



IAC19

Sponsorship Opportunities

March 13 - 17, 2019 | Orlando, Florida

Celebrating 20 years!



WHO WE ARE

IAC 2019

IAC is the premier community led information architecture conference. It exists to promote discourse and learning about the intentional design of information environments. It is a gathering of practitioners from around the globe, who practice and teach information architecture and other design-related disciplines.

The conference includes two days of workshops and a three-day main program that attracts the industry's leading thinkers in information architecture, user experience, and content strategy. Attendees are exposed to timely insights and practical lessons that can be applied immediately at work.

Conference Goals

Be the preeminent event for information architecture learning & discourse

Create a conference for and by the IA community

Maintain continuity from year-to-year

Statistics

ATTENDEES

2018 Attendance: **600-700**

Job Titles: Information Architect, User Experience Designer, Content Strategist, Taxonomist, Researcher, Product Designer, Design Lead, UX Designer, Strategist, UX Manager, Director / CEO, Founder

SOCIAL MEDIA REACH

2018 Pre-Conference Twitter Impressions **328,000+**

2018 Twitter Impressions **714,000+**

Email Subscribers **4,000+**



SPONSORSHIP MATTERS

How to Sponsor the Conference

We've created a variety of ways to sponsor the Conference:

- Select one of our tiered sponsorship levels
- Choose an event or group of events to sponsor (always a popular choice!)
- Help us provide captioning, audio, and/or video recording
- Sponsor the sketch pads, lanyards, attendee bags, and other swag
- Allow us to show our appreciation for our hard-working volunteers and speakers

And if you don't find a sponsorship method that works for you, let us know and we'll see what we can pull together.

All Sponsors Receive

- Your logo and/or name in the program and on the conference website
- Social media mentions on Twitter and Facebook
- Signage at your sponsored event or a logo on your sponsored item
- The opportunity to include printed materials and swag in conference bags

Past Sponsors

Marriott
Target
Walt Disney
Capital One
Spotify
Riot Games
SapientNitro
Brain Traffic
User Interface Engineering (UIE)
Kent State University
University of Denver
Rosenfeld Media
O'Reilly
OmniGroup
MailChimp
InVision
Axure
Optimal Workshops
Handrail
User Zoom



SPONSORSHIP MATTERS

Tiered Sponsorship Levels

Platinum

\$25k

- 5 conference passes
- Sponsor table at the conference for 3 days
- Premier logo placement in the program and on the conference website
- Conference opening and closing mention

Gold

\$15k

- 3 conference passes
- Sponsor table at the conference for 3 days
- Secondary logo placement in the program and on the conference website
- Conference opening and closing mention

Silver

\$7,500

- 1 conference pass
- Sponsor table at the conference for 3 days
- Recognition in the program and on the conference website

Send your Employees

Send a group of your employees and help sponsor the Conference.

- Send six employees for **\$5k**
- Send three employees for **\$3k**

Student Sponsorship

Help send a deserving student to the conference.

- **\$2,500** per student - each sponsorship includes registration and accommodation for the student
- If your total student sponsorship matches one of the above sponsorship levels, you'll get the perks of that level.



TAILORED SPONSORSHIP OPTIONS

Conference Events

Sponsor one of the events that happen during the event. Everyone loves the company that helps pay for the party.

Opening Night Reception, \$20k

Make a good first impression

First Timers' Orientation & Dinner, \$5,000

Provide a warm welcome to first timers

Happy Hour, \$12k

The first big social event

Poster Night, \$25k

Combines education and socializing

IA Slam, \$5,000

The workshop with a winner

Jam Night, \$7,500

Live, open jam session

Karaoke, \$12k

Probably the most popular event

Game Night, \$6,000

Roll the dice

IA Bingo, \$5,000

Roll the dice

IAC After Party, \$20k

Leave a lasting impression

Move It!

Exercise your body and your mind at the IAC.

- Polar Bear Yoga, **\$5,500**
- Polar Bear Run, **\$4,000**
- 2K Walk, **\$4,000**

Sponsor all Move It! events for \$12k

Recharge Lounge

Provide a place for attendees to relax, socialize, and recharge their devices **\$7,500**



TAILORED SPONSORSHIP OPTIONS

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Coffee Breaks

Provide much-needed caffeine and treats during the Conference.

- Morning Break, **\$20k**
- Afternoon Break, **\$7,500**

Be a super star and help provide coffee and treats all day for **\$30k**

Partial sponsorship of coffee breaks is available.

Volunteer & Speaker Appreciation

The Conference wouldn't happen without our hard-working volunteers and dedicated speakers.

- Volunteer appreciation, **\$5,000**
- Green room, **\$7,500**
- Speaker studio, **\$7,500**

Media Sponsorship

Help us provide captioning, audio and/or video recording at the Conference.

- CART, **\$15k**
- Audio recording, **\$5,000**
- Video & A/V Sponsorship, **\$35k**
- Website sponsor, **\$5,000**

Swag Sponsorship

Get your logo on lanyards, attendee badges, swag bags, and other physical products.

- Lanyards, **\$7,500**
- Attendee badges, **\$2,500**
- Participant pins, **\$3,000**
- Swag bags, **\$6,500**
- Sketchbooks & pens, **\$7,500**

Attendee Benefits

Help us help attendees improve their professional game.

- Professional headshots, **\$7,500**
- Portfolio reviews, **\$6,000**

Not sure what to choose? Let us tailor a package just for you.

All of our sponsorship opportunities can be changed to work with your needs and budget.

Contact us and we can create something for you.



THE PROGRAM

Conference Theme

Gateways - Legacy with Purpose

Life is a series of gateways. Sometimes we pass through them without noticing. Other times, we pass through them deliberately. The purpose of every gateway we choose will determine what path we will follow towards the legacy we'll be leaving to future generations. What will we do? How will we get there? Why is it important? It's not truly an ending, nor is it a beginning, but a point in time with myriad possibilities ahead of it. Learn how we've traveled similar roads but taken our own paths.

Past Speakers

Richard Saul Wurman
Jared Spool
Karen McGrane
Jesse James Garrett
Stuart Bland
Nate Silver
Brenda Laurel
Steve Krug
Ted Nelson
Cory Doctorow
Peter Morville
Cennydd Bowles

2019 Keynote Speakers



Louis Rosenfeld



Kim Goodwin



Ha Phan



Eduardo F. Ortiz



Donna Lichaw



CONTACTS

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