

# Bridging the gap between

Partners + Entrepreneurs

## Sponsor/Exhibitor Prospectus

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

April 22-25, 2018 in Dallas, Texas





Bridging  
the gap.

## The 32<sup>nd</sup> International Conference on Business Incubation (ICBI32) 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 who oversee business incubators, accelerators, and entrepreneurship centers and who 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 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 the people who help entrepreneurs succeed - where there are gaps in resources, they create bridges. At ICBI32, they will have the opportunity to forge connections between new ideas as they network and collaborate with other entrepreneurial ecosystem leaders. Attendees come away from this event with new tools and strategies for supporting the entrepreneurs with whom they work every day.

**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** who oversee hundreds of entrepreneurship centers.



**Opportunity to support** the global entrepreneurship community!



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



**Visibility** within 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 package that provides your company with premiere recognition and brand placement across all facets of ICBI32.

- EXHIBIT** 1st choice in location, two 8'x10' spaces (16'x20' total, includes two 6' tables and four chairs).
- PARTICIPATION** Four (4) complimentary full conference registrations, and two (2) complimentary Preconference course registrations, six (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. All attendees from your company will have a Platinum Sponsor ribbon on their 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.
- CONTACTS** 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 company unique offerings and prominent brand visibility at ICBI32.

- EXHIBIT** Preferred space - 8' X 10' footprint space (includes a 6' table and two chairs).
- PARTICIPATION** Two (2) complimentary full conference registrations, one (1) complimentary Preconference course registration, 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 guide.
- EMAIL PROMOTION** All conference marketing and attendee communication emails to include Gold level sponsorship mention with logo.
- OTHER MARKETING** All attendees from your company will have a Gold Sponsor ribbon on their badges.
- PLENARY/KEYNOTE INTRODUCTION** N/A
- CONTACTS** 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 ICBI32.

EXHIBIT	8' X 10' footprint space (includes a 6' table and two chairs).
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
CONTACTS	N/A

# Track Sponsor

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

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ICBI32 groups educational sessions into five different tracks, four of which are available for sponsorship. Track sponsors have exclusive branding opportunities in a minimum of six breakout sessions that fall into the track theme. The following tracks are available for sponsorship:

- Building Thriving Entrepreneurial Ecosystems
- Inclusion and Strategic Partnerships in Entrepreneurship Programs
- Innovative Programs for Serving Entrepreneurs
- Operational Best Practices for Entrepreneurship Centers

EXHIBIT	8' X 10' footprint space (includes a 6' table and two chairs).
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.
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 of the printed onsite program guide.
EMAIL PROMOTION	All conference marketing and attendee communication emails to include track sponsorship mention with logo.
OTHER MARKETING	You provide the fliers and we'll place one on each attendee seat before track session breakouts begin (must lay flat).
PLENARY/KEYNOTE INTRODUCTION	Two-minute intro and kickoff of session breakouts within selected track.
CONTACTS	N/A

# BIN Session Sponsor

## 1 Available Per Business Incubation Network (BIN) - \$10,000

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InBIA hosts Business Incubation Networks (BINs) for four areas of program specialization: food/ag, women entrepreneurs, rural programs, and university programs. ICBI32 will have breakout space for each BIN, in which people who have programs in those areas will gather to exchange ideas and strategies. The official names of the BINs are:

- FoodBIN
- RuralBIN
- WomenBIN
- University BIN

**EXHIBIT** 8' X 10' footprint space (includes a 6' table and two chairs).

**PARTICIPATION** One (1) complimentary full conference registration.

**BRANDING** 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.

**MOBILE APP** Logo recognition in conference app as BIN sponsor.

**ONSITE PROGRAM EXPOSURE** Quarter-page ad, logo and description in the sponsor section of the printed onsite program guide.

**EMAIL PROMOTION** All conference marketing and attendee communication emails to include BIN sponsorship mention with logo.

**OTHER MARKETING** You provide the fliers and we'll place one on each attendee seat before your chosen BIN begins (must lay flat).

**PLENARY/KEYNOTE INTRODUCTION** Five-minute intro and kickoff of sponsored BIN session.

**CONTACTS** 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 the opportunity to address the crowd for five-minutes. Signage for your organization will be displayed throughout the reception.

**EXHIBIT** 8' X 10' footprint space (includes a 6' table and two chair).

**PARTICIPATION** One (1) complimentary full conference registration.

**BRANDING** Dedicated signage and logo prominently displayed at reception.

**MOBILE APP** Logo displayed as part of reception description in conference app.

**ONSITE PROGRAM EXPOSURE** Logo and tagline/descriptor near the reception description within printed onsite program guide.

**EMAIL PROMOTION** All conference marketing and attendee communication emails to include reception sponsorship mention with logo.

**OTHER MARKETING** Participate with InBIA CEO and InBIA Board Chair in the official ribbon cutting ceremony, to be held during this reception.

# Luncheon Sponsor

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

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- EXHIBIT** 8' X 10' footprint space (includes a 6' table and two chairs).
- 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** Logo recognition in the conference app as a luncheon sponsor.
- ONSITE PROGRAM EXPOSURE** Logo and description in the sponsor section of the onsite program guide.
- 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** 50% discount on an 8' x 10' footprint exhibit space (includes a 6' table and two chairs).
- BRANDING** Company logo at each breakfast table. Sponsor signage placed within breakfast room with company's name and logo.
- MOBILE APP** Logo recognition in the conference app as a breakfast sponsor.
- ONSITE PROGRAM EXPOSURE** Recognition in the printed onsite program guide.
- 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** 50% discount on an 8' x 10' footprint exhibit space (includes a 6' table and two chairs).
- BRANDING** Recognition sign at the sponsored break.
- MOBILE APP** Logo recognition in the conference app as a coffee break sponsor.
- ONSITE PROGRAM EXPOSURE** Recognition in the printed onsite program guide.
- EMAIL PROMOTION** Included in sponsor listing in all email promotions.

# Tour Sponsor

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

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- EXHIBIT** 50% discount on an 8' x 10' footprint exhibit space (includes a 6' table and two chairs)..
- 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** Logo recognition in the conference app as a tour sponsor.
- ONSITE PROGRAM EXPOSURE** Recognition in onsite conference materials.
- EMAIL PROMOTION** Included in sponsor listing in all email promotions.
- OTHER MARKETING** You provide the fliers, and we'll place one in every bus seat (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. Only featured company on the bag all attendees receive when they check in onsite.

**SOLD**

# Lanyard Sponsor

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

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- BRANDING** Company logo prominently printed on lanyards.



# Exhibit Space

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

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- EXHIBIT** 8' X 10' footprint space (includes a 6' table and two chairs).
- 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 - 6:30pm
- DISMANTLE** **Tuesday, April 24**  
6:45 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 this person)

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

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

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

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

Sponsorship/Exhibit Space Item(s)	Cost
	\$
	\$
	\$
<b>Grand Total</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).

1. \_\_\_\_\_ 2. \_\_\_\_\_

## Booth Description

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

## Goal of Sponsorship:

In a few sentences, please let us know what you would like to achieve with your sponsorship.

## Payment

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

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

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

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## 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)