IAC22 SPONSORSHIP OPPORTUNITIES

The Information Architecture conference
April 18-23, 2022 | Online
theiaconference.com
Reach an engaged community

Make your organization part of the conversation as global leaders and experienced practitioners in information architecture, user experience, and digital design.

About the event
The 23nd-annual IA conference is the premiere conference for information architects, content strategists, researchers, and user experience professionals from around the globe, who practice and teach IA and design-related disciplines.

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.
- Cultivate a fascinating experience through a online event that can adapt for the future.
- Create a conference for and by the IA community

Anticipated attendance
Over 300 projected attendees in-person & online with job titles including:
- Information Architect
- User Experience Designer
- Content Strategist
- Taxonomist
- Researcher
- Product Designer
- Design Lead
- Visual Designer
- UX Manager/Director
- Product Manager
- CEO/Founder
Your support matters

Sponsor 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.

We have an opportunity to reconnect in 2022, to come back together online and if we are lucky, in-person, with new perspectives and to forge a new vision for our community. Working together, we can reconnect stronger, better, and more open-minded—but this will take all of us working together.

We are looking for sponsors that will:

- Expand our perspectives on information architecture
- Guide us toward a more inclusive community
- Show us the future(s) of IA
## Sponsorship packages

<table>
<thead>
<tr>
<th>Available sponsorships</th>
<th>Diamond $15,000</th>
<th>Platinum $10,000</th>
<th>Gold $5,000</th>
<th>Silver $2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2</td>
<td>4</td>
<td>Limited</td>
<td>Limited</td>
</tr>
<tr>
<td>Conference pre-roll video &amp; talks (before all keynotes)</td>
<td>30-second spot</td>
<td>15-second spot</td>
<td>10-second spot</td>
<td>slide only</td>
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<tr>
<td>Web presence</td>
<td>Blog post + Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
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<tr>
<td>Social media shout-outs and newsletter mentions</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Total conference passes</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Branded scholarship tickets</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Virtual booth sessions</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
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<tr>
<td>Branded bonus talk or workshop opportunity</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
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</tbody>
</table>

Let’s collaborate and get creative. We also accept in-kind donations such as books, subscriptions, licenses, swag, etc.
Sponsor the initiatives

Contact us for more information about any of these topics. Initiative sponsors will be also recognized throughout the conference.

Diversity, Equity, and Inclusion (DEI)
Provide compensation to attract diverse speakers, scholarships for individuals from underrepresented communities, and DEI training for all volunteers. Your sponsorship will help us continue our work to make the IAC more diverse, equitable, and inclusive for all that attend.

Student outreach
Provide a warm welcome to our newest community members. We are working to get students the opportunity to step into this field and meet the wonderful professionals and practitioners attending this conference. Sponsorship can go towards creating your own conference experience to access students or more scholarships specifically for students.

Scholarships
Sponsor a wide range of scholarship tickets, from one to unlimited. We would like to offer more scholarships this year for those affected economically by COVID-19 and students. Since 2018, more than 40 students have received scholarships to attend the conference from:

- California College of the Arts
- DePaul University
- Jefferson University
- Kent State University
- Jönköping University
- Montreal University
- Morehouse College
- New York City College of Technology
- Pratt Institute
- University of British Columbia
- University of California, Los Angeles
- University of Maryland
- University of Michigan
- University of Texas at Austin
- University of Washington

Conference accessibility
Improve accessibility of the conference through captioning technologies and transcription service for all sessions. Hire people to support live captioning and use more accessible conference delivery platform.
Craft your own sponsorship

Let's work together to get the visibility and recognition that works for you. Leave an impression with attendees and support the creative atmosphere of the conference.

How your backing might support the conference:
- Scholarships for student attendees
- A surprise special guest
- Goodies for all the speakers
- A virtual lounge or product workshop for attendees with your brand, front-and-center

Have a great idea to make the event even better? Want to give an open-ended contribution that our volunteer organizers can put to good use? Let's talk!

Sponsor the logistics

Volunteer & speaker appreciation

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

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteer Appreciation Gifts</td>
<td>$5,000</td>
</tr>
<tr>
<td>Speaker Studio Sponsorship</td>
<td>$5,000</td>
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</table>

Accessibility & media sponsorship

Provide an accessible, enjoyable event for attendees and amplify content for the greater community to make use of.

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
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<tbody>
<tr>
<td>Real-time Captioning (CART Services)</td>
<td>$15,000</td>
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<tr>
<td>Audio/Video Recording &amp; Distribution</td>
<td>$15,000</td>
</tr>
<tr>
<td>Website Sponsorship</td>
<td>$10,000</td>
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</tbody>
</table>
Contact us

All sponsorship opportunities can be customized to fit your needs and budget. Get in touch and we can help your vision come to life.

If you’re interested in sponsoring, please email sponsorships@theiaconference.com.

Your support makes a difference!

**IAC22 sponsorship team**
- Vanessa Foss
- Erin Malone - erin@cca.edu

**Contact info**
- **Vanessa Foss**, IAC Event Coordinator, Kunverj LLC
- **Phone**: +1 (301) 503-0993
- **Fax**: +1 (301) 542-0049
- **Mail**: 6103 Blue Sage Lane, Upper Marlboro MD 20772