



## Innovation, Advancement, and All That Jazz!

### Exhibitor Space, Sponsorship, & Promotional Information

July 28 – July 31, 2024 • The NOPSI Hotel • 317 Baronne St, New Orleans, LA 70112

We invite you to join IPAC in New Orleans, LA during our annual conference.

Your organization has the opportunity to build connections with top professionals, academics, and talent in HR, I/O Psychology and related fields. The typical IPAC conference attendee breakdown includes: 34% from private companies (mostly consultants), 34% from local governments, 15% from federal government agencies (domestic and international), 11% academics, and 6% state or regional governments.

IPAC is the leading organization of applied Human Resources selection and assessment professionals, with members actively engaged in practice, research, and training to meet the needs of both public and private sector organizations.

We are offering four (4) exhibitor sponsorship levels: Platinum, Gold, Silver, and Bronze. Each level offers various options to highlight and represent your organization. We also have two (2) non-exhibitor sponsorship levels (IPAC Champions and Stars) – to elevate your organizations profile, even if you cannot host an exhibitor table at the conference.

Without IPAC sponsors, we would not be able to provide an annual conference for our members and friends. So, thank you; we appreciate your support and hope to see you and your organization in New Orleans, LA!

**2024 IPAC Conference Chair,**

**Emilee Tison**

[conference@ipacweb.org](mailto:conference@ipacweb.org)



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#### Platinum Level Sponsorship

*One (1) Opportunity Available*

**As the premier sponsor, you will host the Monday Night social, the Hospitality Suite (3 nights), have an Exhibitor Presentation on Monday, and more!**

**The** Platinum sponsor (**\$6,750**) experience includes:

- **IPAC Social Event** on Monday, July 29, 2024

**THROW THE PARTY!** The Monday night social event is an IPAC tradition! Your organization would be the sponsor of a fun and exciting evening in New Orleans, LA, when we venture to a local establishment for entertainment. Sponsorship includes recognition as the sponsor of the social even during the opening session of the conference, signage at the event, and an opportunity to address the attendees with brief remarks during the social event.

- **Host the Hospitality Suite** (3 nights)

**Occurring each night of the conference**, these late evening get-togethers are great opportunities for members to network and talk shop in a casual and comfortable environment. Recognition includes your company's logo on signage at the hospitality suite.

- **Exhibition Presentation** – During Concurrent Sessions on Monday, July 29, 2024

Representatives from your organization are provided with an Exhibition Presentation during the concurrent sessions on the first day of the conference. This is **not a sales presentation**; instead, it is an opportunity for your organization to showcase your research, products, expertise, partnerships in a focused session. *The session will be branded as an exhibitor presentation.*

#### Additional Platinum Level Benefits:

- One 6' x 30" draped exhibitor table
- Premium Location of Booth (1<sup>st</sup> pick of location)
- Recognition as **the** Platinum Level Sponsor
- Introduction of the 1st Keynote Speaker on Monday, July 29, 2024
- Only sponsor with ability to message attendees prior to the conference; will receive *Pre and post conference* attendee mailing lists
- Three (3) complimentary full conference registrations
- Logo swag for the registration bag (if sponsorship locked in by April 30<sup>th</sup>, 2024)
- Literature insert (self-provided) in registration materials
- Recognition in IPAC on-site signage
- Recognition on the IPAC Conference website
- Logo displayed in the online *Conference Program*
- Logo on materials promoting the conference
- Contribution to Attendee Drawing (we will be giving away branded Swag and attendance to 2025 Conference to a lucky conference attendee)



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#### Gold Level Sponsorships

*Two (2) Opportunities Available*

As one of the leading sponsors, you can choose one of the following recognitions, as well as display your company's logo on the President's Welcome Message page in the online program.

The Gold Sponsor (**\$4,500**) experience includes:

- One of the following

**Sponsorship of Professional Headshots** – on Monday, July 29, 2024

Sponsor [professional headshots](#) for conference attendees – available all-day on the first day of the conference. Sponsorship includes signage at the location, as well as a free 1-day registration for a booth attendee to greet conference goers as they arrive for their headshots.

**OR-----**

**Sponsorship of Networking Hour**, as well as logo on Conference Bags OR Conference Lanyards

Lead our conference networking hour on Tuesday, July 30, 2024. Sponsorship includes a chance to kick-off the event, signage at the location. Additionally, you will get the choice of your organization's logo on the Conference Bags OR the Lanyards.

#### Additional Gold Level Benefits:

- One 6' x 30" draped exhibitor table (2<sup>nd</sup> & 3<sup>rd</sup> pick of location)
- Recognition as a Premium Level Sponsor
- *Post conference* attendee mailing lists
- Two (2) complimentary full conference registrations
- Logo swag for the registration bag (if sponsorship locked in by April 30<sup>th</sup>, 2024)
- Literature insert (self-provided) in registration materials
- Recognition in IPAC on-site signage
- Recognition on the IPAC Conference website
- Logo displayed in the online *Conference Program*
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#### Silver Level Sponsorships

*Nine (9) Opportunities Available*

The Silver Sponsor (**\$3,000**) experience includes:

- One of the following

##### **Breakfasts and Breaks** (3 opportunities)

Place your promotional materials here or bring company-branded napkins or cups. Signs will announce your company's sponsorship. *The Monday or Tuesday sponsorship includes breakfast and all refreshment breaks during the specified day. The Wednesday sponsorship will have breakfast, two refreshment breaks, and the general session intro.*

**OR-----**

##### **Logo Swag for Conference Tote Bags** (2 opportunities)

Place swag with your company's logo in every full conference attendee tote bag.

**OR-----**

##### **Sponsorship of Mobile Charging Station** (1 opportunity)

designed to provide a convenient and accessible location for individuals to charge their mobile electronic devices, such as smartphones, tablets, laptops, or wearable gadgets.

**OR-----**

##### **General Session Sponsor** (3 opportunities)

Often considered the highlights of the conference, these sessions offer a great opportunity to heighten awareness of your company's products and services. Sponsors may introduce the speaker or will receive special recognition from the lectern and have the opportunity to place promotional materials on the ballroom seats prior to the general session address. *Note these are for the Monday afternoon, Tuesday morning, and Tuesday afternoon sessions.*

##### *Additional Silver Level Benefits:*

- One 6' x 30" draped exhibitor table (First come first served pick of location – after Platinum and Gold)
- Recognition as a Premium Level Sponsor
- *Post conference* attendee mailing lists
- One (1) complimentary full conference registration
- Recognition in IPAC on-site signage
- Recognition on the IPAC Conference website
- Logo displayed in the online *Conference Program*
- Logo on materials promoting the conference
- Literature insert (self-provided) in registration materials



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#### Bronze Level Sponsorship

*Four (4) Opportunities Available*

#### Exhibitor Space \$1000

As a Bronze sponsor your experience includes:

- One 6' x 30" draped exhibitor table (First come first served pick of location – after Platinum and Gold)
- *Post conference* attendee mailing lists
- One (1) complimentary full conference registration
- Recognition in IPAC on-site signage
- Recognition on the IPAC Conference website
- Logo displayed in the online Conference Program
- Logo on materials promoting the conference

#### Additional, Non-Exhibitor Contributions

**CAN'T MAKE IT TO THE CONFERENCE?** These non-exhibitor sponsorship opportunities provide you with a cost-effective way to elevate your organizations profile, even if you cannot host an exhibitor table at the conference. Note: conference registration is not included.

#### IPAC Champions: \$1000

- Literature Insert: Insert (self-provided) literature materials into registration bags for all conference attendees.
- *Post conference attendee mailing lists*
- Conference Bag Swag (if locked-in by April 30)
- Recognition in IPAC on-site signage
- Recognition on the IPAC Conference website
- Logo displayed in the online Conference Program
- Logo on materials promoting the conference

#### IPAC Stars: \$500

- Literature Insert: Insert (self-provided) literature materials into registration bags for all conference attendees.
- Recognition in IPAC on-site signage
- Recognition on the IPAC Conference website
- Logo displayed in the online Conference Program
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#### Exhibitor Information

**Tentative Exhibit Dates & Hours:** *Exhibit area traffic is heaviest during morning coffee, breaks, and lunch.*

- Sunday – 5:30 pm to 7:30 pm - the President's Reception is scheduled during this time to encourage attendees to visit exhibit booths
- Monday & Tuesday – 7:30 am to 5:00 pm

#### Assignment of Space & Payment:

With the exception of the designated \$6750 Platinum Level Sponsorship booth and \$4,500 Gold Level Sponsorship booth, assignment of exhibit space will be made in the order in which applications are received. Payment in full is required in order to reserve exhibit space.

#### Installation/Removal of Exhibits:

Exhibitors are responsible for assembly of their own exhibits. Access to space is expected to begin at noon on Sunday, July 28, 2024. Exhibitors are responsible for dismantling and removing their own exhibits by 11:00 am on Wednesday, July 31, 2024.

#### The NOPSI Hotel

317 Baronne St, New Orleans, LA 70112

<https://ipacweb.org/2024-hotel-info>

#### Deadlines & Payments

To be an Exhibitor or Sponsor please return the completed sponsor agreement, and electronic copy of the logo to the Sponsorship Chair at [sponsor@ipacweb.org](mailto:sponsor@ipacweb.org) by May 1, 2024.

Payment must be received by Marty Alber at the address listed on sponsor agreement on or before June 1, 2024.

You will be responsible for shipping the materials. Shipping location will be provided at a later date.