

# Bridging the gap between

Partners + Entrepreneurs

## Sponsorship Prospectus

The 32<sup>nd</sup> International Conference on Business Incubation hosted by The International Business Innovation Association.

April 21-25, 2018 in Dallas, Texas





Bridging  
the gap.

# The 32<sup>nd</sup> International Conference on Business Incubation is the largest gathering of entrepreneurial ecosystem leaders on the planet.

InBIA's International Conference on Business Incubation unites a global community of entrepreneurial ecosystem thought leaders that oversee business incubators, accelerators, and entrepreneurship centers and that drive economic development strategy focused on building entrepreneurial ecosystems in their communities. Attendees come to connect with InBIA's global community, share ideas to further the entrepreneurial movement, gather new tools and strategies for their programs, collaborate with their peers from around the world, evaluate service providers and strategic partners, and have fun!

The conference theme, **"Bridging the gap,"** resonates with the heart of our attendees. They are entrepreneurs, thought leaders and pioneers— if there isn't a clear path they will make one. Forging connections between new ideas, networking with entrepreneurial ecosystem leaders and collaborating with like-minded thought leaders are the core of what makes ICBI32 a fundamentally enriching experience for our attendees.

**Dallas, Texas**  
**APRIL 21-25, 2018**

[inbia.org/events/icbi](http://inbia.org/events/icbi)

# Attendee Demographics

 **600+**  
Attendees

 **30,000+**  
Represented Startups

 **34%** First  
Time  
Attendees

 **42** Countries  
Represented

<b>Attendees by type</b>	<b>67%</b> Incubators/Accelerators/ Coworking Spaces	<b>6%</b> Economic Development Organizations	<b>Top Countries</b>	United States	Norway	United Kingdom
	<b>7%</b> Academic Institutions	<b>6%</b> Government Policy Makers		Canada	Chile	Brazil
				Taiwan	South Africa	Denmark

# Why should you invest?



Direct access to **leaders** and **key stakeholders** of entrepreneurial ecosystem organizations located across the globe that collectively touch **thousands of startups!**



**Direct connection to decision makers** that oversee hundreds of entrepreneurship centers.



Support the global **entrepreneurial community!**



Numerous **networking opportunities** & **social events** to increase your brand awareness.



**Visibility** into a diverse, global entrepreneurial ecosystem.

# Some of our previous sponsors & partners



# Platinum Sponsor

## 1 Available - \$50,000

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The Platinum Sponsor Package is an exclusive ICBI package that provides your organization with premiere recognition and brand placement across all facets of the 2018 ICBI.

- EXHIBIT HALL** 1st choice in location, two 8 x 10 spaces (16 x 20 total).
- PARTICIPATION** Four (4) complimentary full conference registrations and 2 complimentary Preconference courses, 6 complimentary tickets for innovation tour.
- BRANDING** Prominent logo placement on conference website (with a link to your web page), all event marketing materials, prominent onsite signage, and exclusive presence in 2018 recap video.
- MOBILE APP** Standalone title-sponsor logo recognition in conference app.
- ONSITE PROGRAM EXPOSURE** Full page ad on the inside cover of the printed onsite program guide, and prominent positioning of logo and company description in the sponsor section.
- EMAIL PROMOTION** All conference marketing and attendee communication emails to include Platinum-level sponsorship mention with logo, plus one dedicated email through InBIA to all membership, and one dedicated email through InBIA to all attendees.
- OTHER MARKETING** InBIA to issue dedicated press release and announce title sponsorship through InBIA's social channels. Platinum Sponsor ribbon on company conference badges.
- PLENARY/KEYNOTE INTRODUCTION** Five minutes to speak to full audience during one of the general sessions, and the opportunity to introduce the keynote speaker during that same session.
- ATTENDEE ACCESS** InBIA to provide full attendee lists with names, titles and organization names two weeks before and a final list one week after the event.

# Gold Sponsor

## 2 Available - \$25,000

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The Gold Sponsorship Package is the second-most exclusive of the packages, which gives your organization unique offerings and prominent brand visibility at the 2018 ICBI.

- EXHIBIT HALL** Preferred space - 8 X 10 footprint space (includes a 6ft table, two chairs and Company sign).
- PARTICIPATION** Two (2) complimentary full conference registrations, one (1) complimentary Preconference course, and four (4) complimentary tickets for innovation tour.
- BRANDING** Gold-level logo recognition on conference website. Gold-level promotion in all marketing materials and onsite signage.
- MOBILE APP** Gold level (shared with one other gold sponsor) logo recognition in conference app.
- ONSITE PROGRAM EXPOSURE** Half-page ad, logo and description in the sponsor section of the printed onsite program.
- EMAIL PROMOTION** All conference marketing and attendee communication emails to include Gold-level sponsorship mention with logo.
- OTHER MARKETING** Gold Sponsor ribbon on company conference badges.
- PLENARY/KEYNOTE INTRODUCTION** N/A
- ATTENDEE ACCESS** N/A

# Silver Sponsor

## Unlimited Available - \$10,000

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The Silver Sponsorship Package is a top opportunity to get your brand noticed during the 2018 ICBI.

EXHIBIT HALL	8 X 10 footprint space (includes a 6ft table, two chairs and Company sign).
PARTICIPATION	One (1) complimentary full conference registration.
BRANDING	Silver-level logo displayed on conference website and on sponsor signs onsite.
MOBILE APP	Logo displayed within Silver-level sponsor grouping.
ONSITE PROGRAM EXPOSURE	Quarter-page ad, logo and description in the sponsor section.
EMAIL PROMOTION	All conference marketing and attendee communication emails to include mention with logo.
OTHER MARKETING	N/A
PLENARY/KEYNOTE INTRODUCTION	N/A
ATTENDEE ACCESS	N/A

# Track Sponsor

## 1 Available Per Track - \$20,000

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ICBI Dallas offers four session tracks dedicated to important entrepreneurial support topics. Track sponsors have the opportunity to contributing to the overall dialogs in the selected track, with exclusive branding opportunities in a minimum of six session breakouts dedicated to the chosen track theme.

Tracks offered at ICBI32 in Dallas are:

- Building thriving entrepreneurial ecosystems
- Inclusion and strategic partnerships in entrepreneurship programs
- Innovative programs for serving Entrepreneurs
- Operational Best Practices for Entrepreneurship Centers

EXHIBIT HALL	8 X 10 footprint space (includes a 6ft table, two chairs and Company sign).
PARTICIPATION	One (1) complimentary full conference registration.
BRANDING	Prominent, dedicated signage placed in all session breakout rooms for sponsored track. Company logo listed as sponsor on each breakout session introduction slide. Logo displayed on conference website and onsite sponsor signs as Track-level sponsor. Opportunity to put brochures on chairs in session breakout rooms.
MOBILE APP	Track level (shared with other track sponsors) logo recognition in conference app.
ONSITE PROGRAM EXPOSURE	Quarter-page ad, logo and description in the sponsor section.
EMAIL PROMOTION	All conference marketing and attendee communication emails to include track sponsorship mention with logo.
OTHER MARKETING	You provide the flyer and we'll place it in the attendee seating area before track session breakouts begin (must lay flat).
PLENARY/KEYNOTE INTRODUCTION	2-minute intro and kickoff of session breakouts within selected track.
ATTENDEE ACCESS	N/A

# BIN Session Sponsor

## 1 Available per BINs - \$10,000

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InBIA has dedicated business incubation networks (BINs) for specialty entrepreneurship centers for programs that specialize in food/ag, women entrepreneurs, are located in rural communities or that are affiliated with a university. Dedicated BIN breakouts will be held for these for BINs, and will provide direct access to attendees that directly serve entrepreneurs in these segments.

- FoodBIN
- RuralBIN
- WomenBIN
- University BIN

<b>EXHIBIT HALL</b>	8 X 10 footprint space (includes a 6ft table, two chairs and Company sign).
<b>PARTICIPATION</b>	One (1) complimentary full conference registration.
<b>BRANDING</b>	Dedicated signage placed in session room for sponsored BIN. Company logo listed as sponsor on BIN breakout session introduction slide. Logo displayed on conference website and onsite sponsor signs as a BIN sponsor. Opportunity to put brochures on chairs in BIN session breakout room.
<b>MOBILE APP</b>	Logo recognition in conference app as BIN sponsor.
<b>ONSITE PROGRAM EXPOSURE</b>	Quarter-page ad, logo and description in the sponsor section.
<b>EMAIL PROMOTION</b>	All conference marketing and attendee communication emails to include BIN sponsorship mention with logo.
<b>OTHER MARKETING</b>	You provide the flyer and we'll place it in the attendee seating area before your chosen BIN begins (must lay flat).
<b>PLENARY/KEYNOTE INTRODUCTION</b>	5-minute intro and kickoff of one BIN session.
<b>ATTENDEE ACCESS</b>	N/A

# Opening Reception Sponsor

## 1 Available - \$20,000

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Sponsor the chili showdown opening reception and help kick-off the conference with a five minute introduction. Signage for your organization will be displayed throughout the reception.

<b>EXHIBIT HALL</b>	8 X 10 footprint space (includes a 6ft table and two chairs and Company sign).
<b>PARTICIPATION</b>	One (1) complimentary full conference registration
<b>BRANDING</b>	Dedicated signage and logo prominently displayed at reception event.
<b>MOBILE APP</b>	Logo displayed as part of reception description in conference app.
<b>ONSITE PROGRAM EXPOSURE</b>	Logo and tagline/descriptor near the reception description within onsite brochure
<b>EMAIL PROMOTION</b>	All conference marketing and attendee communication emails to include reception sponsorship mention with logo.
<b>OTHER MARKETING</b>	Participate with InBIA CEO, InBIA Board Chair in the official ribbon cutting ceremony.

# Luncheon Sponsor

**2 Available (Monday & Tuesday) - \$20,000**

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- EXHIBIT HALL** 8 X 10 footprint space (includes a 6ft table, two chairs and Company sign).
- PARTICIPATION** One (1) complimentary full conference registration.
- BRANDING** Company logo at each luncheon table. Sponsor signage placed near luncheon room with company's name and logo.
- MOBILE APP** Recognition in Conference App.
- ONSITE PROGRAM EXPOSURE** Recognition in onsite conference materials.
- EMAIL PROMOTION** All conference marketing and attendee communication emails to include luncheon sponsorship mention with logo.
- OTHER MARKETING** You provide the flyer and we'll place it in the attendee seating area before your chosen lunch begins (must lay flat).

# Breakfast Sponsor

**2 Available (Monday & Tuesday) - \$7,500**

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- EXHIBIT HALL** 50% Discount.
- BRANDING** Company logo at each breakfast table. Sponsor signage placed within breakfast room with company's name and logo.
- MOBILE APP** Recognition in Conference App.
- ONSITE PROGRAM EXPOSURE** Recognition in onsite conference materials.
- EMAIL PROMOTION** All conference marketing and attendee communication emails to include breakfast sponsorship mention with logo.

# Coffee Break Sponsor

**2 Available (Monday & Tuesday) - \$5,000**

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- EXHIBIT HALL** 50% discount on exhibit booth.
- BRANDING** Recognition sign at the sponsored break.
- MOBILE APP** Logo displayed in conference app sponsor listing.
- ONSITE PROGRAM EXPOSURE** Logo placed near the coffee break description within onsite brochure.
- EMAIL PROMOTION** Included in sponsor listing in all email promotions.

# Tour Sponsor

**2 Available - \$5,000**

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- EXHIBIT HALL** 50% discount on exhibit booth.
- PARTICIPATION** Four (4) complimentary tour tickets for your organization to participate in tour.
- BRANDING** Company name and/or logo placed in prominent locations on all of the buses used for transporting attendees on the tour. Signage including company name and/or logo located at bus pick-up and drop-off.
- MOBILE APP** Recognition in Conference App.
- ONSITE PROGRAM EXPOSURE** Recognition in onsite conference materials.
- EMAIL PROMOTION** Included in sponsor listing in all email promotions.
- OTHER MARKETING** You provide the flyer and we'll place it in one tour bus seats (must lay flat).

# App Sponsor

**1 Available - \$7,000**

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- MOBILE APP** Only featured company on splash screen that attendees will see each time app is opened.

# Conference Bag Sponsor

**1 Available - \$5,000**

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- BRANDING** As a conference bag sponsor your logo is featured prominently on the attendee bag. Your company's name stands out not only during the Conference but also long after the event.

# Lanyard Sponsor

**1 Available - \$3,000**

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- BRANDING** Company logo prominently printed on lanyards.



# Hall Table Exhibitor

**20 Available - \$2,500**

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- EXHIBIT HALL** 8 X 10 footprint space (includes a 6ft table and two chairs and Company sign).
- MOBILE APP** Logo and company descriptions included in conference app.
- ONSITE PROGRAM EXPOSURE** Logo and company descriptions included in exhibitor list in onsite brochure, pending submission of description before print deadline.
- EMAIL PROMOTION** All conference marketing and attendee communication emails to include exhibitor list via web link.

## Exhibitor Schedule:

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- SET UP** **Sunday, April 22**  
1:30pm - 4pm
- EXHIBIT HOURS** **Sunday, April 22**  
5:00pm - Ribbon Cutting Ceremony  
5:00pm - 7:00pm
- Monday, April 23**  
7:00am - 5:00pm
- Tuesday, April 24**  
7:00am - 5:00pm
- DISMANTLE** **Tuesday, April 24**  
5:15 pm

# Sponsorship/Exhibit Registration form



## Company Contact Information

Company Name: \_\_\_\_\_  
(As it should appear in all materials)

Pre-Event Contact Name: \_\_\_\_\_  
(All exhibitor/sponsorship communications will be emailed to the pre-conference contact)

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Pre-Event Email: \_\_\_\_\_

Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Sponsorship Item(s)	Cost
	\$
	\$
<i>Example: Internet Cafe</i>	\$ 2,500
<b>Grand Total</b>	<b>\$</b>

## Booth Selection

Booth Location Preference (Choose 2). To view the current floor plan of available booths, please email [partnerships@inbia.org](mailto:partnerships@inbia.org).

## Booth Description

Please submit your Company's 50 word description by March 23, 2018 by using the [Exhibitor Attendee & Description Form](#)

## Goal of Sponsorship:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Payment

Sponsorship Total \$ \_\_\_\_\_

Booth Total \$ \_\_\_\_\_

TOTAL FEES \$ \_\_\_\_\_

## Sponsorship Authorization

Upon receipt of your signed agreement, InBIA will send you a confirmation and invoice via email to the contact provided above. Payments are accepted via credit card or company check. A non-refundable 50% deposit is required within 15 days of signed contract to secure sponsorship items and booth space. Final payment is due by March 30, 2018. Contracts received after March 30, 2018 are due in full upon receipt of the contract. Cancellations received in writing before March 1st, 2018 will be 50% refunded, with no refunds available for cancellations received after this date.

By signing below, you agree to all the terms and conditions stated in this sponsorship agreement. The undersigned is fully authorized to commit to this event and all the terms and conditions.

Authorized Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

Please sign and return this agreement to [partnerships@inbia.org](mailto:partnerships@inbia.org) or via mail to:

**InBIA, 6555 Sanger Road, Orlando, FL 32827**

To pay by credit card, please call Patty Stephens at 407.965.5653, ext. 500, or email [pstephens@inbia.org](mailto:pstephens@inbia.org)