
About the Conference

The INTERACTIVE STRATEGIES CONFERENCE is H/IMA's largest event of the year. We are assembling some of the nation's best speakers for a one-of-a-kind event with topics ranging from human-to-human marketing, to customer centricity, and the personalization of bots, to ensure you are ahead of the game today and beyond. It's a full day of valuable instruction and insight, with a healthy dose of R&R in the shuffle.

About Houston Interactive Marketing Association

The Houston Interactive Marketing Association is the metropolis' leading organization dedicated to cultivating marketers' interactive/digital acumen and promoting best practices across the industry. Members benefit from educational events, networking opportunities, and community events alongside people with similar interests, across the spectrum of skill levels.

About This Year's IS17 Theme

This year's theme is NOT A ROBOT. In the ever-changing industry of digital marketing, being increasingly automated, processed and scalable is simply a reality. But just because we are required to meet greater digital marketing demands does not mean that we should just be robots. IS17 is dedicated to the Modern Day Human Marketer—bringing humanization back to digital marketing and communications.

MONETARY CONTRIBUTIONS

- HUMAN MARKETER - \$10,000**
- TITLE SPONSOR - \$5,000**
- PARTNER - \$2,500**
- SUPPORTER - \$1,000**
- ROBOT - \$500**

VALUE OF SPONSOR LEVELS

	HUMAN MARKETER \$10,000	TITLE SPONSOR \$5,000	PARTNER \$2,500	SUPPORTER \$1,000	ROBOT \$500
IS17 Conference Tickets	4	3	2	1	-
Logo on Conference Website	✓	✓	✓	✓	✓
Logo on Event Signage	✓	✓	✓	✓	
Logo in Event Program	✓	✓	✓		
Logo on Screens (between sessions)	✓	✓	✓	✓	
Hyperlink on Conference Website	✓	✓	✓	✓	✓
Hyperlink on H/IMA Website	✓	✓	✓	✓	✓
Recognition on IS17 Promo Eblasts	✓	✓	✓		
Social Media Post (with links)	✓	✓	✓	✓	



IN-KIND “ATTENDEE” SPONSORSHIPS

- CONFERENCE SHIRTS** – Providing 250-275 conference t-shirts. To include IS17 theme and logo on front and your logo as main contributor with other sponsors’ logos on back.
- ATTENDEE GIFT BAGS** – Providing 250 bags and/or various promo items for conference attendees (including but not limited to: notepads, pens, post-its, koozies, etc.); feature your logo on any items you provide.
- PRIZES & GIVEAWAYS** – Providing up to 15 giveaway prizes to be distributed throughout the conference to attendees through business card drawings. Giveaways can include relevant digital marketing books, gift cards, tech gadgets and more.
- CUBEBOOTS** – Providing 250-275 white cubebots to feature the H/IMA logo and your logo. Given to every attendee to take with them and be reminded of your brand for years to come (found at <https://www.area-ware.com/collections/cubebot/products/cubebot-white?variant=6052352900>).

IN-KIND “EVENT” SPONSORSHIPS

- CONFERENCE PROGRAMS** – Printing of 250-275 conference programs featuring speaker headshots and bios, pages for attendee notes, sponsor logos, special thanks and more. Have your logo/ad on the backcover of the program for heightened brand exposure.
- CONFERENCE BADGES & LANYARDS** – Printing and supplying of 250-275 name badges (with conference schedule, your logo and more). Have your logo branded on lanyards as a premium brand placement for your company or organization.
- EVENT SIGNAGE** – Providing stage signage for conference venue. Also providing banners and posters for breakout areas and luncheon venue. Have your brand displayed as a leader in printing and signage to Houston marketers.

IN-KIND “HOSPITALITY” SPONSORSHIPS

- TABLES & CHAIRS** – Providing tables and chairs for 250 people in the luncheon venue for conference attendees. Have a booth set up to promote your business and be acknowledged on all marketing material.
- REFRESHMENTS** – Providing stage signage for conference venue. Also providing banners and posters for breakout areas and luncheon venue. Have your brand displayed as a leader in printing and signage to Houston marketers.
- KEYNOTE & SPEAKER GIFTS** – Providing stage signage for conference venue. Also providing banners and posters for breakout areas and luncheon venue. Have your brand displayed as a leader in printing and signage to Houston marketers.

Sponsor Information

Company/Organization _____
Name of Representative _____
Title/Position _____
Phone Number _____
Email Address _____
Website URL _____

Terms & Expectations

Sponsors must provide monetary contribution or in-kind donations prior to the date of _____ for your company's ensured exposure/placement.

Please provide H/IMA with a vector or high-resolution version of your brand's logo.

Type of Sponsorship

Monetary Contribution In-Kind Donation

Details of Sponsorship _____

_____ Name of Sponsor's Representative	_____ Signature of Sponsor's Representative	_____ Date Signed
_____ Name of H/IMA Board Member	_____ Signature of H/IMA Board Member	_____ Date Signed



Payment by Check

If paying by check, make payable to Houston Interactive Marketing Association (H/IMA) and send this form and payment to:

Melody King, Administrator
Houston Interactive Marketing Association
c/o Aaron Keys & Associates
13231 Champion Forest Dr, Suite 300
Houston, TX 77069

Payment by Credit Card

AMEX VISA MASTERCARD Total \$ _____

Billing Address _____

City _____ State _____ Zip Code _____

Card # _____

Expiration Date _____ CVS Code _____

Company Name _____

Full Name (as it appears on card) _____

Signature _____ Date Signed _____

For more information or assistance, please contact H/IMA Sponsorship Chair, Leah Faul at sponsorship@houstonima.org or 713-428-1567.

