

INTERNATIONAL ASSOCIATION OF MOVERS



# IAM 2017

*Charting a New Course*

55TH ANNUAL MEETING & EXPO  
LONG BEACH, CALIFORNIA | OCTOBER 9-12, 2017

## Exhibitor & Sponsor **PROSPECTUS**



Make sure your company is visible at Network Central with one of our many sponsorship and exhibiting opportunities. Read on for detailed sponsorship and exhibit information for the 55<sup>th</sup> Annual Meeting and Expo.

***Governing Members have first pick!***

Make sure you upgrade your membership status by

**Contacting Julia O'Connor at [JuliaO@iamovers.org](mailto:JuliaO@iamovers.org)**



# SPONSOR OPPORTUNITIES

## NEW THIS YEAR!

### NEW Lead Retrieval

Stop collecting business cards that can be lost. Chart a New Course and reserve a trade show badge scanner that retrieves contact information from an IAM attendee's custom barcode on their registration badge. Lead retrieval helps you to digitally build a list of qualified prospects without ever having to manually enter names, allowing you to follow up on your leads quickly.

**\$250 For Exhibitors Only**

### NEW IAM History Boards

We will have signage throughout the hall sharing IAM history. Place your logo on the History Board to help create further brand awareness. The \$500 fee pays for one board.

**\$500 Per Day**

### NEW Office Rental

Looking for a quiet place to have a meeting? Reserve an office space inside Network Central. Each office comes equipped with walls, table, chairs, electricity, and conference wifi. Your name will be placed outside the door.

**Office for 4: 1 Day Rental is \$1200; 3 Day Rental is \$3200**

**Office for 8: 1 Day Rental is \$1500; 3 Day Rental is \$4000**

*Reservation request must be emailed to [iamexhibits@mmsmeetings.com](mailto:iamexhibits@mmsmeetings.com)*

### NEW Trucks and Containers

Display your company in a unique way and bring your truck and/or portable mobile storage container to Network Central/Expo. Trucks and containers must be displayed for the duration of the event.

**Truck: \$11,000 | Containers: \$9,000**

*Fee includes one complimentary registration.*



## IMPORTANT NOTE

Exhibit and sponsorship purchases will only be accepted online. No faxes or phone calls will be accepted. Membership and past due invoices must be paid in full to purchase a booth or sponsorship. Governing Members have first pick! Make sure you upgrade your membership status today by contacting **Julia O'Connor at [JuliaO@iamovers.org](mailto:JuliaO@iamovers.org)**.



# SPONSOR OPPORTUNITIES

## PERENNIAL FAVORITES

### ▶ E-Blast Sponsorship

Post your logo and web address on the IAM e-blast.  
\$500 each | Total Opportunities: 9

### ▶ Mobile App Push Notifications

\$500 each | Total Opportunities: 12  
*(maximum of 4 opportunities per day)*

### ▶ Program Book Ad

Half Page Ad \$850  
Full Page Ad \$1,150  
Full Page Tab Ad \$1,500  
Program Book Back Cover \$3,500

### ▶ Annual Meeting and Expo Mobile App Banner Ad

\$1,000 | Total Opportunities: 4

### ▶ Bag Inserts

\$1,500 | Total Opportunities: 15

### ▶ Full Page Ad Weekly Attendee List

\$1,500 per week

For an additional \$850, place your full page ad in the program book at the half page fee.

**Total Opportunities: 16 (1 per week)**

*Restricted to 1 per company.*

## PERENNIAL FAVORITES

### ▶ Network Central Coffee Break Sponsor

\$2,000 | Total Opportunities: 8

### ▶ Pocket Schedule Ad

\$3,500 | Total Opportunities: 1

### ▶ Hotel Keycard

Hyatt Regency Long Beach: \$5,000  
Renaissance Long Beach Hotel: \$3,500  
The Westin Long Beach: \$3,500  
Courtyard Marriott, Long Beach Downtown: \$2,500  
Hilton Long Beach: \$3,000

**Total Opportunities: 1 per hotel**

*Prices include production.*

### ▶ Conference Lanyard

*Sponsorship includes one complimentary registration.*

\$5,000

*Prices include production.*

### ▶ Conference Bag

*Sponsorship includes one complimentary registration.*

\$8,000 | Total Opportunities: 1

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IAM Young Professional

# Sponsorship Opportunities

## IAM-YP Team Building Event

Monday, October 9, 2017 | 1:00pm - 3:30pm

Help sponsor the IAM-YP team building event.

Your sponsorship includes:

- Branded logo at Team Building Event, team bandanas, and IAM-YP membership meeting
- Company Logo in *The Portal*, Annual Meeting and Expo Program Book, and IAM-YP e-Newsletter
- Three Tickets to the IAM-YP Social Mixer

**Price: \$5,000 | Total Opportunities: 1**

## IAM-YP Welcome Reception

Monday, October 9, 2017 | 5:30pm - 7:00pm

Sponsor the exclusive members-only welcome reception.

Your sponsorship includes:

- Branded Signage at opening reception and membership meeting
- Logo listed in the Annual Meeting and Expo Program Book, IAM-YP e-Newsletter
- Two Tickets to the IAM-YP Welcome Reception
- Three Tickets to the IAM-YP Social Mixer

**Price: \$5,000 | Total Opportunities: 5**

## IAM-YP Social Mixer

Wednesday, October 11, 2017 | 9:00pm - 2:00am

Sponsor the IAM-YP Social Mixer, now available to all registered attendees!

Your sponsorship includes:

- Branded Signage at Mixer Event and IAM-YP Membership Meeting
- Company Logo in *The Portal*, Annual Meeting and Expo Program Book, and IAM-YP e-Newsletter
- Five Tickets to the IAM-YP Social Mixer

**Price: \$6,000 | Total Opportunities: 3**

## IAM-YP Lounge

Monday-Thursday, October 9-12, 2017

Sponsor the IAM-YP lounge in Network Central

Your sponsorship includes:

- Branded carpet logo
- Company logo in *The Portal*, Annual Meeting and Expo Program Book, and IAM-YP e-Newsletter
- Two Tickets to the IAM-YP Social Mixer

**Price: \$3,000 | Total Opportunities: 1**

## IMPORTANT NOTE

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**FUNd Night will be conducted concurrently with the Opening Reception. Choose a sponsorship below for the maximum exposure!**



### ▶ **GAMING TABLE SPONSOR**

**\$1,600 per table** (Prices include all production costs)

Sponsor one of the popular casino night tables: Blackjack, Pai Gow, Craps, and Roulette

Sponsor will receive:

- One (1) 22" x 28" custom sign with corporate logo
- Six (6) decks of playing cards customized with corporate logo
- Recognition in Annual Meeting Program Book
- Recognition at Annual Meeting IAM Breakfast

### ▶ **SLOT MACHINE SPONSOR**

**\$1,600 per table** (Prices include all production costs)

Sponsor will receive:

- One (1) 22" x 28" custom sign with corporate logo
- Recognition in Annual Meeting Program Book
- Recognition at Annual Meeting IAM Member Breakfast

### ▶ **FAIR BOOTH SPONSOR**

**\$1,600** (Prices include all production costs)

Sponsor one of the popular FUNd night fair booths: Skee Ball, Basketball Toss, Arcade Rentals (XBox 360 Kiosk Rental, ATV Track, Arctic Thunder), Golf Indoor Putting Simulator

Sponsor will receive:

- One (1) 22" x 28" custom sign with corporate logo
- Recognition in Annual Meeting Program Book
- Recognition at Annual Meeting IAM Member Breakfast

### ▶ **TEXAS HOLD'EM TABLE SPONSOR**

**\$2,000** (Prices include all production costs)

The TEXAS HOLD'EM Event will be held from 8:00-10:00pm

Sponsor will receive:

- Custom Sign with corporate logo
- Six (6) decks of playing cards customized with corporate logo
- Recognition in Annual Meeting Program Book
- Recognition at Annual Meeting IAM Breakfast

### ▶ **MONEY MACHINE SPONSOR**

**\$2,500** (Prices include all production costs)

The Money Machine will lure attendees to take a chance to grab all the "Wohllly Bucks" they can in this eye-catching machine.

Sponsor will receive:

















- One (1) 22" x 28" custom sign with corporate logo
- Recognition in Annual Meeting Program Book
- Recognition at Annual Meeting IAM Breakfast

**TO BECOME EITHER A SPONSOR OR A DONOR, YOU MUST CONTACT DEBORAH COOKSEY PASSMORE AT [DPASSMORE@SUDDATH.COM](mailto:DPASSMORE@SUDDATH.COM)**

#### **Notes to Our Sponsors**

*Sponsorship opportunities are limited on a first come basis. Artwork for arcades, casino, and signage must be provided by the sponsor in print ready format.*

# EXHIBIT PACKAGES

Benefits	Truck	Container	Gold	Silver	Bronze	Exhibitor
Investment	\$11,000	\$9,000	\$7,650	\$5,650	\$3,850	\$2,650
Booth Size	22x70	20x40	10x30	10x20	10x10	10x10
1 Full Registration	1	1	1	1	1	1
Exhibit Hall Only Pass	5	5	5	4	3	2
New Member Reception Pass	1	1	1	1		
Opening Reception or Closing Dinner Pass	3	3	3	2	1	
Reserved Table at Closing Dinner	1	1	1			
Ad in Program Book	Full Page	Full Page	Tab Page	Full Page	Half Page	
Description in Program Book	Full Page	Full Page	Full Page	Half Page	Listing	Listing
Recognition in <i>The Portal</i> Magazine						
Mention at Membership Breakfast						
Logo at Entrance to Exhibit Hall						
Bag Insert	\$250	\$250	\$250	\$500	\$750	\$1,000
Additional Hall Pass (Max 2 per company)	\$500	\$500	\$500	\$500	\$500	\$500

 Included with Purchase

Still unsure about which sponsorship is best for you? Call **Katia McKennon** at **+1 (202) 624-1771** or **IAMexhibits@mmsmeetings.com** to discuss your marketing objectives and see how an IAM sponsorship can be customized to meet your needs.

LONG BEACH CONVENTION AND ENTERTAINMENT CENTER  
**EXPO HALL**



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**IAM 2017**  
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- Gold
- Silver
- Bronze
- Exhibitor
- Office
- Truck
- Container
- Columns

# Sponsor and Level Exhibitor

# RULES AND REGULATIONS

The following regulations have been formulated for the best interest of all parties. All Exhibitors & Sponsors, by submission of their application, agree to abide by the following regulations:

1. **Eligibility:** At least one company representative must be registered for the meeting to reserve a booth, and exhibiting company must be a member in good standing at the time of booth reservation.
2. **Codes and Agreement:** The Exhibitor hereby agrees to be bound by the "Rules and Regulations" set forth in this document.
3. **Space Assignments:** Booth and event sponsor requests will be addressed in order of receipt of applications and payment. Exhibitor booth locations are on a first come, first serve basis. International Association of Movers (IAM)/Meeting Management Services (MMS) reserve the right to move exhibitors and make final assignments. Within these rules, decisions regarding space are solely at the discretion of IAM/MMS.
4. **Exhibit Hours: Setup** – Saturday, October 7 from 2:00 pm to 5:00 pm and Sunday, October 8 from 9:00 am to 5:00 pm.

#### **Exhibit Hall Hours:**

Monday, October 9 - 10:00 am - 6:00 pm

Tuesday, October 10 - 10:00 am - 5:00 pm

Wednesday, October 11 - 10:00 am - 5:00 pm

Thursday, October 12 - 8:00 am - 12:00 noon

**Breakdown** – Thursday, October 12 from 12:00 noon to 1:00 pm.

*Hours are subject to change.*

5. **Use of Space:** The Exhibitor shall not sublet or share the booth provided by IAM/MMS, nor shall the exhibitor assign this lease in whole or in part without written notice to and approval from IAM/MMS. The Exhibitor, as specified in these rules and regulations, will forfeit space not occupied by the close of the installation period (Saturday, October 7 from 2:00 pm to 5:00 pm and Sunday, October 8 from 9:00 am to 5:00 pm). The space may be resold, reassigned, or used by the exhibit management. Exhibitors may not block the view of other exhibitors.
6. **Early Dismantling of Booths:** Exhibits are to remain set up until 12:00 noon on Thursday, October 12. You may not dismantle your booth before 12:00 noon on Thursday, October 12. *Early dismantling of booths may result in loss of Exhibitor privileges in future years.*
7. **Exclusion:** IAM/MMS reserves the right to exclude or require modification of any display or demonstration which, in its sole discretion, it considers unsuitable or not in keeping with the character of the show. IAM/MMS shall have the right to prohibit the use of amplifying equipment or music, which, in its sole discretion, it considers objectionable. IAM/MMS reserves the right to demand modification of the appearance of dress or person used in connection with displays or demonstrations.
8. **Safety Regulations:** The use or storage of flammable liquids, gases, or solids will not be permitted. Only a safety film can be used. Video presentation must be arranged so that aisles are not blocked. Exhibitors must adhere to all municipal and state laws, rules and regulations. No combustible decorations are allowed and other material must comply with fire department regulations.

9. **Liability:** Exhibitor shall be fully responsible to pay for any and all damages to property owned by Long Beach Convention Center, its owners or managers, which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Long Beach Convention Center, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Convention Center or any part thereof.
10. **Guard Service:** IAM/MMS will provide guard service when the exhibit hall is closed and exercise reasonable care for the protection of Exhibitors' material and display. Beyond this, IAM/MMS, its officers, agents, employees, subsidiaries, affiliates, and members (separately or collectively) cannot accept responsibility for any damage to or for the loss or destruction of an exhibit or for the property of an exhibitor either from fire, theft, or accidents or other causes.
11. **Food and Beverage:** If you plan on distributing food and/or beverage from your booth, you must receive prior approval from IAM/MMS and any additional fees that are levied by the Convention Center will be your sole responsibility. Please contact IAM/MMS prior to the event to determine the cost associated for your consumable give away.
12. **Minimum Age for Entry:** To maintain a business environment, children under the age of 16 will not be permitted to enter the exhibit hall. Toddlers in strollers may be allowed access to the exhibit hall, but must remain in the stroller and be accompanied by an adult at all times.
13. **Official Service Contractor:** To assure orderly and efficient installation, operation and removal of the displays, and to minimize confusion by the presence or solicitation of unknown or unqualified firms, GES has been selected as our official service contractor. GES will send all confirmed exhibitors a service kit containing information on material handling, furnishings, electrical, signs, labor, booth cleaning, display rental, telephone, audio/visual, photography, computer rental, and recommended transportation carriers.
14. **Amendment of Rules:** Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of IAM/MMS and the Convention Center. These rules and regulations may be amended at any time by IAM/MMS and the Convention Center. All amendments shall be binding on Exhibitors.
15. **Cancellation and Refunds:** In the event the Sponsor or Exhibitor cancels its reservation for space or sponsored item, and does so on or before *Tuesday, August 15, 2017*, then Exhibitor or Sponsor will be refunded the participation fee less a \$500 nonrefundable deposit. Cancellations received after *Tuesday, August 15, 2017* will forfeit the entire fee. No refunds will be made if exhibit space is not used or for space used part of the time.