

IleX Forums: Presented by GreenBook

IleX Forums will be a 1 ½ day event focusing on Behavioral Science and Measurement. The event will focus on two areas of thought:

Behavioral Marketing

Learn how the world's best marketers are applying behavioral economics to their craft, creating behavior change to drive brand equity, new product innovation and shopper marketing. Join leading practitioners from the client and supplier realms and academic experts as they bring you information that mixes just enough theory with a whole lot of practical application, networking, and inspiration.

Nonconscious Impact Measurement

This portion of the event focuses on the business impact generated by the dynamic and growing field of nonconscious measurement. You will learn the business case for and be inspired by nonconscious measurement methods, including applied neuroscience, implicit approaches, behavioral economics techniques, biometric measurement, and holistic nonconscious models.

Summary of Options

	Sponsorship fee (USD)	Free passes	Speaking opportunity	Exhibition space
1. Title Sponsor	\$13,500	4	✓	✓
2. Gold Sponsor (5)	\$8,900	2	✓	✓
3. VIP Dinner (1)	\$9,000	1		
4. Workshop (6)	\$4,000	1	✓	
5. Lounge (1)	\$8,000	2		✓
6. Networking Reception (1)	\$5,000	1		
7. Exhibitor (7)	\$4,400	2		✓
8. Networking Break & Lunch (1)	\$3,900	1		
9. Espresso Add-On: Both Days (1)	\$3,000			
10. Badge Lanyard Sponsor (1)	\$1,900	1		
11. Bag Sponsor (1)	\$1,900	1		
12. Notepad and Pen Sponsor (1)	\$1,200	1		
13. Seat Drop Distribution	\$900			

Higher level sponsorships provide greater visibility (large logo, higher placement, signage). A 5% volume discount applies to your sponsorship fee for a second additional GreenBook/Insight Innovation event that you sponsor. A 10% volume discount applies to your sponsorship fee for three or more additional GreenBook/Insight Innovation events that you sponsor. You must sign up for the sponsorships simultaneously for the discount to apply.

Detailed Comparison of Title/Gold/Exhibitor Packages

	Title Sponsor	Gold Sponsor	Exhibitor
Company name on conference title	✓		
Speaking Opportunity	✓	✓	
Conference passes	4	2	2
Company listing on IleX website	✓	✓	
GreenBook Blog article	✓		
Signage in main auditorium	✓		
Logo on marketing materials	✓	✓	✓
Swag in attendee bag	✓	✓	✓
Exhibition space (Tabletop)	✓	✓	✓
Social media mentions	✓	✓	✓
Acknowledgements	✓	✓	✓

1. Title Sponsor: 1 Available (\$13,500)

As the Title Sponsor, you will gain unparalleled brand awareness and exposure before, during and after the conference. Show that your company is on the leading edge of innovation in research by linking your brand to IleX.

Among other benefits, this level of sponsorship receives the most exposure through prominent placement of the company name underneath the IleX Forums 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 15-minute presentation (this is the standard length of presentations at IleX), 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 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. 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

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, 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.

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 remarks. You will be entitled to promote your company as Title Sponsor to the conference.

2. Gold Sponsor: 5 Available (\$8,900)

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.

The **Gold Sponsorship** includes:

Speaking Opportunity

You will have the opportunity to give a 15-minute presentation (this is the standard length of presentations at IleX), 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 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 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 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 feed, reaching approximately 30,000 users.

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 Gold Sponsor, you will be thanked during the opening and closing conference remarks.

3. VIP Dinner: 1 Available (\$9,000)

Host a private VIP dinner at IleX with the guests of your choice on the evening of Day 1 of the event. 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 Sponsorship** includes:

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.

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.

4. Workshop: 6 Available (\$4,000)

Sponsor a 40-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.

5. Lounge: 1 Available (\$8,000)

By sponsoring the lounge, you will be able 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 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, 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 the 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 Lounge Sponsor will be 'trickled' into our Twitter and LinkedIn news feed, reaching approximately 30,000 users.

Mobile App Listing

The 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.

Acknowledgements

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

6. Networking Reception Sponsor: 1 Available (\$5,000)

Sponsor one of the most special and well-attended events of the conference, to be held on the evening of Day 1. 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.

The **Networking Reception Sponsorship** includes:

Event Promotion

GreenBook will promote your networking event 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 the rotating slideshow for the event.

7. Exhibitor: 8 Available (\$4,400)

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 high visibility during registration, networking breaks, and lunch.

The **Exhibitor Sponsorship** includes:

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.

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 an Exhibitor, you will be thanked during the opening and closing conference remarks.

8. Networking Break & Lunch Sponsor: 2 Available (\$3,900)

Help welcome attendees to the conference and keep them energized all day, by sponsoring the two networking breaks and lunchtime period for one day of the conference. This is a great opportunity to mingle with attendees as they relax over snacks and coffee.

The **Networking Break & Lunch Sponsorship** includes:

Distribution of Promotional Material

You will have the opportunity to distribute promotional materials, gifts, and giveaways during the conference refreshment breaks and lunchtime on the day you sponsor. This is a great opportunity to conduct a book signing or something similar.

Website Listing

The Networking Break 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 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.

9. Espresso Add-On - Two Days: 1 Available (\$3,000)

Add on an espresso cart to your existing exhibit, and we'll position it right next to your table throughout both days of the event. Drive traffic to your table by being positioned in a premium location everyone at the event will be lining up to visit.

For an extra \$1,000, you can purchase the espresso cart as a standalone sponsorship (without an exhibit table).

10. Badge Lanyard Sponsor: 1 Available (\$1,900)

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 to venue by the sponsor.

The **Badge Lanyard Sponsorship** includes:

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.

11. Bag Sponsor: 1 Available (\$1,900)

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.

12. Notepad & Pen Sponsor: 1 Available (\$1,200)

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.

The **Notepad & Pen Sponsorship** includes:

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.

13. Seat Drop Distribution (\$900)

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 begins each morning. **Note this is the only opportunity to distribute paper, and will only be on seats, not distributed in bags.*

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. All items inserted in conference giveaway bags need to be approved by GreenBook staff.
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.

Sponsor Our Other Upcoming Events

Consider sponsoring another event - a 10% volume discount applies to your sponsorship fee for a second and any additional GreenBook/Insight Innovation event that you sponsor in 2017.

IleX Europe: February 20-21, 2017 / Amsterdam

IleX returns to Europe for a third year, once again bringing its trademark focus on innovation, startups, collaboration, and networking to Amsterdam.

IleX Health: April 2017 / Philadelphia

The inaugural IleX Health event in 2016 was a smashing success. We'll be back in the center of the healthcare universe for another inspiring IleX Health event in Philadelphia in 2017.

IleX North America: June 12-14, 2017 / Atlanta

Mark your calendar for the mother of all insights events, IleX North America, which will be in June again in 2017.