

20/20

NEW DATES: OCTOBER 21-23
IAM 58TH ANNUAL MEETING & EXPO
A CLEARER VISION
VIRTUAL

SPONSOR+EXHIBITOR *prospects*

TABLE OF CONTENTS

INTRO

2

EXPO HOURS,
KEY DATES
& PLATFORM
EXAMPLE

3

SPONSORSHIP
& EXHIBIT
PACKAGES

4

RULES &
REGULATIONS

5



IAM ANNUAL MEETING



The 58th Annual Meeting and Expo is now ALL VIRTUAL!

While we will miss the in-person exchange at the annual meeting this year, we are excited to bring you a new and interactive experience allowing you to easily set up appointments while showcasing your brand, increasing your sales, and connecting with the entire membership- all in one location- during the **NEW CONFERENCE DATES OF OCTOBER 21-23!**

THE BENEFITS OF SPONSORING A VIRTUAL BOOTH

- Easily make one on one appointments
 - Generate targeted appointments by identifying the people you want to meet through the use of filters and keywords
 - The platform's *Artificial Intelligence* will suggest attendees based on your search keywords and filters
 - Any attendee can request a meeting with you so your product/service keyword listings will be **key!**
 - Upgrade your booth category to get more appointment slots and keywords
- Upload resources such as documents and videos
- Instant Video Calls and live chats between you and attendees

NEW DATES: **OCTOBER 21-23**
IAM 58TH ANNUAL MEETING & EXPO

VIRTUAL

2000+

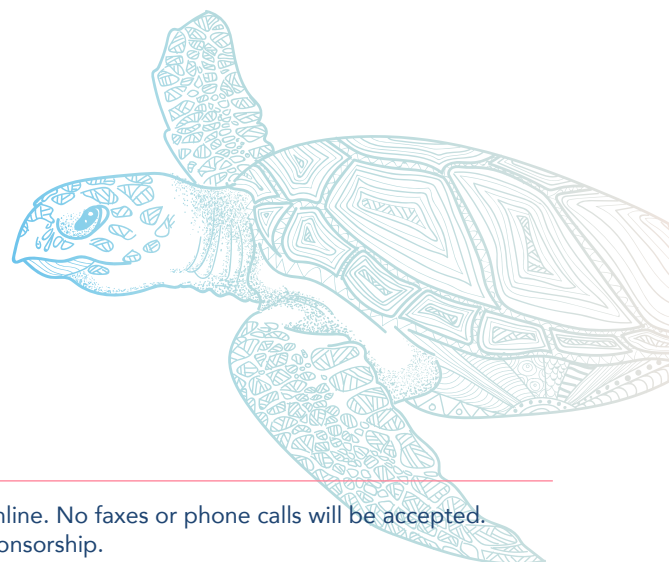
MEMBERS

170 REPRESENTED IN

+ COUNTRIES

GOVERNING | CORE | SUPPLIER

MILITARY | SPECIAL GUESTS | IAM-YP



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.



INFORMATION

EXPO HALL Hours

The Expo Hall will be open during the following EST, times below:

WEDNESDAY, OCTOBER 21 10:00 AM – 5:00 PM

THURSDAY, OCTOBER 22 10:00 AM – 5:00 PM

FRIDAY, OCTOBER 23 10:00 AM – 5:00 PM

Take advantage of the Virtual Platform by scheduling appointments with members **in your time region!** You do not have to “wait” until the hall is open to do business!

Key Dates

MONDAY, AUGUST 3 IAM “HOW TO” SPONSOR/EXHIBIT ON THE VIRTUAL PLATFORM WEBINAR

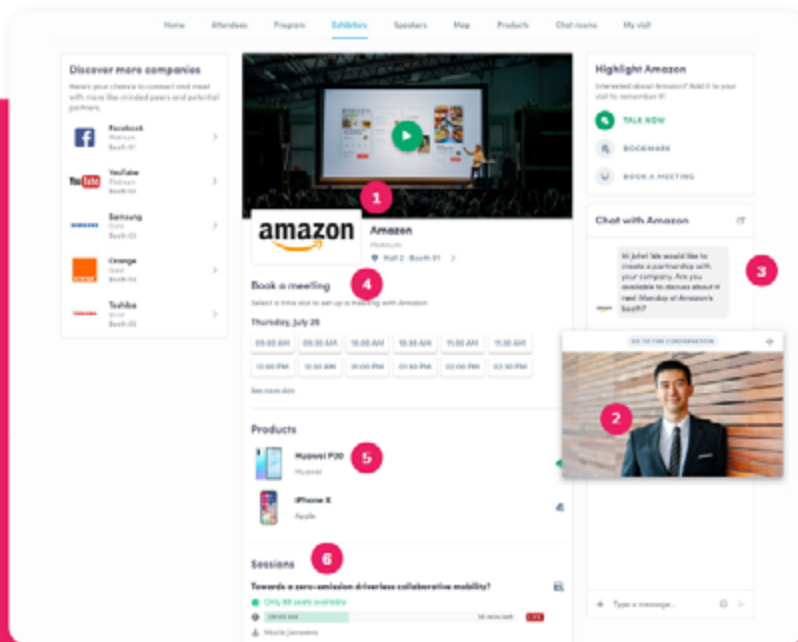
MONDAY, AUGUST 31 EARLY ADOPTER RATE ENDS

FRIDAY, SEPTEMBER 4 BOOTH INFORMATION UPLOADED INTO VIRTUAL PLATFORM

MONDAY, OCTOBER 5 REGULAR RATE ENDS

MONDAY, OCTOBER 5 LAST DAY FOR CANCELTION REFUNDS

SAMPLE EXHIBITOR BOOTH



- 1 Exhibitor video and collateral
- 2 Instant Video Calls with lead scoring
- 3 Live chat with sales staff
- 4 Inbound meetings
- 5 Showcase products
- 6 Live stream product demos with Q&A

swapcard

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.

SPONSORSHIP & EXHIBIT



	CONFERENCE	GOLD	SILVER	BRONZE	STANDARD
VIRTUAL PRICE	\$10,500	\$6,000	\$3,750	\$2,750	\$1,975
VIRTUAL FULL REGISTRATION	7	5	4	3	2
VIRTUAL BOOTH WITHIN THE IAM VIRTUAL PLATFORM	✓	✓	✓	✓	✓
TOTAL APPOINTMENT SLOTS	147 70% MORE APPOINTMENTS	105 60% MORE APPOINTMENTS	84 50% MORE APPOINTMENTS	63 33% MORE APPOINTMENTS	42
IN BOUND MEETINGS: ATTENDEES ABILITY TO REQUEST AN APPOINTMENT WITH YOU	✓	✓	✓	✓	✓
OUTBOUND MEETINGS: YOUR ABILITY TO REQUEST AN APPOINTMENT WITH AN ATTENDEE	UNLIMITED	UNLIMITED	300	150	75
TOTAL PRODUCT/SERVICE KEYWORDS FOR FILTERS	11	11	7	5	3
GENERATE ORDERS AND DISPLAY PRODUCTS FOR PURCHASE	✓	✓	✓	✓	✓
LIVE CHAT WITH SALES TEAM	✓	✓	✓	✓	
ANALYTICS - SEE WHO WENT TO YOUR VIRTUAL BOOTH	✓	✓	✓		
REAL TIME ROI (VOLUME OF LEADS)	✓	✓	✓	✓	
RECOGNITION IN PORTAL MAGAZINE	✓	✓	✓	✓	
LIVE STREAM PRODUCT DEMOS WITH Q&A	✓	✓	✓		
EXHIBITOR VIDEO AND COLLATERAL	✓	✓	✓		
INSTANT VIDEO CALLS W/LEAD SCORING	✓	✓	✓		
SPONSOR BOX ON EXHIBITOR PAGE OF VIRTUAL PLATFORM	✓	✓	✓		
VIRTUAL CONFERENCE BAG	✓	✓			
VIRTUAL MEETINGS W/ ATTENDEES	✓	✓			
LOGO ON E-BLAST FROM VIRTUAL PLATFORM	✓	✓			
PUSH NOTIFICATIONS FROM VIRTUAL PLATFORM	2	2			
VIRTUAL HOME PAGE - COLUMN BANNER AD WITH HYPERLINK	✓	✓			
LOGO PRESENT AT SESSIONS	✓	✓			
LOGO W/ EMBEDDED HYPERLINK ON E-BLAST (DATE SELECTED BY IAM)"	1	1			

SPONSOR & LEVEL EXHIBITOR RULES & REGULATIONS

The following regulations have been formulated for the best interest of all parties. All Exhibitors and Sponsors, by purchase of a booth or sponsorship, agree to abide by the following regulations:

1. **Eligibility:** Exhibiting company must be a member in good standing to purchase a booth or sponsorship.
2. **Codes and Agreement:** The Exhibitor hereby agrees to be bound by the "Rules and Regulations" set forth in this document.
3. **Exhibit Hours:**
Wednesday, October 21 10:00 AM - 5:00 PM
Thursday, October 22 10:00 AM - 5:00 PM
Friday, October 23 10:00 AM - 5:00 PM
4. **Use of Virtual Space:** The Exhibitor shall not share the virtual booth 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 the booth fee if not used during the conference dates.
5. **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. These rules and regulations may be amended at any time by IAM/MMS. All amendments shall be binding on Exhibitors.
6. **Cancellation and Refunds:** In the event the Sponsor or Exhibitor cancels its reservation for space or sponsored item, and does so on or before Friday, August 28, 2020, then Exhibitor or Sponsor will be refunded the participation fee less a \$500 nonrefundable deposit. Cancellations received after Friday, August 28, 2020 will forfeit the entire fee. No refunds will be made if the virtual booth is not used.

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.