



Paving the Way for **Equity & Justice**

IOA 2021 PARTNERSHIP OPPORTUNITIES

16th Annual IOA Conference

22-24 March 2021



International Ombudsman Association

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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 900 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 450 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 package, targeted sponsorship, or exhibitor opportunity available at a variety of price points to work with almost any budget.

The IOA 16th Annual Conference will help attendees think about, learn, and address the distancing challenges ombuds and our visitors are experiencing as a result of the pandemic as well as other kinds of distancing so many are experiencing around social issues of racism, polarization, and other deep divisions. Additionally, with IOA rolling out a broad rewrite of the Standards of Practice & Ethical Principles, there can be a focus on how these changes may impact our role as ombuds in our organizations and society.



CONFERENCE SPONSORSHIP PACKAGES



ALL SPONSORS RECEIVE:

- Chance to connect with 450+ attendees
- Recognition on website and virtual platform
- Recognition in conference email marketing
- Recognition in rolling break-time slide show
- Contact attendees up to two times
- Networking during conference

Sponsorship Levels & Benefits	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Social Media Mention (Facebook & Twitter)	✓			
Host a Private Virtual Meeting with Attendees of Your Choice	✓			
Custom Email to IOA's Database (Sponsor to provide content)	✓			
Banner Advertisement on Conference Virtual Platform	✓			
Annual IOA Webinar Sponsorship (see page 8)	✓			
Early Access to the Attendee List	✓	✓		
Complimentary Registrations	4	3	2	1
Complimentary Virtual Exhibit Booth	1	1	1	1
Linked Recognition on the IOA Website	Logo	Logo	Name	Name
Linked Recognition in Conference Emails	Logo	Logo	Name	Name
Mention During the Opening Session	✓	✓	✓	✓
Recognition on the Conference Virtual Platform	✓	✓	✓	✓

TARGETED SPONSORSHIP OPPORTUNITIES



ALL TARGETED SPONSORS RECEIVE:

- One complimentary full registration
- Recognition on website and virtual platform
- Recognition in conference email marketing
- Recognition in rolling break-time slide show
- Chance to connect with 450+ attendees
- Contact attendees up to two times
- Networking during conference

Join us online in 2021 to meet hundreds of international ombuds and industry leaders. Show your company's support for the ombuds profession by directly sponsoring a portion of the 2021 event.

Opening Keynote Speaker Sponsor (Limit Three) – \$15,000

- 5 minutes during opening remarks to introduce yourself and company with a presentation/video (Optional)
- Dedicated sponsor page on conference website/virtual platform with link to your company website

Session Sponsor (Limit Six) – \$5,000

- Logo on session title slide, single slide with logo for moderator shoutout either before or after the title slide

Lunch-On-Us Sponsor (No Limit) – \$10,000

- Food gift cards electronically distributed to all attendees marketed with your company name

Networking Session Sponsor (Limit Two) – \$1,500

- Sponsor a networking activity of your choice
- 2-3 minutes opening comments before activity

Pecha Kucha Sponsor (Limit One) – \$6,000

- 2-3 minutes opening comments before the Pecha Kucha event

EXHIBITOR OPPORTUNITIES



ALL EXHIBITORS RECEIVE:

- One complimentary full registration
- Recognition on website and virtual platform
- Recognition in conference email marketing
- Recognition in rolling break-time slide show
- Chance to connect with 450+ attendees
- Contact attendees up to two times
- Networking during conference

Join us online in 2021 to meet hundreds of international ombuds and industry leaders. Connect more deeply with attendees by exhibiting on our sophisticated platform, Pathable. This Virtual Exhibit Hall will be seamlessly built into our online event venue, which will launch in early March 2021.

You can maximize your company’s visibility by fully customizing your virtual booth to showcase products and services through text, links, videos, images, file downloads, and more. You can even track your progress with booth data and analytics.

Virtual Exhibit Booth – \$500

- Customizable booth profile
- Built-in instant messaging chat feature
- Built-in one-on-one video conferencing during open hours
- Email attendees with the attendee list up to two times*

*The list will be available to exhibitors once payment is complete

To Help Drive Attendees to Your Booth, IOA Will:

- Market your company on the IOA conference website and virtual platform
- Direct attendees to the Virtual Exhibit Hall before and during the event

VIRTUAL EXHIBIT HALL

All exhibit booths will be accessible 24/7 during the conference. During exhibit hall hours attendees will have the chance to chat and meet virtually with booth representatives.

OPEN HOURS

Tuesday, 23 March	12:45 PM – 2:00 PM
Wednesday, 24 March	9:40 AM – 10:15 PM
Wednesday, 24 March	12:00 PM – 12:45 PM

**All times listed in Pacific Time. This schedule is subject to change.*

IOA LIVE WEBINAR SPONSORSHIP



ALL WEBINAR SPONSOR RECEIVE:

- Increased visibility for all webinar attendees
- Recognition on IOA website & IOA Online Learning Center
- Recognition before the start of each webinar



IOA 2021 WEBINAR PROGRAM

11 February

Advocates for Fair Treatment: Ombuds Role on DEI Issues

13 May 2021

Demonstrating Value of Ombuds Programs to Key Stakeholders in a Virtual World

10 June 2021

Creating/Improving Ombuds' Virtual Presentations

12 August 2021

Wellness for Practitioners

09 September 2021

Topic & Presenters to Be Determined

18 November 2021

Social Media for the Organizational Ombuds

IOA is dedicated to helping our members and supporters remain informed about the latest trends and issues facing ombuds around the world. One way we do this is through our annual [Live Webinar Program](#). We invite you to help us continue to enhance and enrich this program by becoming a sponsor.

IOA Live Webinar registration is open to the public and average attendance is more than 100 participants. All IOA members are able to register for live webinars for free and they are given access to the entire IOA Webinar Archive on the Online Learning Center as part of their membership.

Annual Webinar Sponsor (No Limit) – \$2,000

- Logo on the IOA Online Learning & Webinars page
- Logo on all archived 2021 webinar course pages in the IOA Online Learning Center
- Logo featured in all webinar emails
- Logo in the opening slideshow for all webinars

VIRTUAL EVENT TERMS, CONDITIONS, AND POLICIES

ACCEPTABILITY OF EXHIBITS: All exhibits shall serve the interests of IOA attendees 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 digital materials 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.

PAYMENT: Full payment for sponsorship, marketing, and exhibitor packages is required with the completed contract to 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 15 February 2021, the exhibitor/supporter/sponsor will be refunded 50% of the payment received. After 15 February 2021, no refunds will be made.

FAILURE TO CREATE A VIRTUAL EXHIBIT BOOTH: Should the exhibitor not set up their virtual booth, no refund will be given.

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), then IOA has the right to cancel the Exhibition with no further liability to the exhibitor other than a refund of the Virtual Exhibit Booth.

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.

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, for any errors or omissions in connection with any ad. IOA reserves the right to reject any ad.