



PARTNERSHIP PROPOSAL

IAC - 2025

Prepared by:
Information Architecture Conference
www.theiaconference.com



Introduction

About IAC

The IA Conference is the leading gathering for academics and practitioners of Information Architecture. We've been meeting since 2000 to learn about and discuss the intentional design of rich information environments. Attendees are exposed to timely insights and practical lessons that can be applied immediately at work. We have a community like no other, where participants can take advantage of networking and meet innovative thinkers that inspire.

Our goals are to bring together practitioners across IA, UX, Research, Product and Service design to develop and endeavor the practice of information architecture. We thrive to cultivate a fascinating and enriching experience where participants from all backgrounds, levels and domain, can share ideas, network and collaborate. We continue to create a conference for, of, and by the information architecture community. And this year in 2024 we are celebrating our 25th Anniversary, so it's sure to be a special one!



Why Sponsor

01 Visibility and Exposure

02 Networking Opportunities

03 Enhance Credibility

04 Targeted Marketing

**05 Demonstrate Corporate Social
Responsibility**

Your company's involvement as a sponsor will not only elevate your brand but also contribute significantly to the success of our event. Let's work together to create a mutually beneficial partnership that leaves a lasting impression.



Why Sponsor

DEIBA

Our Diversity, Equity, Inclusion, Belonging and Accessibility (DEIBA) initiatives help incentivize diverse speakers, promote participation from underrepresented communities, provide assistance to those with special needs, and train our volunteers. Your sponsorship helps make IAC an inclusive and welcoming environment in which to gather, share, and grow as a community of students, academics, practitioners, and friends of the field of Information Architecture. Initiative sponsors will be recognized throughout the conference.



IAC25 - Location

Pennsylvania Convention Center



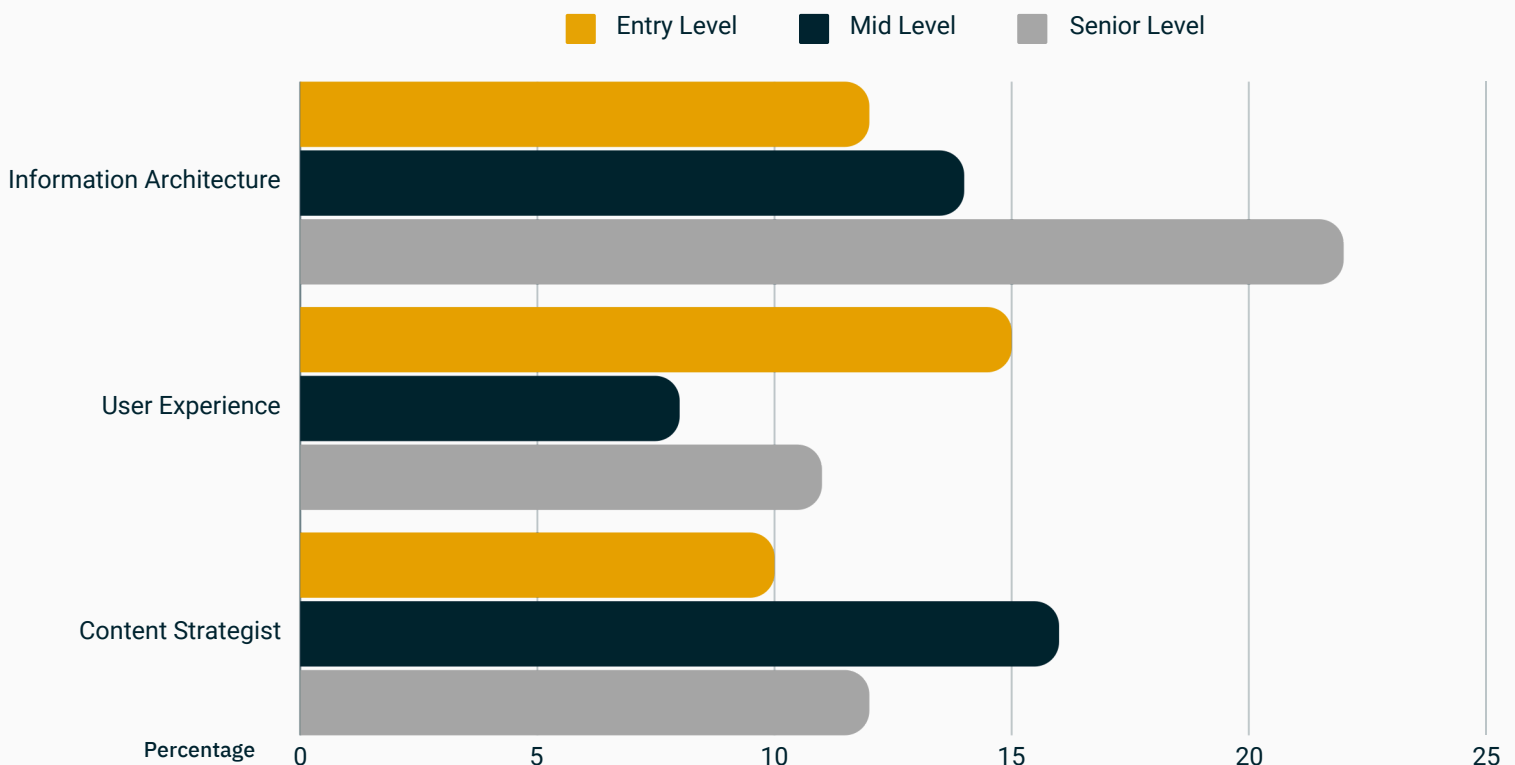
Our Theme:

Information
Architecture --
The Bridge
Between Humans
and Technology



Audience

Through research and analysis, we found that the audience segments into these categories.
Based on analytics from 2023-2024



Over 300 projected in-person attendees (and countless more via streaming of sessions after the event) with job titles including



- Information Architect
- User Experience Designer
- Content Strategist
- Taxonomist / Ontologist
- Researcher / Ethnographer
- Product Designer / Owner / Manager
- Design Lead
- Visual Designer
- Experience / Interaction Designer
- Conversation Architect
- UX Manager / Director
- Customer / Digital Experience Manager
- Digital Strategist

Content Strategy

Creating a compelling content strategy for an Information Architecture conference involves careful planning to ensure that the content aligns with the goals of the conference and provides value to attendees. Here's a summary of a content strategy for an Information Architecture conference:

01 Theme and Focus

- Define a clear theme for the conference that reflects current trends and challenges in Information Architecture.
- Identify key focus areas within Information Architecture, such as user experience, content organization, navigation design, and emerging technologies.

02 Program (keynotes, workshops and panel discussions)

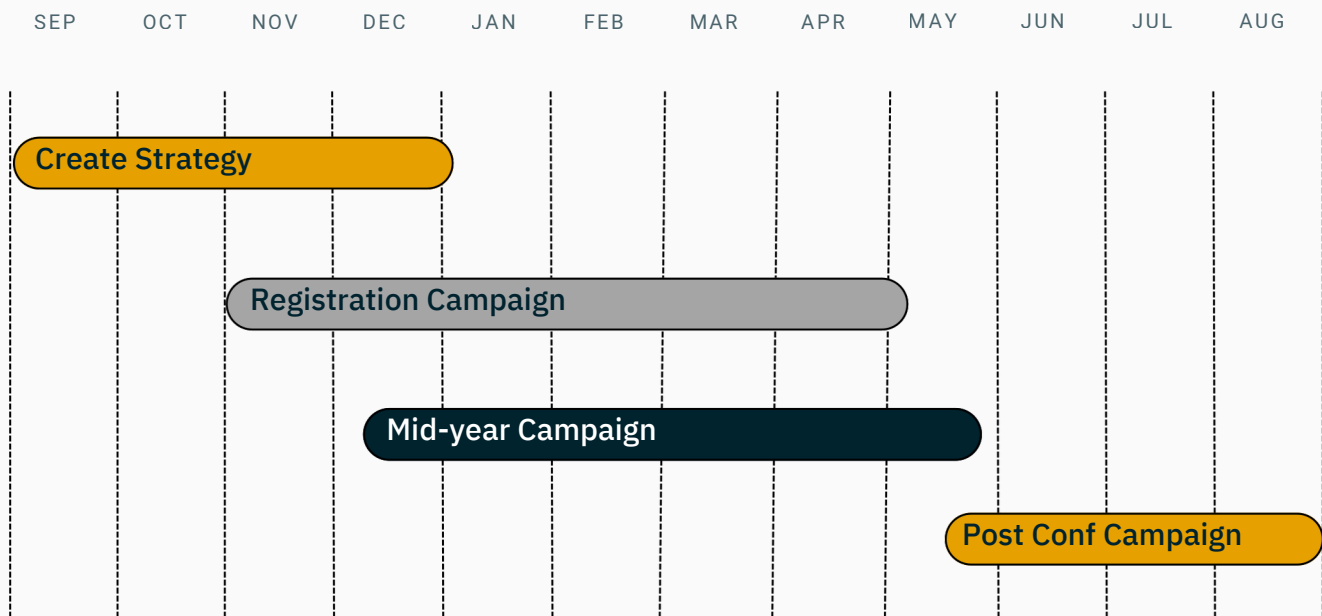
- Invite thought leaders and experts in Information Architecture to deliver keynote addresses.
- Ensure a diverse range of perspectives, including practitioners, academics, and industry leaders.
- Offer hands-on workshops and training sessions to enhance practical skills in Information Architecture.
- Cover topics such as usability testing, card sorting, and the latest tools and methodologies.

03 Network Opportunities and Content Accessibility

- Create networking spaces to facilitate connections among attendees, speakers, and sponsors.
- Use technology to enable virtual networking for both in-person and remote participants.
- Ensure that content is accessible to all attendees, including those with disabilities.
- Provide live captioning, sign language interpreters, and accessible materials.



Timeline



In today's dynamic business landscape, successful marketing campaigns are not just about promoting products; they are strategic initiatives designed to foster meaningful connections with customers. Customer engagement has become a focal point for marketers, and campaigns are increasingly tailored to create interactive and personalized experiences. One prevalent approach involves leveraging social media platforms to initiate conversations, share valuable content, and solicit feedback. These campaigns often integrate user-generated content, turning customers into brand advocates and ambassadors. Additionally, companies are utilizing email marketing with targeted and segmented content, ensuring that messages resonate with specific customer segments.

Loyalty programs and exclusive promotions further incentivize engagement, rewarding customers for their interaction and fostering a sense of community. Interactive elements such as quizzes, polls, and contests are also employed to enhance customer participation and gather valuable insights. By prioritizing customer engagement, these campaigns not only drive brand awareness and sales but also cultivate lasting relationships, transforming customers into active participants in the brand's journey.

Our Offers

Diamond Package

\$25,000

1. 30 seconds spot of conference pre-roll video & talks (as part of plenaries / before keynote)
2. Social media recognition posts and logo on website
3. **Four** conference passes
4. Newsletter mention
5. **Four** branded scholarship tickets
6. Prime location for Booth
7. Branded sponsorship talk or workshop opportunity
8. Access to networking activities pre and post conference

Platinum Package

\$15,000

1. 30 second spot of conference pre-roll video & talks (as part of plenaries / before keynotes)
2. Social media recognition posts and logo on website
3. **Two** conference passes
4. Newsletter mention
5. **One** branded scholarship tickets
6. Booth in a secondary prime location
7. Branded sponsorship talk or workshop opportunity
8. Access to networking activities pre and post conference

Our Offers

Gold Package

\$10,000

1. Logo on opening conference slide
2. Social media recognition posts and logo on website
3. **Two** conference passes
4. Newsletter mention
5. **One** branded scholarship tickets
6. Booth in an ideal location
7. Branded sponsorship talk or workshop opportunity
8. Access to networking activities pre and post conference

Build your own

TBD

If you are interested in building your own package, with a combination of any of the packages above, or additional add - ons, please contact us and we would gladly build a package for you.

Let's collaborate and get creative!! We also accept in-kind donations such as books, subscriptions, licenses, swag, etc.

CONTACT US

IAC25

**You can reach us for any questions or
to move forward with our proposal.**

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