



IAC20 – the information architecture conference

Sense and sense-making
New Orleans 14-18th April, 2020

The IA Conference 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

Bring together practitioners across IA, UX, Research, product and service design to develop the practice of information architecture

Be the preeminent event for information architecture learning and discourse

Create a conference for and by the IA community

Our attendees

The attendees

Past attendance

600-700

Typical job titles

Information Architect · User Experience Designer · Content Strategist · Taxonomist
Researcher · Product Designer · Design Lead · Visual Designer · UX Manager Director / CEO · Founder

Social media reach

Twitter impressions

328,000+

During the five days of the conference

714,500+

During the year

Email subscribers

9,000+



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Your sponsorship matters

Be part of the world's most prestigious gathering for information architecture, while helping to create a truly unique conference. The IAC is attended every year by hundreds of influencers and thought leaders in information architecture, user experience design, and content strategy as well as designers looking for something more than just the standard design conference.

Financial support through sponsorship brings services and social events to the IAC that would otherwise not be possible. It also brings students to the IAC who otherwise could not afford to attend.

How to sponsor the conference

We want you to benefit from supporting our event as much as the delegates do. There are lots of ways sponsors have supported our conference in the past and we're happy to find the most appropriate way to have you help us. Here are some of the ways you might sponsor IAC.

- Choose an event or group of events to sponsor (always a popular choice!)
- Help us provide captioning, audio, and/or video recording at the Conference
- 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

New for 2020 – Sponsor Showcase workshops and tutorials

Do you have a product or service that could benefit our attendees? We offer a range of alternate track events. Traditionally these have been focused on career development - mentoring and portfolio review. This year we're offering sponsors the chance to run tutorials and showcases of software and services to help our delegates develop their hard skills, and give you a chance to show off what you have to offer.



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We'll tailor your package and level of support - but here are some ideas to get us started.

Conference events

IAC has a rich tradition of social events alongside the main conference program. Each one represents an opportunity to support the event.

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, \$12k Combines education and socializing

Jam Night, \$5,000 Help attendees rock out

Karaoke, \$12k Probably the most popular event

Game Night, \$5,000 Roll the dice

IA Bingo, \$5,000

IAC After Party, \$12k Leave a lasting impression

Vendor Workshop, [Contact us](#)

Recruiting, [Contact us](#)

Volunteer & Speaker Appreciation

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

Volunteer appreciation, \$5,000

Green room, \$5,000

Speaker studio, \$5,000

Media Sponsorship

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

CART, \$15k

Audio recording, \$5,000

Video recording, \$15,000

Video & A/V Sponsorship, \$35k

Website sponsor, \$5,000

Attendee benefits

Help us help attendees improve their professional game.

Professional headshots, \$5,000

Portfolio reviews, \$5,000

Let us put together 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.

Sponsorship and Payment Inquiries:

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