ICD 2020 National Conference
& Fellowship Awards Gala
May 27 & 28, 2020
Halifax, Nova Scotia

Sponsorship Opportunities

For more information, please contact:
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Director, Sponsorships
Mweisdorf@icd.ca | 1.877.593.7741 x.233

icd.ca/conference
# Sponsorship Opportunities at a Glance

## Marketing Exposure

<table>
<thead>
<tr>
<th>Logo placement on marketing materials as outlined below:</th>
<th>Lead ($70K)</th>
<th>Premium ($45K)</th>
<th>Conf. Patron ($25K)</th>
<th>Gala Patron ($25K)</th>
</tr>
</thead>
<tbody>
<tr>
<td>National and local print advertisements</td>
<td>[ ]</td>
<td>[ ]</td>
<td>Select</td>
<td>Select</td>
</tr>
<tr>
<td>Director Journal marketing initiatives</td>
<td>[ ]</td>
<td>[ ]</td>
<td>Select</td>
<td>Select</td>
</tr>
<tr>
<td>Direct and electronic mail</td>
<td>[ ]</td>
<td>[ ]</td>
<td>Select</td>
<td>Select</td>
</tr>
<tr>
<td>Logo included within sponsored conference session(s)</td>
<td>[ ]</td>
<td>[ ]</td>
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<tr>
<td>Exclusive half-page advertisement in Director Journal</td>
<td>[ ]</td>
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<td>[ ]</td>
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<tr>
<td>Logo &amp; link placement within Conference &amp; Gala website</td>
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<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
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<tr>
<td>Integration within ICD social media posts</td>
<td>[ ]</td>
<td>[ ]</td>
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<td>[ ]</td>
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<tr>
<td>ICD to like/share sponsor created social media posts</td>
<td>[ ]</td>
<td>[ ]</td>
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<td>[ ]</td>
</tr>
<tr>
<td>Distribution of pre-conference thought leadership content</td>
<td>[ ]</td>
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</tr>
</tbody>
</table>

## Onsite Exposure

<table>
<thead>
<tr>
<th>Digital &amp; print signage including all sponsor levels</th>
<th>Lead ($70K)</th>
<th>Premium ($45K)</th>
<th>Conf. Only</th>
<th>Gala Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement in the Conference and Gala programs</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Half Page Conf. Only</td>
<td>Half Page Gala Only</td>
</tr>
<tr>
<td>Exclusive sponsor of one (1) conference session or pre/post event activation (includes logo integration on signage)</td>
<td>[ ]</td>
<td>$ pre/post only</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Sponsor of one (1) onsite activation (e.g. Receptions, Breaks)</td>
<td>[ ]</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Introduction of sponsored session(s)</td>
<td>[ ]</td>
<td></td>
<td>If selected</td>
<td>[ ]</td>
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<tr>
<td>Ability to display corporate signage at sponsored activation</td>
<td>[ ]</td>
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<tr>
<td>Ability to provide branded item for distribution to attendees</td>
<td>[ ]</td>
<td>[ ]</td>
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<td>[ ]</td>
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<tr>
<td>Branded Gala table signage</td>
<td>[ ]</td>
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</tr>
</tbody>
</table>

## Onsite Networking & Access

<table>
<thead>
<tr>
<th>Opportunity to host thought leadership session (pre/post)</th>
<th>Lead ($70K)</th>
<th>Premium ($45K)</th>
<th>Conf. Patron ($25K)</th>
<th>Gala Patron ($25K)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to exclusive sponsor lounge</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Conference Tickets / Gala Tickets</td>
<td>6 / 10</td>
<td>4 / 10</td>
<td>4 / -</td>
<td>- / 10</td>
</tr>
<tr>
<td>ICD.D Luncheon Tickets – if applicable</td>
<td>2</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Guests must have ICD.D designation</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Pre &amp; Post Conference Paid Event Tickets</td>
<td>2 per event</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Ability to host private VIP function (up to 30 guests)</td>
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</tbody>
</table>

*Note: $ denotes cost and [ ] denotes selection options.*
Your organization will be featured prominently as a Lead Sponsor leading up to and through the promotion of the 2020 ICD National Conference & Fellowship Awards Gala.

Lead Sponsor benefits include:

**MARKETING EXPOSURE:**

- Lead sponsor of both the ICD National Conference and the ICD Fellowship Awards Gala
- Featured as a Lead Sponsor on all National and Local advertising promoting the Conference & Gala where sponsors are listed, including, but not limited to:
  - National and local print advertisements (such as The Globe and Mail)
  - Director Journal marketing efforts
  - Promotional brochures mailed to the Director community
  - Direct and electronic mail to ICD’s membership
  - Inclusion within one (1) media advisory
  - Featured in post-event sponsor appreciation advertisement
- Featured as an Exclusive Sponsor of one (1) Conference session or one (1) pre/post activation
- Integration within ICD’s digital and social media, including:
  - Logo and link within the Conference & Gala website
  - Logo within all activations that your organization sponsors
  - Brand integration within two (2) ICD initiated LinkedIn & Twitter posts
  - ICD to like/share up to three (3) relevant social media posts
- One (1) full-page advertisement in both the Conference and Gala programs
- One (1) half-page advertisement in the ICD Director Journal
- One (1) thought leadership white paper/article to be distributed to delegates pre-conference via digital outreach

Value of $70,000
ONSITE EXPOSURE

➢ Exclusive Sponsor of One (1) Conference session or pre/post event session. Benefit includes:
  ▪ Opportunity to introduce Conference session
  ▪ Logo on session specific print and/or digital materials
  ▪ Ability to display corporate signage in the sponsored session

➢ Sponsor of one (1) premium onsite activation (Limit 3 sponsors per)
  ▪ Such as Welcome Reception, Breakfast Reception, Networking Breaks, and Pre-Gala Reception

➢ Featured as a Lead Sponsor on all onsite print and/or digital collateral where all sponsors appear

➢ Premium table placement within the Fellowship Awards Gala

➢ Branded Gala table signage

ONSITE NETWORKING & ACCESS

➢ Opportunity to host one (1) thought leadership session 1 day prior or 1 day following the Conference & Gala
  ▪ Organization, execution and affiliated costs responsibility of Sponsor
  ▪ Online and onsite registration processes responsibility of ICD

➢ Ability to host a private VIP function for up to 30 guests (incremental $)

➢ Delegate passes to the following Conference & Gala events:
  ▪ Six (6) tickets to the ICD National Conference & Welcome Reception
  ▪ Ten (10) tickets to the ICD Fellowship Awards Gala
  ▪ Six (6) tickets to the exclusive Sponsor’s Lounge
  ▪ Two (2) tickets to the ICD.D luncheon (ICD.D designation only)
  ▪ Two (2) tickets to all pre- and post- Conference & Gala events

➢ Ability to provide One (1) branded item to be distributed to attendees
Your organization will be featured prominently as a Premium Sponsor leading up to and through the promotion of the 2020 ICD National Conference & Fellowship Awards Gala. Premium Sponsor benefits include:

**MARKETING EXPOSURE:**
- Premium sponsor of both the ICD National Conference and the ICD Fellowship Awards Gala
- Featured as a Premium Sponsor on all National and Local advertising promoting the Conference & Gala where Premium sponsors are listed, including, but not limited to:
  - National and local print advertisements (such as The Globe and Mail)
  - Director Journal marketing efforts
  - Promotional brochures mailed to the Director community
  - Direct and electronic mail to ICD’s membership
  - Featured in post-event sponsor appreciation advertisement
- Integration within ICD’s digital and social media, including:
  - Logo and link within the Conference & Gala website
  - Brand integration within one (1) ICD initiated LinkedIn & Twitter posts
  - ICD to like/share up to two (2) relevant social media posts
- One (1) half-page advertisement in both the Conference and Gala programs

**ONSITE EXPOSURE**
- Opportunity to sponsor one (1) premium onsite activation (incremental $)
  - Such as Welcome Reception, Breakfast Reception, Networking Breaks, and Pre-Gala Reception (includes 2-minute welcome)
  - Corporate signage may be displayed
- Featured as a Premium Sponsor on all onsite print and/or digital collateral where all sponsors appear
- Premium table placement within the Fellowship Awards Gala
- Branded Gala table signage

**ONSITE NETWORKING & ACCESS**
- Delegate passes to the following Conference & Gala events:
  - Four (4) tickets to the ICD National Conference & Welcome Reception
  - Ten (10) tickets to the ICD Fellowship Awards Gala
  - Four (4) tickets to the exclusive Sponsor’s Lounge

**Value of $45,000**
Your organization will be featured as a Conference Patron Sponsor leading up to and through the promotion of the 2020 ICD National Conference. Conference Patron sponsor benefits include:

**MARKETING EXPOSURE:**
- Conference Patron sponsor of the ICD National Conference
- Featured as a Conference Patron Sponsor on all National and Local advertising promoting the Conference where Conference Patron sponsors are listed, including, but not limited to:
  - National and local print advertisements (such as The Globe and Mail)
  - Director Journal marketing efforts
  - Promotional brochures mailed to the Director community
  - Direct and electronic mail to ICD’s membership
  - Featured in post-event sponsor appreciation advertisement
- Integration within ICD’s digital and social media, including:
  - Logo and link within the Conference & Gala website
  - ICD to like/share up to one (1) relevant social media post
- One (1) half-page advertisement in the Conference program

**ONSITE EXPOSURE**
- Featured as a Conference Patron Sponsor on all onsite print and/or digital collateral where Conference sponsors appear

**ONSITE NETWORKING & ACCESS**
- Delegate passes to the following Conference & Gala events:
  - Four (4) tickets to the ICD National Conference & Welcome Reception
  - Two (2) tickets to the exclusive Sponsor’s Lounge
Your organization will be featured as a Fellowship Awards Gala Patron Sponsor leading up to and through the promotion of the 2020 ICD Fellowship Awards Gala. Fellowship Awards Gala Patron sponsor benefits include:

**MARKETING EXPOSURE:**

- Patron sponsor of the ICD Fellowship Awards Gala
- Featured as a Fellowship Awards Gala Patron Sponsor on all National and Local advertising promoting the ICD Fellowship Awards Gala where Gala Patron sponsors are listed, including, but not limited to:
  - National and local print advertisements (such as The Globe and Mail)
  - Director Journal marketing efforts
  - Promotional brochures mailed to the Director community
  - Direct and electronic mail to ICD’s membership
  - Featured in post-event sponsor appreciation advertisement
- Integration within ICD’s digital and social media, including:
  - Logo and link within the Conference & Gala website
  - ICD to like/share up to one (1) relevant social media post
- One (1) half-page advertisement in the ICD Fellowship Awards Gala program

**ONSITE EXPOSURE**

- Featured as a Fellowship Awards Gala Patron sponsor on all onsite print and/or digital collateral where Fellowship Awards Gala sponsors appear

**ONSITE NETWORKING & ACCESS**

- Delegate passes to the following Conference & Gala events:
  - Ten (10) tickets to the ICD Fellowship Awards Gala
  - Two (2) tickets to the exclusive Sponsor’s Lounge

ICD Fellowship Awards Gala Patron Sponsorship Package
Value of $25,000