

A woman in a light blue shirt and dark pants stands at the front of a conference room, gesturing with her hands. She is facing an audience of people seated in rows of chairs, seen from behind. A large screen in the background displays a bar chart. The text 'Innovate Collaborate Elevate' is overlaid in a white, handwritten-style font.

Innovate
Collaborate
Elevate

— ICB133 —

Sponsor/Exhibitor Prospectus

The 33rd International Conference on Business Incubation hosted by the International Business Innovation Association.

April 13-17, 2019 in Minneapolis, Minnesota





The 33rd International Conference on Business Incubation (ICBI33) 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, **“Innovate, Collaborate, Elevate,”** resonates with the heart of our attendees. They are the people who elevate entrepreneurs to the next level through innovative programming and strategies. At ICBI33, 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.

Minneapolis, MN


APRIL 13-17, 2019

inbia.org/events/icbi33

Attendee Demographics

 **500+**
Attendees

 **30,000+**
Represented Startups

 **49%** First
Time
Attendees

 **44** Countries
Represented

Attendees by type

67% Incubators/Accelerators/
Coworking Spaces
7% Academic Institutions

6% Economic Development
Organizations
6% Government Policy Makers

Top Countries

United States	Norway	United Kingdom
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



ICBI33 Sponsorship Opportunities

	PLATINUM \$50,000	GOLD \$25,000	SILVER \$10,000	INNOVATION PAVILION \$3,000	SPECIALTY SPONSORSHIPS \$10,000
COST					
# AVAILABLE	1	2	20+	20	4
PARTICIPATION					
PLENARY SPEAKING OPPORTUNITY	✓				
(EVENT REGISTRATIONS)	✓ (12)	✓ (7)	✓ (1)	* (50% DISCOUNT)	✓ (1)
PROMOTION					
DEDICATED EMAIL TO MEMBERS	✓				
DEDICATED EMAIL TO ATTENDEES	✓				
CONTACTS	✓				
PRESS RELEASE	✓				
MARKETING MATERIALS	✓	✓			
(EXHIBIT TABLE)	✓ (2)	✓ (2)	✓ (1)	✓ (1)	✓ (1)
BRANDING					
RECAP VIDEO	✓				
WEBSITE	✓	✓	✓		
SIGNAGE	✓	✓	✓		✓
ONSITE PROGRAM - AD	✓ INSIDE COVER FULL PAGE	✓ HALF PAGE	✓ QUARTER PAGE		
ATTENDEES COMMUNICATIONS	✓	✓	✓	*	✓
ONSITE PROGRAM - SPONSOR DESCRIPTION	✓	✓	✓	*	✓
MOBILE APP	✓ STANDALONE	✓	✓	✓	✓
ADDITIONAL MARKETING	✓	✓			✓ TARGETED MARKETING OPPORTUNITIES (TRACK, LUNCHEON, OPENING RECEPTION)

Additional Sponsorship Opportunities

	# AVAILABLE	DESCRIPTION
\$15,000 POWER HUB	1	Exclusive branding and promotion at the epicenter of attendee collaboration, idea creation, and engagement.
\$7,500 BREAKFAST	2	"First in the morning" branding through special signage and recognition.
VIP RECEPTION	1	Branding and preferred access to InBIA's honored guests, invited members, keynote speakers, committee members, and Board of Directors.
APP	1	Promote your company brand to all attendees leading up to, during, and after the conference.
\$5,000 TOURS	2	Network with attendees and industry practitioners during the conference's signature off-site event.
PHOTOS	1	Leverage this new and unique perk and provide a valuable resource to attendees long after the conference ends.
\$3,000 INNOVATION PAVILION	20	Showcase your company's product, services and capabilities to 500+ entrepreneurship centers across 40+ countries.
MORNING FITNESS RECHARGE	1	Help to keep conference attendees in line with their fitness goals through organized walks. All participants receive a branded steel water bottles with your company logo.
LANYARD	1	Company logo prominently printed on lanyards.

Sponsorship Opportunities

Platinum Sponsor

1 Available - \$50,000

The Platinum Sponsor Package is an exclusive package that provides your company with premiere recognition and brand placement across all facets of ICBI33.

TABLE TOP DISPLAY	1st choice in location in Innovation Pavilion, 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 ICBI33 website (with a link to your web page), all event marketing materials, prominent onsite signage, and exclusive presence in 2019 recap video.
MOBILE APP	Standalone title sponsor logo recognition in ICBI33 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 ICBI33 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.
PROMOTION	Opportunity to lead an informal topic in the Power Hub.

Gold Sponsor

2 Available - \$25,000

The Gold Sponsorship Package is the second most exclusive of the packages, which gives your company unique offerings and prominent brand visibility at ICBI33.

TABLE TOP DISPLAY	Preferred space in Innovation Pavilion, includes two 6' tables and four chairs.
PARTICIPATION	Two (2) complimentary full ICBI33 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 ICBI33 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.
PROMOTION	Opportunity to lead an informal topic in the Power Hub.

Silver Sponsor

Unlimited Available - \$10,000

The Silver Sponsorship Package is a top opportunity to get your brand noticed during ICBI33.

TABLE TOP DISPLAY	6' table and two chairs in the Innovation Pavilion.
PARTICIPATION	Complimentary full ICBI33 registration.
BRANDING	Silver level logo displayed on ICBI33 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 ICBI33 marketing and attendee communication emails to include mention with logo.

Specialty Sponsorship Opportunities

Track Sponsor

1 Available Per Track - \$20,000

ICBI33 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:

- Operating Sustainable Entrepreneurship Centers
- Entrepreneurial Ecosystems
- Serving Entrepreneurs
- Specialty Entrepreneurship Centers
- Industry Trends and Innovations

TABLE TOP DISPLAY	6' table and two chairs in the Innovation Pavilion.
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 ICBI33 website and onsite sponsor signs as Track level sponsor.
MOBILE APP	Track level (shared with other track sponsors) logo recognition in ICBI33 app.
ONSITE PROGRAM EXPOSURE	Quarter-page ad, logo and description in the sponsor section of the printed onsite program guide.
EMAIL PROMOTION	All ICBI33 marketing and attendee communication emails to include track sponsorship mention with logo.
MARKETING	You provide the fliers and we'll place one on each attendee seat before track session breakouts begin (must lay flat).
SESSION INTRODUCTION	Two-minute intro and kickoff of session breakouts within selected track.

Luncheon Sponsor

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

TABLE TOP DISPLAY	6' table and two chairs in the Innovation Pavilion.
PARTICIPATION	One 1 complimentary full ICBI33 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 ICBI33 app as a luncheon sponsor.
ONSITE PROGRAM EXPOSURE	Logo and description in the sponsor section of the onsite program guide.
EMAIL PROMOTION	All ICBI33 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).

Opening Reception Sponsor

1 Available - \$20,000

Sponsor the Opening Reception and help kick off the ICBI33 with the opportunity to address the crowd for five minutes. Signage for your organization will be displayed throughout the reception.

TABLE TOP DISPLAY	6' table and two chairs in the Innovation Pavilion.
PARTICIPATION	One (1) complimentary full ICBI33 registration.
BRANDING	Dedicated signage and logo prominently displayed at reception.
MOBILE APP	Logo displayed as part of reception description in ICBI33 app.
ONSITE PROGRAM EXPOSURE	Logo and tagline/descriptor near the reception description within printed onsite program guide.
EMAIL PROMOTION	All ICBI33 marketing and attendee communication emails to include reception sponsorship mention with logo.

Additional Sponsorship Opportunities

Power Hub

1 Available - \$15,000

Sponsor our Power Hub to showcase your innovative products at the conference in the Power Hub. The epicenter for collaboration, idea creation, and engagement for attendees.

TABLE TOP DISPLAY	6' table and two chairs in Power Hub.
PARTICIPATION	One (1) complimentary full ICBI33 registration.
BRANDING	Sponsor signage placed in Power Hub room with company's name and logo.
MOBILE APP	Logo recognition in the ICBI33 app as the Power Hub sponsor.
ONSITE PROGRAM EXPOSURE	Logo and description in the sponsor section of the onsite program guide.
EMAIL PROMOTION	All ICBI33 marketing and attendee communication emails to include Power Hub sponsorship mention with logo.

Breakfast Sponsor

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

TABLE TOP DISPLAY	50% discount on 6' table and two chairs in the Innovation Pavilion.
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 ICBI33 app as a breakfast sponsor.
ONSITE PROGRAM EXPOSURE	Recognition in the printed onsite program guide.
EMAIL PROMOTION	All ICBI33 marketing and attendee communication emails to include breakfast sponsorship mention with logo.

VIP Reception

1 Available - \$7,500

Held at the conclusion of the first conference day, the VIP reception sponsorship allows your company to shine by being front and center with honored guests, invited members, keynote speakers, committee members and InBIA Board of Directors in a smaller intimate setting.

PARTICIPATION	One (1) complimentary full ICBI33 registration.
BRANDING	Sponsor signage placed near VIP room with company's name and logo.
PROMOTION	2 minute Audience announcement during VIP reception.
ONSITE PROGRAM EXPOSURE	Logo and description in the sponsor section of the onsite program guide.

App Sponsor

1 Available - \$7,500

The Mobile App gives your organization the opportunity to be in front of attendees leading up to and during the entire conference.

MOBILE APP Only featured company on splash screen that attendees will see each time app is opened. The Mobile App includes all program information, real-time updates and push notifications – which is why a high percentage of attendees download and use it.

BRANDING One free push message during the conference.

Tour Sponsor

2 Available - \$5,000

TABLE TOP DISPLAY 50% discount on 6' table and two chairs in the Innovation Pavilion.

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 ICBI33 app as a tour sponsor.

ONSITE PROGRAM EXPOSURE Recognition in onsite ICBI33 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).

Professional Headshots

1 Available - \$5,000

Provide a valuable resource to attendees by sponsoring a professional photographer to take head shot photos.

BRANDING Placard in photo booth with company name listed as sponsor. Table to place handouts next to booth.

Innovation Pavilion

20 Available - \$3,000

Prominently showcase your products and services at the center of the conference action.

TABLE TOP DISPLAY 6' table and two chairs in the Innovation Pavilion.

PARTICIPATION (2) discounted 50% off onsite conference registration fee for booth personnel.

PROMOTION Opportunity to lead an informal topic in the Power Hub during allocated hours.

MOBILE APP Logo and company descriptions included in ICBI33 app.

* **ONSITE PROGRAM EXPOSURE** Logo included in exhibitor list in onsite brochure.

* **EMAIL PROMOTION** All ICBI33 marketing and attendee communication emails to include exhibitor list via web link.

Morning Fitness Recharge

1 Available - \$3,000

Help to keep conference attendees in line with their fitness goals no matter what level.

BRANDING Logo placed on branded steel water bottle for all attendees during a refreshing morning walk during the conference.

Lanyard Sponsor

1 Available - \$3,000

BRANDING Company logo prominently printed on lanyards.

Custom Opportunities Or Alternative Sponsorship Packages

Looking for something you don't see here? Call our team to discuss custom options.

Innovation Pavilion Schedule

SET UP Sunday, April 14
2:30pm - 4:30pm

EXHIBIT HOURS Sunday, April 14
5:30pm - 7:00pm

Monday, April 15
7:00am - 5:00pm

Tuesday, April 16
7:00am - 7:00pm

DISMANTLE Tuesday, April 16
7:15 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 this person)

Company Address: _____

City: _____ State: _____

Pre-Event Contact Email: _____

Zip: _____ Country: _____

Sponsorship/Exhibit Space Item(s)	Cost
	\$
	\$
	\$
Grand Total	\$

Payment

Sponsorship Total \$ _____

Booth Total \$ _____

TOTAL FEES \$ _____

Goal of Sponsorship:

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

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 22, 2019. Contracts received after March 22, 2019 are due in full upon receipt of the contract. Cancellations received in writing before February 1st, 2019 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 or via mail to:

InBIA P.O. Box 677279 Orlando FL 32867

To pay by credit card, please call Patty Stephens at 407.965.5653, ext. 500, or email pstephens@inbia.org