

RISE & DISRUPT

IBPA PUBLISHING UNIVERSITY 2024

publishinguniversity.org

April 25-27, 2024
Denver, Colorado
Hilton Denver City Center

Sponsorship Opportunities

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

Visit publishinguniversity.org to learn more.

Interested? Contact **Jackie Thompson Maillet** at **310-546-1818** or advertising@ibpa-online.org

REGISTRANTS

IBPA Publishing University 2024 will be attended by *highly-motivated* professional publishers and self-published authors actively planning their publishing strategies. They attend IBPA 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 and engaged audience.

YOUR BEST BET

The **ALL ACCESS 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, including a "treasure hunt" game that incentivizes every attendee to visit every exhibitor's table to chat.

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

- » Want to sponsor professional headshots for all registrants?
- » Host an Epic Pub Crawl? Morning Yoga?

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

ALL ACCESS EXHIBIT—Limited Space
Subject to Availability. These always sell out—book early!
New Sponsor \$2,050 | Returning Sponsor \$1,950

Includes a 3' x 6' draped table in the exhibit area, April 26–27.
Signage may be placed on and behind the table, but may not block adjacent exhibitors.



ALL ACCESS EXHIBIT includes:

- » 3' x 6' draped table in exhibit area
- » Two complimentary ALL ACCESS tickets (additional tickets available at half price)
- » Pre-event promotion
- » Sponsorship mention on IBPA 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 IBPA Publishing University program
- » Thank you announcement from the podium during the event
- » Opportunity to participate in IBPA Publishing University's exclusive "Ask the Experts" program
- » Registrants will be encouraged to visit each SPONSOR via a "Sponsor Treasure Hunt" game featuring prizes provided by IBPA

IBPA BENJAMIN FRANKLIN AWARDS CEREMONY

Friday, April 26, 2024 at 5:30 PM | \$11,950

Exclusive sponsorship of the 36th annual IBPA Benjamin Franklin Awards Ceremony—attended by all registrants.



Generously sponsored by
INGRAM.



AWARDS CEREMONY SPONSORSHIP INCLUDES:

In addition to the items listed in the ALL ACCESS EXHIBIT...

- » Two additional complimentary ALL ACCESS tickets
- » Collateral materials placed on registrant chairs prior to the Ceremony (materials supplied by sponsor)
- » Special Awards Ceremony signage with exclusive branding
- » Full-page advertisement in IBPA 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

Premium Sponsorships

All Premium Sponsorships include the ALL ACCESS EXHIBIT as outlined on page 2.

Partial Premium Sponsorships available after January 15th if still available.

Please contact Jackie Thompson Maillet at 310-546-1818 or advertising@ibpa-online.org for details and pricing.

IBPA PUBLISHING UNIVERSITY LUNCHEON

Friday, April 26, 2023 at 12:30 PM

Saturday, April 27, 2023 at 12:30 PM

Two Available | \$6,250 each

Exclusive sponsorship of the IBPA Publishing University's luncheon—attended by all in-person registrants.



LUNCHEON SPONSORSHIP INCLUDES:

In addition to the items listed in the ALL ACCESS EXHIBIT...

- » Two additional complimentary ALL ACCESS tickets
- » Collateral materials placed on registrant chairs prior to the Luncheon (materials supplied by sponsor)
- » Special Luncheon sponsor signage with exclusive branding
- » Full-page advertisement in IBPA Publishing University program (upgrade from quarter page)

IBPA PUBLISHING UNIVERSITY CONTINENTAL BREAKFAST

Saturday, April 27, 2024 at 8:00 AM | \$4,950

Exclusive sponsorship of the Continental Breakfast—attended by all registrants.



CONTINENTAL BREAKFAST SPONSORSHIP INCLUDES:

In addition to the items listed in the ALL ACCESS EXHIBIT...

- » One additional complimentary ALL ACCESS ticket
- » Special Breakfast sponsor signage with exclusive branding
- » Full-page advertisement in IBPA Publishing University program (upgrade from quarter page)

Premium Sponsorships CONTINUED

LITERATURE & LIBATIONS WELCOME CELEBRATION

Thursday, April 25, 2024 at 7:00 PM | \$4,500

Exclusive sponsorship of welcome celebration—attended by all registrants.



LITERATURE & LIBATIONS SPONSORSHIP INCLUDES:

In addition to the items listed in the ALL ACCESS EXHIBIT...

- » One additional complimentary ALL ACCESS ticket
- » Company-branded drink tickets (1 drink ticket per registrant)
- » Special Literature & Libations sponsor signage with exclusive branding
- » Full-page advertisement in IBPA Publishing University program (upgrade from quarter page)

WELCOME FIRST TIMERS!

Friday, April 26, 2024 at 11:00 AM | \$2,950

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



WELCOME TO FIRST TIMERS SPONSORSHIP INCLUDES:

In addition to the items listed in the ALL ACCESS EXHIBIT...

- » One additional complimentary ALL ACCESS ticket
- » Collateral materials placed on registrant chairs prior to the Welcome First Timers! event (materials supplied by sponsor)
- » Special Welcome First Timers sponsor signage with exclusive branding
- » Half-page advertisement in IBPA Publishing University program (upgrade from quarter page)

Premium Sponsorships CONTINUED

FEATURED SPONSOR OF THE DAY

Friday, April 26, 2023

Saturday, April 27, 2023

Two Available | \$4,500 each

Be the Featured Sponsor of the Day at IBPA Publishing University's event and the Keynote Address.



FEATURED SPONSOR OF THE DAY INCLUDES:

In addition to the items listed in the ALL ACCESS EXHIBIT...

- » One additional complimentary ALL ACCESS ticket
- » Special Keynote sponsor signage with exclusive branding
- » Full-page advertisement in IBPA Publishing University program (upgrade from quarter page)
- » Collateral materials placed on registrant chairs prior to the Keynote (materials supplied by sponsor). Other materials may be added, yours will be on top.
- » Opportunity to offer an official greeting from podium at beginning of the Keynote Address

CONFERENCE TOTE BAG

New Sponsor \$4,950

Returning Sponsor \$4,850

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

The 2023 conference tote bag



TOTE BAG SPONSORSHIP INCLUDES:

In addition to the items listed in the ALL ACCESS EXHIBIT...

- » One additional complimentary ALL ACCESS ticket
- » Full-page advertisement in IBPA Publishing University program (upgrade from quarter page)

LANYARD/BADGE SPONSORSHIP

(Exclusive sponsorship of IBPA Publishing University 2024 Lanyards/Badges) | \$3,950

LANYARD/BADGE SPONSORSHIP INCLUDES:

In addition to the items listed in the ALL ACCESS EXHIBIT...

- » One additional complimentary ALL ACCESS ticket
- » Half-page advertisement in IBPA Publishing University program (upgrade from quarter page)

ADD-ONS AND A LA CARTE SPONSORSHIPS

INDIVIDUAL SESSION SPONSORSHIP ADD-ON — ONE PER SESSION AVAILABLE

\$500 each

Must purchase an ALL ACCESS EXHIBIT to be eligible for this sponsorship. Available for individual breakout sessions only—no keynote sessions or workshops.

- » Collateral materials placed on registrant chairs prior to the session (materials supplied by sponsor).
- » Opportunity to offer an official greeting at beginning of the session.

MARKETING COLLATERAL ON KEYNOTE SESSION SEATS: \$1,200 —

Limit 2, first come, first served

Must purchase an ALL ACCESS EXHIBIT to be eligible for this sponsorship.

- » One piece of marketing collateral placed on each registrant chair prior to the keynote address on either Friday, April 26, 2024 or Saturday, April 27, 2024 (materials supplied by sponsor).
Limit two per day.

DEDICATED eBLAST TO ALL REGISTRANTS: \$1,200 —

Limit 5, first come, first served

Must purchase an ALL ACCESS EXHIBIT to be eligible for this sponsorship.

- » One pre- or post-event marketing email sent by the IBPA office to the registrants of IBPA Publishing University 2024 on behalf of the sponsor. Email content must be provided by the sponsor and is subject to approval by IBPA staff.

MARKETING COLLATERAL IN CONFERENCE TOTE BAG: \$500 —

For each 8 ½" x 11" or equivalent piece

- » One piece of marketing collateral placed in each registrant'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

AFTERNOON BREAK SPONSOR: \$2,000

- » Special Afternoon Break sponsor signage with exclusive branding and company logo on conference website

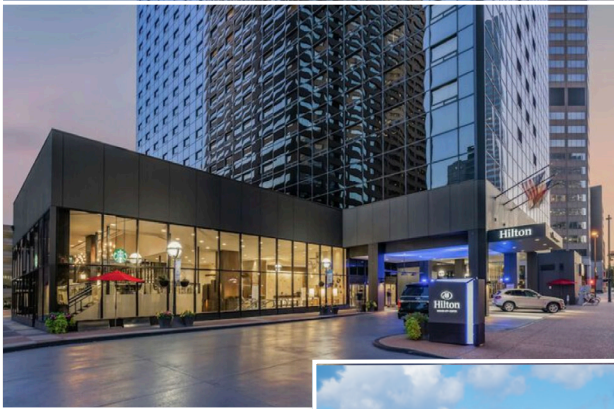
"IBPA Publishing University provided a great atmosphere to learn and share ideas. I left with helpful resources and confidence to grow my marketing plan."

—COLLEEN NITZNIK
MARIANNE RICHMOND
STUDIOS, INC.

HILTON DENVER CITY CENTER

1701 California St, Denver, CO 80202

Conference Dates: Friday, April 26 – Saturday, April 27, 2024
With Preconferences starting on Thursday, April 25, 2024



"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!"

C.M. MAYO,
DANCING CHIVA

EXHIBIT HOURS (all times Pacific)

FRIDAY, APRIL 26 • Noon – 5:30 pm
SATURDAY, APRIL 27 • 7:30 am – 5:30 pm

Learn more at publishinguniversity.org

Interested? Contact **Jackie Thompson Maillet** at **310-546-1818** or advertising@ibpa-online.org

#PubU2024