



Partnership Opportunities

14th Annual IOA Conference

30 March 2020 – 1 April 2020

Portland, Oregon, USA



International Ombudsman Association

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INTERNATIONAL
OMBUDSMAN
ASSOCIATION

Who Is IOA and What Is an Ombuds?

The International Ombudsman Association (IOA) sets the standard for excellence in practice and demonstrates the effectiveness of the organizational ombudsman role to organizational leaders, policymakers, related professions and associations, and the public. We have more than 800 members who work in or with corporations, universities, nonprofit organizations, government entities, and non-governmental organizations.

Organizational Ombuds are designated neutrals appointed or employed by an organization. They facilitate the informal resolution of concerns of employees, managers, students and, sometimes, external clients of the organization, and bring systemic concerns to the attention of the organization for resolution.

Why Should You Partner with IOA?



Sponsoring and exhibiting at IOA's Annual Conference gives you the chance to share your newest programs, services, and products with more than 500 organizational ombuds and related professionals who gather to present and learn from their colleagues. Gain direct access and raise your visibility with this key audience; choose a sponsorship or exhibitor opportunity available at a variety of price points to make the most of your marketing budget.

The IOA 15th Annual Conference in Portland will highlight the association's 15 years of growth and innovation. The conference is a three-day educational gathering, plus three days of pre-conference courses that draws more than 500 attendees—organizational ombuds from academic, corporate, and institutional settings around the world.

15th Annual Conference

30 March-1 April 2020

Portland Marriott
Downtown Waterfront
Portland, Oregon



Conference Sponsorship Packages



All Sponsors Receive:

- Mention during the Appreciation Luncheon
- Recognition in the conference program pocket guide
- Recognition on signage
- Recognition on the IOA website

A variety of additional sponsor opportunities are available on the following pages.

Sponsorship Levels & Benefits	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Brass \$3,000
Social Media Mention (Facebook & Twitter)	✓				
Recognition at an Attendee Lunch (One Day)	✓				
6 Foot Exhibitor Table Included	✓	✓			
Complimentary Registrations	4	3	2	1	
Advertisement in Conference Pocket Guide	Full Page				
Recognition in Conference Pocket Guide	✓	✓	✓	✓	✓
Access to Pre & Post Conference Attendees Lists	✓	✓	✓	✓	✓
Mention During the Appreciation Luncheon	✓	✓	✓	✓	✓
Recognition on Signage at the Conference	✓	✓	✓	✓	✓
Linked Recognition on the Conference Website	Logo	Logo	Name	Name	Name
Linked Recognition in Conference Emails	Logo	Logo	Name	Name	Name

Targeted Sponsorship Opportunities

All targeted sponsorship opportunities come with acknowledgment on the conference website and in the conference mobile app.

Promotional Swag Sponsorships

Pen Sponsor — \$1,500

- Organization's one-color logo printed on pens, which are distributed to all attendees onsite

Lanyards Sponsor — \$2,000

- Organization's one-color logo printed on name badge lanyards, which are distributed to attendees onsite

Printed Program Pocket Guide Sponsor — \$2,000

- Organization's name and logo displayed inside of the program distributed to all attendees on site

Annual Conference App Sponsor — \$3,000

- Promotional signage at the conference
- Organization's logo and link will be featured on the app
- One welcome push notification* introducing your company as the app sponsor
- One push notification* with your own messaging to all attendees on a day of your choosing

**Push notification message to be approved by IOA*

Tote Bag Sponsor — \$4,000

- Organization's one-color logo and IOA logo printed on the front of tote, which is distributed to all attendees onsite



Targeted Opportunities Continued

Room Drop Advertisement Sponsor — \$2,500

- Organization's flyer, brochure, or literature will be distributed to the attendee guest rooms at the headquarters hotel

Hotel Key Card Sponsor— \$4,500

- Two key cards with your organization's design will be distributed to all conference attendees staying at the headquarters hotel

Social Networking Sponsorships

Refreshment Break Sponsor — \$1,500 (6 Available)

- Promotional signage at the break of your choice

Attendee Lunch Sponsor — \$2,500 (2 Available)

- Promotional signage at one of the attendee lunches

Pecha Kucha* Reception Sponsor — \$6,000

- Promotional table outside of the reception room
- Promotional signage in the reception room
- Verbal acknowledgment at the event

Welcome Reception Sponsor — \$10,000

- Two (2) complimentary registrations to the annual conference
- Promotional table outside of the reception room
- Promotional signage in the reception room
- Verbal acknowledgment at the reception



All targeted sponsorship opportunities support the individual items or events selected. Each opportunity is exclusive, so your organization will be featured prominently.



Marketing Opportunities

Conference Program Pocket Guide Advertising — \$250

- In an effort to reduce our impact on the environment, IOA has chosen to print a smaller program guide in 2020. This new, easy-reference pocket-sized booklet will be handed out to all conference attendees. The guide will highlight the schedule at a glance and quick-reference material. It will also feature advertisements from sponsors.

Total Page Area: 180px Wide x 252px High

Active Space: 156px Wide x 228px High

Necessary Bleed: 12px on all Sides

One Mobile App Push Notification — \$250

- Send one (1) notification to all attendees through our Annual Conference mobile app. Content must be submitted by your organization no later than **14 February 2020**.

Additional Advertising Details: Please review the copy and content regulations for advertising with IOA on pages 9-10 of this document.



Artwork & Content Deadline

Advertising artwork due by:
Friday, 14 February 2020

Digital File Requirements

One one full-color print-ready PDF. Images should be at least 300 dpi for printing.

Exhibitor Opportunities

Exhibit at the conference to increase your visibility to the hundreds of IOA Annual Conference attendees. Exhibit tables will be placed near the high-traffic registration area, offering a prime opportunity to promote your products and services to this targeted group of organizational ombuds.



The Exhibit Fee — \$1000 per Tabletop

- One 6 foot draped table and a chair
- One complimentary conference registration
- Additional exhibitor passes may be purchased for \$200 per person
- Post-conference attendee roster (please note the attendee roster may be available prior to the conference upon request if exhibitor is paid in full)

Please note: This exhibit fee does not include Internet, audiovisual, or electrical equipment and/or services, which the exhibitor may order separately through the hotel.

Exhibit Hours

Sunday, 29 March	Noon – 8:00 p.m. (Exhibitor Set-Up)
Monday, 30 March	7:30 a.m. – 5:00 p.m.
Tuesday, 31 March	7:30 a.m. – 5:00 p.m.
Wednesday, 1 April	7:30 a.m. – 3:30 p.m.

Although exhibit hours are listed for the entire time the conference is in session, exhibitors may choose when to staff their exhibit. Suggested times are during breakfast, breaks, lunch, and at day’s end. Please note that during educational sessions, most attendees will be attending sessions and may not be visiting exhibits.

IOA reserves the right to limit the number of exhibitors; placement is at the discretion of IOA and IOA reserves the right to refuse any exhibitor for any reason. The exhibitor agrees to hold IOA harmless from any and all claims or suits. IOA assumes no liability, including but not limited to, compensatory or consequential damages, or any errors or omissions in any printed material. Additional terms and conditions listed on pages 9-10.

Policies & Regulations

ACCEPTABILITY OF EXHIBITS: All exhibits shall serve the interests of the members of IOA and shall be operated in a way that will not detract from other exhibits or from the Exhibition. Exhibit Management determines the acceptability of persons, things, conduct, and/or printed matter and reserves the right to require the immediate withdrawal of any exhibit, which is believed to be injurious to the purpose of the Association. In the event of such restriction or eviction, IOA is not liable for any refund of exhibit fees, or any other exhibit-related expense.

APPLICATION FOR SPACE: Application for space shall be made in writing on the official application form.

ASSIGNMENT OF SPACE: Exhibit space, sponsorships, and support packages are assigned on a first-come, first-served basis. IOA will attempt to honor all requests for exhibit space/sponsorships/support packages. Notwithstanding the above, IOA reserves the right to change location assignments at any time, as it may in its sole discrimination deem necessary.

PAYMENT: Full payment for sponsorship, marketing, and exhibitor packages is required with the completed contract and receive benefits.

CANCELLATION: IOA must be notified in writing in the event of tabletop and/or support cancellation or space reduction. If cancellation of exhibit tabletop occurs prior to 1 February 2020, the exhibitor/supporter/sponsor will be refunded 50% of the payment received. After 1 February 2020, no refunds will be made.

FAILURE TO OCCUPY SPACE: The exhibitor will forfeit space not occupied by the close of the exhibit installation period and this space may be resold, reassigned, or used by Exhibit Management. Exhibit Management reserves the right to assign labor to set up any display that is not in the process of being erected by the given deadline. The exhibitor will be billed for all charges incurred.

CANCELLATION OF MEETING AND EXHIBITION: If IOA should be prevented from holding the Exhibition by reason of any cause beyond its control (such as, but not limited to, damage to buildings, riots, labor disputes, acts of government, or acts of God) or if it cannot permit the exhibitor to occupy the space due to causes beyond its control, then IOA has the right to cancel the Exhibition with no further liability to the exhibitor other than a refund of space rental less a proportionate share of Exhibition expenses.

CONSTRUCTION OF EXHIBITS: Exhibits shall be constructed and arranged so that they do not obstruct the general view of any other exhibit.

Policies & Regulations Cont.

RESTRICTIONS ON USE OF SPACE: No exhibitor shall sublet, assign, or share any part of the space allocated without the written consent of IOA. Solicitations or demonstrations by exhibitors must be confined within the bounds of their assigned space. Aisle space shall not be used for exhibit purposes, display signs, solicitation, or distribution of promotional material. Exhibits, signs, and displays are also prohibited in any of the public areas or elsewhere on the premises of the meeting facilities or in the guest rooms or hallways of the hotel. Operation of sound devices is allowed if the exhibitor complies with Exhibit Management's discretion on volume. Any firm or organization not assigned exhibit space will be prohibited from soliciting business at the Exhibition.

CARE OF EXHIBITS: Nothing shall be posted on, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Distribution of promotional gummed stickers or labels is strictly prohibited. Any property destroyed or damaged by an exhibitor must be replaced or restored to its original condition by the exhibitor or at the exhibitor's expense.

CONFLICTING EVENTS: The exhibitors attending the IOA Annual Conference will be required, as a condition of their participation, not to sponsor conflicting events. Conflicting events are educational or social events that are scheduled during the same time frame encompassed by the IOA Annual Conference.

FIRE REGULATIONS: All fabrics and other materials used for decorative purposes must be flameproof. Each exhibitor must have a certificate showing that display material has been treated by a fireproofing compound approved by the appropriate city agency. All packing and decorating material must not be packed in paper, straw, or excelsior. Any merchandise packed in flammable material cannot be brought into the show. All electrical equipment must be U.L. approved and must be wired in accordance with the rules of the local Board of Fire Underwriters. All empty cartons and/or crates must be removed from the exhibit area. Local fire department regulations relating to exhibits and supplied to each exhibitor will be strictly enforced and are part of the exhibit contract.

SECURITY: Peripheral security guard service is provided by Exhibit Management. However, it is the responsibility of each exhibitor to protect display material from loss or damage. Please be certain that all small display and personal items are secure before leaving the display, even temporarily.

COPY & CONTENT REGULATIONS:

- The advertiser agrees to indemnify the publisher against any and all claims or suits arising out of the publication of this advertising.
- All copy is the responsibility of the advertiser.
- Advertising placement is subject to the editor's discretion.
- Ads are non-commissionable to agencies and payment is the ultimate responsibility of the advertiser.
- IOA assumes no liability, including but not limited to, indirect, special, or consequential damages, or for any errors or omissions in connection with any ad. IOA reserves the right to reject any ad.