book Signing Sponsor will be featured on the conference website from the time the sponsorship agreement is made, or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website.

**Event Pass**

You will receive 1 complimentary Full Conference pass. You may purchase additional passes at a 25% off discount. As a sponsor you will also receive a 25% off discount code to share with your network.

**Signage**

As a Networking Break / Book Signing Sponsor, you may provide one sign to be featured for the full day in the area where the snacks and beverages are served.

**Acknowledgements**

You will be thanked from the stage for every networking break you sponsor.

**16. Bag Sponsor: 1 Available (\$2,400)**

Showcase your company by designing and producing the main conference bag provided to attendees at registration. Bags must be designed, produced, paid and shipped by the sponsor. They should be standard tote sized or larger; please consult the GreenBook team for approval before ordering.

The **Bag Sponsorship** includes:

**Brand Exposure**

Your logo will appear on the official conference bags distributed to each conference attendee, providing high visibility for your brand.

**Event Pass**

You will receive 1 complimentary Full Conference pass. You may purchase additional passes at a 25% off discount. As a sponsor you will also receive a 25% off discount code to share with your network.

**Bag Inserts**

You may include a gift/giveaway in the attendee bag that is distributed to participants upon registration at the conference. \*Please note that paper leaflets and brochures will not be accepted as they have in the past. This is part of our attempt to create a more environmentally friendly event.

**17. Espresso (\$3,500)**

Energize attendees by sponsoring the official espresso bar at IleX. You will have the opportunity to customize the menu names and add signage to the espresso bar. Branded cups and other items are not included.

Other pricing options:

For an extra \$1,500, we can include iced drinks and branded cups.

## 18. Notepad & Pen Sponsor: 1 Available (\$2,500)

Be the exclusive Notepad and Pen Sponsor, and put your logo in the hands of every conference attendee. Note that the notepads and pens must be designed, produced, paid, and shipped to the conference by the sponsor.

**Notepad & Pen Sponsorship** benefits include:

### **Brand Exposure**

Your logo, company name and tagline will appear on official conference notepads and pens. These notepads are not included in attendee bags but set out on the tables in the main General Session for maximum exposure.

### **Bag Inserts**

You may include a gift/giveaway in the attendee bag that is distributed to participants upon registration at the conference. \*Please note that paper leaflets and brochures will not be accepted as they have in the past. This is part of our attempt to create a more environmentally friendly event.

### **Event Pass**

You will receive 1 complimentary Full Conference pass. You may purchase additional passes at a 25% off discount. As a sponsor you will also receive a 25% off discount code to share with your network.

## 19. Roundtable Sponsor: 16 Available (\$2,400)

Host four (4) consecutive 30-minute roundtable discussions on the topic of your choice during an interactive segment of the conference. As a moderator and a subject matter expert, your goal is to provide opportunity for the participants at your table to discuss and learn more about a particular marketing research topic. Demonstrate your expertise by leading a productive discussion, answering questions, and offering helpful advice to a captive audience.

Roundtable topics will be announced ahead of time online and on the conference agenda. Topics are subject to approval by the conference organizer.

Each sponsor will host one (1) table. Your table will have a stationary topic associated with it. Every 30 minutes, attendees have the chance to change tables and a new discussion begins. The moderator (your company representative) stays stationary at one table during the process.

### **Event Pass**

You will receive 1 complimentary Full Conference pass. You may purchase additional passes at a 25% discount off the applicable Full Conference registration fee.

## 20. Startup Exhibit: 8 Available (\$2,500)

A table in the startup area gives you a great chance to network with delegates and share what your company can do with prospects. The Startup Exhibitor Table package gives your organization high visibility during registration, networking, and refreshment breaks. This option is intended for startups and emerging tech companies only (3 years or younger).

The **Startup Exhibit** benefits include:

### **Exhibition Opportunity**

As a Startup Exhibitor, you will have a designated table in the startup area of the conference where you may exhibit or demonstrate products, or place a tabletop display and marketing materials. The startup area is not part of the main exhibition area, but is designed exclusively for startups.

### **Event Pass**

You will receive 2 complimentary Full Conference pass. You may purchase additional passes at a 25% discount off the applicable Full Conference registration fee.

### **Website Listing**

As a Startup Exhibitor, you will be featured on the conference website from the time the agreement is made, or from the time the conference is announced, whichever is appropriate. Your company will be listed on the exhibitors' page, including a link to your website.

### **Brand Exposure**

As an Exhibitor, your company's name and logo will be featured on the conference website, on a display board in the conference registration area, and on the screens of the conference.

### **Mobile App Listing**

Exhibitors will be featured on the official conference mobile app. Your company will be listed on the exhibitors' screen, including a 50-word company description and links to your website and social media profiles.

## 21. Badge Lanyard Sponsor: 1 Available (\$2,500)

Showcase your company by displaying your logo on the official badge lanyard provided at registration and worn by all attendees throughout the conference. Lanyards must be designed, produced, paid and shipped by the sponsor.

### **Brand Exposure**

Your logo will appear on the official conference badges worn by each conference attendee, providing high visibility for your brand.

**Event Pass**

You will receive 1 complimentary Full Conference pass. You may purchase additional passes at a 25% off discount. As a sponsor you will also receive a 25% off discount code to share with your network.

**Bag Inserts**

You may include a gift/giveaway in the attendee bag that is distributed to participants upon registration at the conference. \*Please note that paper leaflets and brochures will not be accepted as they have in the past. This is part of our attempt to create a more environmentally friendly event.

**22. Novelty Food Add-On (\$1,400)**

Drive traffic to your table by offering snacks like ice pops or donuts. Purchase a food add-on to your existing exhibit, and we'll arrange for novelty snack sessions to take place at your exhibit table during a window either in the AM or PM. This is also an opportunity to get featured on the Cool Stuff page if your novelty food item qualifies.

**23. Seat Drop Distribution: 2 Available (\$1,500)**

Get your company literature or giveaways into the hands of every event attendee.

You will be entitled to include marketing collateral or a gift/giveaway to all attendees placed on every seat before the conference on either day one or day two. There is only one seat drop sponsor per day. *\*Note this is the only opportunity to distribute paper, and will only be on seats, not distributed in bags.*

**24. Water Bottle Sponsor: 1 Available (\$1,900)**

Help refresh attendees by sponsoring the official event water bottles. Note that the water bottles must be designed, produced, paid, and shipped to the conference by the sponsor. You may choose to substitute water bottles for a water station instead, subject to approval by the GreenBook events team.

## Terms and Conditions

Please note that all incoming requests are handled on a first-come, first-served basis. Prior to signing your invoice, please carefully review the terms & conditions below. By entering into a sponsorship arrangement with GreenBook, you agree to all of the conditions below.

1. Marketing efforts begin when the sponsorship contract is signed (or the conference is announced, whichever comes first) and last until 2 weeks after the conference.
2. All sponsorships will be allocated on a first-come, first-served basis. GreenBook retains the right to refuse a sponsorship to any company that it deems inappropriate.
3. After written acceptance by GreenBook, the sponsor must provide the sponsorship funds, the logo image (in vector format), and other details requested by GreenBook within 30 days of confirmation by GreenBook.
4. Sponsorship pledges cannot be processed without payment. Payment is preferred in USD, but other currencies are accepted. Payment will generally be by bank transfer unless another arrangement has been discussed and agreed upon.
5. Sponsors entitled to a speaking slot must submit a synopsis to be approved by the organizers.
6. The sponsorship fee does not include a ticket to the conference unless specifically stated in the details of that sponsorship opportunity.
7. All topics and content to be posted on the GreenBook Blog must be approved by the editorial team.
8. The exact location of signage and tables in the exhibitors' area and main auditorium will be determined based on the specific layout of each venue.
9. All sponsorship materials must be submitted 30 days before the conference to ensure inclusion within the production schedule. Sponsorship pledges after this date may still be accepted with caveats.
10. Large bag inserts need to be approved by GreenBook staff to ensure they will fit within the bags.
11. Conference bags, lanyards, notepads and pens must be designed, ordered, purchased and shipped by the respective sponsors. The GreenBook team must approve all artwork and will provide an estimated attendee count 4 weeks prior to the event.

12. Sponsors may not sublet, assign or apportion any part of the item(s) sponsored, nor represent, advertise or distribute literature or materials for the products or services of any other firm or organization unless explicitly approved in writing by GreenBook.

13. GreenBook will not be liable for damage or loss to a sponsor's properties through fire, theft, accident, or any other cause, whether the result of negligence or otherwise.

14. Booth displays are not permitted in the exhibitor area (IleX conferences only permit tabletop displays). No part of an exhibit or signs may be pasted, nailed, or otherwise affixed to walls, doors or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the sponsor.

15. Sponsors are welcome to respond to the conference call for papers for consideration with other submissions.

16. Sponsors are welcome to offer pledges for single or multiple items/events.

17. For sponsorship opportunities that include signage, please note that the signage space may be limited depending on the venue. The sponsor is responsible for obtaining specifications from the GreenBook team.

18. In order to limit costs, GreenBook may limit the number of colors used for the printing of sponsor logos.

19. If a sponsor wants to negotiate for a higher priced item (for example, a higher quality lunch) than GreenBook has budgeted for, then the sponsor must absorb any additional cost for that item.

20. The sponsor for a given item at a conference will be given the first right of refusal to sponsor the same package at the price quoted in the following year's sponsorship package. If the sponsor does not take up repeat sponsorship within 4 weeks of notification by GreenBook, then the sponsorship item will be returned to inventory and available on a first-come, first-served basis.