

# PUBLISHING UNIVERSITY 2020

☀️ APRIL 3 – 4, 2020 (PRECONFERENCE SESSIONS APRIL 2) ☀️ REDONDO BEACH, CALIFORNIA ☀️

f /IBPAonline

## Sponsorship Opportunities

t #PubU2020

Visit [publishinguniversity.org](https://publishinguniversity.org) to learn more.

Interested? Contact **Ted Olczak** at **718-938-4590** or [advertising@ibpa-online.org](mailto:advertising@ibpa-online.org)

**Maximize Your Exposure | Meet Great People | Generate High-Value Leads**

### ATTENDEES

Publishing University 2020 will be attended by highly-motivated professional publishers and self-published authors actively planning their publishing strategies. They attend Publishing University to discover the tools and industry partners they need to create and sell their print, digital, and audiobooks. IBPA offers sponsorship opportunities that will connect our partners face-to-face with this interested, engaged, and qualified audience of 300 individuals.

### OPPORTUNITIES

**Table Top Exhibits** are a key part of the event and are designed to maximize engagement and interaction between attendees, guests, and presenters. The exhibit area will be in the room used for the main gatherings. IBPA will also promote dedicated mingling opportunities.

Following is a complete description of standard sponsorships. Customized sponsorship opportunities are also available!

- » Want to sponsor professional headshots for all attendees?
- » What about a caricature artist?
- » Maybe a morning yoga class or a Blues Club crawl?

*We'd love to hear your other creative ideas!*

"Two words:  
Blown away!  
Efficient, well-organized,  
uplifting... Thank you—  
small words for  
a huge impact!"

WANDA OBERMEIER

# Sponsorship Levels

## TABLE TOP EXHIBIT—LIMITED SPACE!

Subject to Availability. Sold out in 2018 and 2019!  
New Sponsor \$1,850 | Returning Sponsor \$1,750

Includes a 3' x 6' draped table in exhibit area.  
Signage may be placed on and/or behind the table,  
but may not block adjacent exhibitors.



### Table Top Exhibit sponsorship includes:

- » 3' x 6' draped table in exhibit area
- » One complimentary all-session pass (additional passes available at half price)
- » Pre-event promotion
- » Sponsorship mention on Publishing University website before and after event
- » Company logo included on conference signage
- » Collateral materials in conference tote bag (materials supplied by sponsor)
- » One-quarter page advertisement in Publishing University program
- » Thank you announcement from the podium during the event

## BENJAMIN FRANKLIN AWARDS CEREMONY

Friday, April 3, 2020 at 5:30 PM | \$11,950

Exclusive or partial sponsorship of IBPA's Benjamin Franklin Awards Ceremony—attended by all. \$11,950 is the cost for an exclusive sponsorship.



### Awards Ceremony sponsorship includes:

- » 3' x 6' draped table in exhibit area
- » Three complimentary all-session passes (additional passes available at half price)
- » Pre-event promotion
- » Collateral materials placed on attendee chairs prior to the Ceremony (materials supplied by sponsor)
- » Sponsorship mention on Publishing University website before and after event
- » Company logo included on conference signage
- » Collateral materials in conference tote bag (materials supplied by sponsor)
- » Full-page advertisement in Publishing University program
- » Thank you announcement from the podium during the Ceremony
- » Opportunity to offer an official greeting from podium at beginning of the Ceremony



## MEMBERSHIP LUNCHEON

Saturday, April 4, 2020 at 12:30 PM | \$5,400

Exclusive or partial sponsorship of IBPA's membership luncheon—attended by all. \$5,400 is the cost of an exclusive sponsorship.

"A phenomenal experience. My questions were answered and I learned the latest info. I felt a sense of community that I hadn't experienced in publishing before."

KATE ZARRELLA  
CALLING CARD BOOKS



### Membership Luncheon sponsorship includes:

- » 3' x 6' draped table in exhibit area
- » Three complimentary all-session passes (additional passes available at half price)
- » Collateral materials placed on attendee chairs prior to the Luncheon (materials supplied by sponsor)
- » Pre-event promotion
- » Sponsorship mention on Publishing University website before and after event
- » Company logo included on conference signage
- » Collateral materials in conference tote bag (materials supplied by sponsor)
- » Full-page advertisement in Publishing University program
- » Thank you announcement from the podium during the event

## CONTINENTAL BREAKFAST

Saturday, April 4, 2020 at 8:00 AM | \$4,200

Exclusive or partial sponsorship of the Continental Breakfast—attended by all. \$4,200 is the cost of an exclusive sponsorship.



### Continental Breakfast sponsorship includes:

- » 3' x 6' draped table in exhibit area
- » Two complimentary all-session passes (additional passes available at half price)
- » Pre-event promotion
- » Sponsorship mention on Publishing University website before and after event
- » Company logo included on conference signage
- » Special **Breakfast Sponsor** signage with exclusive branding
- » Collateral materials in conference tote bag (materials supplied by sponsor)
- » Full-page advertisement in Publishing University program
- » Thank you announcement from the podium during the event

## LITERATURE & LIBATIONS

Thursday, April 2, 2020 at 5:30 PM | \$4,200

Exclusive or partial sponsorship of opening celebration—attended by all. \$4,200 is the cost of an exclusive sponsorship.



"The conference fostered a sense of community and common purpose that was every bit as supportive as the excellent program content."

—CARYN GREEN  
MANITOU & CEDAR PRESS

### Literature & Libations sponsorship includes:

- » 3' x 6' draped table in exhibit area
- » Company-branded drink tickets (1 drink ticket per attendee)
- » Two complimentary all-session passes (additional passes available at half price)
- » Pre-event promotion
- » Sponsorship mention on Publishing University website before and after event
- » Company logo included on conference signage
- » Special **Literature & Libations** signage with exclusive branding
- » Collateral materials in conference tote bag (materials supplied by sponsor)
- » Full-page advertisement in Publishing University program
- » Thank you announcement from the podium during the event

## WELCOME FIRST TIMERS!

Friday, April 3, 2020 at 11:00 AM | \$2,595

Exclusive sponsorship of a facilitator-led discussion and networking opportunity for Publishing University first timers. Attendees stop by to meet other newbies and learn how to get the most out of the Publishing University experience.



"IBPA's commitment to excellence and diversity in publishing shines through in the programming of PubU. It is thoughtfully organized to deliver a great experience!"

### Welcome First Timers! sponsorship includes:

- » 3' x 6' draped table in exhibit area
- » Two complimentary all-session passes (additional passes available at half price)
- » Collateral materials placed on attendee chairs prior to the event (materials supplied by sponsor)
- » Pre-event promotion
- » Sponsorship mention on Publishing University website before and after event
- » Company logo included on conference signage
- » Special **Welcome First Timers!** signage with exclusive branding
- » Collateral materials in conference tote bag (materials supplied by sponsor)
- » Half-page advertisement in Publishing University program
- » Thank you announcement from the podium during the event

## A LA CARTE SPONSORSHIPS

### CONFERENCE TOTE BAG: \$2,600



#### Exclusive sponsorship of the conference tote bag.

Your company logo will be placed on the conference tote bag given to all program attendees. Your logo (single color) is placed alongside the IBPA Publishing University logo.

« The 2018 conference tote bag

### DEDICATED eBLAST TO ALL REGISTRANTS: \$900 — Limit 5, first come, first served

- » One pre- or post-event marketing email sent by the IBPA office to the registrants of Publishing University 2020 on behalf of the sponsor
- » Email content is subject to approval by IBPA staff

### MARKETING COLLATERAL ON GENERAL SESSION SEATS: \$900 — Limit 2, first come, first served

- » One piece of marketing collateral placed on each attendee chair prior to the opening general sessions on either Friday, April 3, 2020 or Saturday, April 4, 2020 (materials supplied by sponsor)

### MARKETING COLLATERAL IN CONFERENCE TOTE BAG: \$500 — For each 8 ½" x 11" or equivalent piece

- » One piece of marketing collateral placed in each attendee's conference tote bag (materials supplied by sponsor)

### PROGRAM AD UPGRADES (Available to sponsors with a quarter page ad)

- » Upgrade to Half Page: \$250
- » Upgrade to Full Page: \$500

### LANYARD/BADGE SPONSOR: \$750

#### (Exclusive sponsorship of Publishing University 2020)

- » One complimentary all-session pass (additional passes available at half price)
- » Pre-event promotion
- » Sponsorship mention on Publishing University website before and after event
- » Company logo included on conference signage
- » One-quarter page advertisement in Publishing University program
- » Thank you announcement from the podium during the event
- » Sponsor to supply 400 lanyards and name badge holders to arrive at the IBPA office by March 1, 2020

"IBPA Publishing University provided a great atmosphere to learn and share ideas. I left with helpful resources and confidence to grow my marketing plan."

—COLLEEN NITZNIK  
MARIANNE RICHMOND  
STUDIOS, INC.

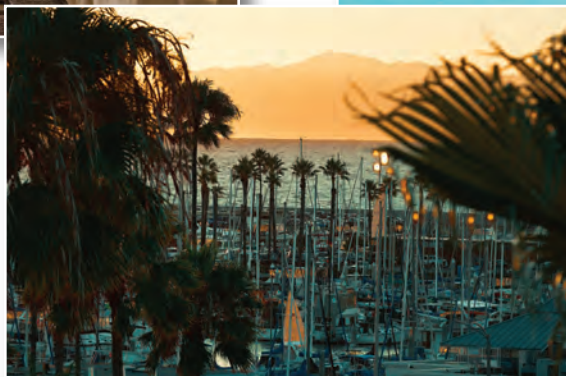
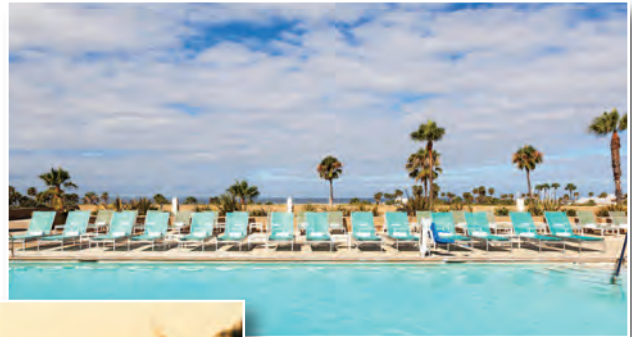


# CROWNE PLAZA REDONDO BEACH AND MARINA

Redondo Beach, California

Conference Dates: Friday, April 3 – Saturday, April 4, 2020

With Preconferences on Thursday, April 2, 2020



## EXHIBIT HOURS

FRIDAY, APRIL 3 • 12:00 – 4:15 pm

SATURDAY, APRIL 4 • 7:30 am – 5:30 pm

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