



**IleX2018<sup>EU</sup>**  
Presented by GreenBook

February 19-20, 2018 / Amsterdam

---

## Insight Innovation eXchange EU: Presented by GreenBook

IleX Europe returns to Amsterdam in February 2018. The event will be two days full of new thinking, new solutions, and new approaches from the most innovative leaders in Europe and 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	\$ 16,000	4	✓	✓
2. Platinum Sponsor (2)	\$ 10,500	3	✓	✓
3. Experience Sponsor (1)	\$ 10,000	3	✓	✓
4. Networking Reception Sponsor (1)	\$4,500	1		
5. VIP Dinner Sponsor (1)	\$ 7,500	2		
6. Gold Sponsor (13)	\$ 6,500	2	✓	✓
7. Lounge Sponsor (1)	\$ 6,000	1		
8. Welcome Reception (1)	\$2,000	1		
9. Media Sponsor (1)	\$4,500	1		
10. Exhibitor and Networking Break (2)	\$4,000	1		
11. Exhibitor (9)	\$ 3,200	2		✓
12. Badge Lanyard Sponsor (1)	\$ 2,000	1		
13. Bag Sponsor (1)	\$ 2,000	1		
14. Notepad and Pen Sponsor (1)	\$ 2,000	1		
15. Roundtable Sponsor (14)	\$ 1,200	1		
16. Seat Drop Distribution (2)	\$ 650	0		

Higher level sponsorships provide greater visibility (larger 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	Platinum Sponsor	Gold Sponsor	Exhibitor
Company name on conference title	✓			
Speaking opportunity	✓	✓	✓	
Conference passes	4	3	2	2
Company listing on IleX website	✓	✓	✓	
GreenBook Blog article	✓	✓		
Signage in main auditorium	✓			
Dedicated push message on mobile app	✓	✓		
Company profile on mobile app	✓	✓	✓	✓
Logo on marketing materials	✓	✓	✓	✓
Swag in attendee bag	✓	✓	✓	✓
Exhibition space (tabletop)	✓	✓	✓	✓
Social media marketing	✓	✓	✓	✓
Acknowledgements	✓	✓	✓	✓



## 1. Title Sponsor: 1 Available (\$16,000)

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 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 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. 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 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.

**Mobile App Listing and Targeted Message**

The Title Sponsor will be featured on the official conference mobile app above all others. Your company will be listed in the sponsor section above all others, 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 remarks. You will be entitled to promote your company as Title Sponsor to the conference.

**2. Platinum Sponsorship: 2 Available (\$10,500)**

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 (this is the standard length of presentations at IleX) 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. 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 Platinum Sponsors 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.

### **Mobile App Listing and Targeted Message**

As a Platinum Sponsor, 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. 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.

### **3. Experience Sponsorship: 1 Available (\$10,000)**

Make your company stand out by creating an unforgettable experience for attendees. We will work with you to design a custom sponsorship based on your preferences and goals.

The **Experience Sponsorship** includes:

#### **Speaking Opportunity**

You will have the opportunity to give a 15-minute presentation (this is the standard length of presentations at IleX), or chair a session at the conference. Final arrangement to be agreed upon with the conference programming team.

#### **Exhibition Opportunity**

As the Experience 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. 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**

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 Experience 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.

#### **Mobile App Listing and Targeted Message**

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

### **4. Networking Reception Sponsorship: 1 Available (\$4,500)**

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. This sponsorship covers the production and catering costs. The event will be organized by the IleX team with your input.

#### **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 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. 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**

You will be thanked during the opening of Day 1.

### ***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.*

## **5. VIP Dinner Sponsor: 1 Available (\$7,500)**

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 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.*

### **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.

## **6. Gold Sponsor: 13 Available (\$6,500)**



---

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** benefits include:

### **Speaking Opportunity**

You will have the opportunity to give a 15-minute presentation (this is the standard length of presentations at IleX) 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. 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.

### **Mobile App Listing**

As a Gold Sponsor, 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.*

## 7. Lounge Sponsor: 1 Available (\$6,000)

By sponsoring the lounge, you will be able to create a space dedicated to your brand that stands out from the exhibitors at the event.

### Lounge Space

You will have a dedicated space in the main exhibitors' area that is available for you to setup and brand. 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 (\$4,500)

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 the Insight Innovation website, where content from our conferences is hosted.

The **Media Sponsorship** includes:

### **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 our Media Sponsor will be 'trickled' into our Twitter and LinkedIn news feed, reaching approximately 30,000 users.

### **Mobile App Listing**

As the Media Sponsor, 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.*

## 9. Exhibitor & Networking Break: 2 Available (\$4,000)

Help attendees stay energized all day by sponsoring the networking breaks for the conference. This is a great opportunity to mingle with attendees as they relax over snacks and coffee.

---

**Distribution of Promotional Materials**

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

**Signage**

You may provide one sign to be featured during the networking breaks in the area where snacks and beverages are served.

**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**

The Exhibitor & 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.

**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**

As an exhibitor, 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.

---

**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 during the networking break.

## 10. Exhibitor: 9 Available (\$3,200)

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.

### **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**

As an exhibitor, 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.



---

**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.

## 11. Badge Lanyard Sponsor: 1 Available (\$2,000)

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.

**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.

## 12. Bag Sponsor: 1 Available (\$2,000)

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.

**13. Welcome Reception Sponsorship: 1 Available (\$2,000)**

Kick off the event by sponsoring and hosting a Welcome Reception on the night before the conference begins. This sponsorship offers a great opportunity for networking and to increase brand awareness. The event will be organized by the IleX team, with your input.

**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 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. 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.

**14. Notepad & Pen Sponsor: 1 Available (\$2,000)**





---

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.

## 15. Roundtable Sponsor: 14 Available (\$1,200)

Host two (2) consecutive 20-minute roundtable discussions on a select topic in an intimate group setting. As a moderator and a subject matter expert, your goal is to provide opportunity for the participants in the room 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. You may choose from a variety of topics predetermined by the conference organizers.

**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.

**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.



---

## 16. Seat Drop Distribution (\$650)

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.*



---

## 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. 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.