



BookCAMP

JUNE 23 - JUNE 25, 2024

June 23 Pre-conference | June 24 - 25 IPA Publishing Book Camp

SPONSORSHIP OPPORTUNITIES

Book CAMP 2024

TABLE EXHIBIT \$1,950

Limited Space Subject to Availability.

Book early - will be sold out! Includes a 3' x 6' draped table in the exhibit area, June 24-25. Signage may be placed on and behind the table, but may not block adjacent exhibitors.

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What's included?

- 3' x 6' draped table in exhibit area
- Two complimentary ALL SESSIONS tickets (additional tickets available at half price)
- Pre-event promotion
- Sponsorship mention on IPA BOOK CAMP website before and after event
- Company logo included on conference signage
- Collateral materials in conference tote bag (materials supplied by sponsor)
- One quarter-page advertisement in IPA BOOK CAMP program
- Thank you announcement from the podium
- Opportunity to participate in IPA BOOK CAMP's exclusive "Meet the Expert" program
- Registrants will be encouraged to visit each sponsor via a game featuring prizes provided by IPA

IPA /NYC BBA SELECT AWARDS CEREMONY

Monday, June 24, 2024 at 5:45 PM

\$11,950 Exclusive sponsorship of the IPA / NYC Big Book Awards Ceremony—attended by all registrants.

Benefits in addition to the items listed in the TABLE EXHIBIT benefits above...

- Two additional complimentary ALL SESSIONS tickets
- Collateral materials placed on registrant chairs prior to the Ceremony (materials supplied by sponsor)
- Special Awards Ceremony signage with exclusive branding
- Full-page advertisement in IPA BOOK CAMP program
- Thank you announcement from the podium during the Ceremony
- Opportunity to offer an official greeting from podium at beginning of the Ceremony

PREMIUM SPONSORSHIPS

All Premium Sponsorships **include** the TABLE EXHIBIT benefits (\$1950 Value)
Partial Premium Sponsorships available after January 15th if still available

IPA BOOK CAMP LUNCHEON Two Available | \$6,250 each

First: Monday, June 24, 2024 at 12:30 PM

Second: Tuesday, June 25, 2024 at 12:30 PM

Exclusive sponsorship of the IPA BOOK CAMP's luncheon—attended by all in-person registrants.

Benefits in addition to the items listed in the TABLE EXHIBIT benefits above...

- Two additional complimentary ALL SESSIONS tickets
- Collateral materials placed on registrant chairs prior to the Luncheon (materials supplied by sponsor)
- Special Luncheon sponsor signage with exclusive branding
- Full-page advertisement in IPA BOOK CAMP program (upgrade from quarter page) Exclusive sponsorship of the IPA BOOK CAMP's luncheon—attended by all in-person registrants.

IPA BOOK CAMP CONTINENTAL BREAKFAST

Tuesday, June 25, 2024 at 8:00 AM | \$4,950 Exclusive sponsorship of the Continental Breakfast—attended by all registrants.

Benefits in addition to the items listed in the TABLE EXHIBIT benefits above...

- One additional complimentary ALL SESSIONS ticket
- Special Breakfast sponsor signage with exclusive branding
- Full-page advertisement in IPA BOOK CAMP program (upgrade from quarter page)

IPA BOOK CAMP WELCOME COCKTAIL HOUR | \$4,500 Exclusive sponsorship
 Sunday, June 23, 2024 at 7:00 PM
 Welcome celebration— attended by all registrants

Benefits in addition to the items listed in the TABLE EXHIBIT benefits above...

- One additional complimentary ALL SESSIONS ticket
- Company-branded drink tickets (1 drink ticket per registrant)
- Special Literature & Libations sponsor
- Full-page advertisement in IPA BOOK CAMP program (upgrade from quarter page)

IPA BOOK CAMP GET THE MOST OUT OF THE SHOW | \$2,950 Exclusive sponsorship
 Monday, June 24, 2024 at 11:00 AM

Facilitator-led discussion and networking opportunity for IPA BOOK CAMP those new to a multi-day show. Registrants stop by to meet other newbies and learn how to get the most out of the IPA BOOK CAMP experience.

Benefits in addition to the items listed in the TABLE EXHIBIT benefits above...

- One additional complimentary ALL SESSIONS ticket
- Collateral materials placed on registrant chairs prior to the event (materials supplied by sponsor)
- Special Welcome sponsor signage with exclusive branding
- Half-page advertisement in IPA BOOK CAMP program (upgrade from quarter page)

FEATURED SPONSOR OF THE DAY Two Available | \$4,500 each

First: Monday, June 24, 2024

Second: Tuesday, June 25, 2024

Be the Featured Sponsor of the Day at IPA BOOK CAMP's event and the Keynote Address.

Benefits in addition to the items listed in the TABLE EXHIBIT benefits above...

- One additional complimentary ALL SESSIONS ticket
- Special Keynote sponsor signage with exclusive branding
- Full-page advertisement in IPA BOOK CAMP program (upgrade from quarter page)
- Collateral materials placed on registrant chairs prior to the Keynote (materials supplied by sponsor). Other materials may be added, yours will be on top.
- Opportunity to offer an official greeting from podium at beginning of the Keynote Address

IPA BOOK CAMP CONFERENCE TOTE BAG | \$4,950

Exclusive sponsorship of the conference tote bag. Your company logo will be placed on the conference tote bag given to all program registrants. Logo (single color) is placed alongside the BOOK CAMP logo.

Benefits in addition to the items listed in the TABLE EXHIBIT benefits above...

- One additional complimentary ALL SESSIONS ticket
- Full-page advertisement in IPA BOOK CAMP program (upgrade from quarter page)

IPA BOOK CAMP LANYARD/BADGE SPONSORSHIP | \$2,950

Exclusive sponsorship of IPA BOOK CAMP 2024 Lanyards/Badges

Benefits in addition to the items listed in the TABLE EXHIBIT benefits above...

- One complimentary ALL SESSIONS ticket (additional tickets available at half price).
- Half-page advertisement in IPA BOOK CAMP program (upgrade from quarter page)



ADD-ONS AND A LA CARTE SPONSORSHIPS

INDIVIDUAL SESSION SPONSORSHIP ADD-ON — ONE PER SESSION AVAILABLE \$500 each

Must purchase a TABLE EXHIBIT to be eligible for this sponsorship. Available for individual/ breakout sessions only—no keynote sessions or workshops.

- Collateral materials placed on registrant chairs prior to the session (materials supplied by sponsor).
- Opportunity to offer an official greeting at the beginning of the session.

MARKETING COLLATERAL ON KEYNOTE SESSION SEATS: \$1,200

Limit 2, first come, first served.

Must purchase a TABLE EXHIBIT to be eligible for this sponsorship.

- One piece of marketing collateral placed on each registrant chair prior to the keynote address on either day (materials supplied by sponsor). Limit two per day.

DEDICATED eBLAST TO ALL REGISTRANTS: \$1,200

Limit 5, first come, first served

Must purchase a TABLE EXHIBIT to be eligible for this sponsorship.

- One pre- or post-event marketing email sent by the IPA office to the registrants of IPA BOOK CAMP 2024 on behalf of the sponsor. Email content must be provided by the sponsor and is subject to approval by IPA and PWR staff.

MARKETING COLLATERAL IN CONFERENCE TOTE BAG: \$500

For each 8 ½" x 11" or equivalent piece

One piece of marketing collateral placed in each registrant's conference tote bag (materials supplied by sponsor).

PROGRAM AD UPGRADES (Available to sponsors with a quarter page ad)

- Upgrade to Half Page: \$250
- Upgrade to Full Page: \$500

AFTERNOON BREAK SPONSOR | \$1,000, Two Available

- * Special Afternoon Break sponsor signage with exclusive branding and company logo on conference website



Book CAMP 2024

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