Sponsorship & Event Marketing Opportunities

NIRMA is a not-for-profit 501(c)(6) organization. Sponsorship is tax-deductible.
Revised: February 14, 2018

2019 NIRMA Information Management Conference
August 4 - 6, 2019

245 Sunnyridge Avenue #41
Fairfield, CT 06824
(203) 345-7237
nirma@nirma.org
Sponsorship & Event Marketing Opportunities

Sponsorship Levels

<table>
<thead>
<tr>
<th>Milestone</th>
<th>$10,000 and up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>$5,000 - $9,999</td>
</tr>
<tr>
<td>Gold</td>
<td>$2,500 - $4,999</td>
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<tr>
<td>Silver</td>
<td>$1,000 - $2,499</td>
</tr>
<tr>
<td>Bronze</td>
<td>$ 500 - $1,000</td>
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</tbody>
</table>

**Milestone**  
$10,000 and up
The NIRMA President will recognize and Thank you during the Conference  
You will receive an acknowledgment on the NIRMA Website  
Receive visibility through sponsor signage during conference  
Complimentary listing in the Conference Application  
Complimentary listing on the NIRMA Website  
Conference fees waived for 2 of your guests to attend the NIRMA Conference - Note the only restriction is that the guests you invite must be first time NIRMA attendees

**Platinum**  
$5,000 - $9,999
The NIRMA President will recognize and Thank you during the Conference  
You will receive an acknowledgment on the NIRMA Website  
Receive visibility through sponsor signage during conference  
Complimentary listing in the Conference Application  
Complimentary listing on the NIRMA Website  
Conference fees waived for 1 of your guests to attend the NIRMA Conference - Note the only restriction is that the guest you invite must be first time NIRMA attendees

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**Gold**  $2,500 - $4,999
*The NIRMA President will recognize and Thank you during the Conference*
You will receive an acknowledgment on the NIRMA Website
Receive visibility through sponsor signage during conference
Complimentary listing in the Conference Application
Complimentary listing on the NIRMA Website

**Silver**  $1,000 - $2,499
*The NIRMA President will recognize and Thank you during the Conference*
You will receive an acknowledgment on the NIRMA Website
Receive visibility through sponsor signage during conference
Complimentary listing in the Conference Application
Complimentary listing on the NIRMA Website

**Bronze**  $500 to $1,000
*The NIRMA President will recognize and Thank you during the Conference*
You will receive an acknowledgment on the NIRMA Website
Receive visibility through sponsor signage during conference
Complimentary listing in the Conference Application
Complimentary listing on the NIRMA Website

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Sponsorship Ideas

Evening Networking Event Sponsor – cost of food and beverages are your own once reserved
Vendor Hospitality Suites can be reserved by contacting the NIRMA VP to coordinate dates and times. Vendor Hospitality Suites can be open anytime there are no formal Conference activities scheduled. Purchase your own refreshments and light snacks or choose to cater with the hotel. This is an excellent way to get attention for your company and network with Conference attendees.

Meal Sponsor - $5,000 per meal
Sponsor a meal during the Conference or for an evening event.
**NOTE: Sponsoring a meal provides additional recognition as a Platinum Sponsor**

Coffee and Refreshment Break Sponsor - $1500
Sponsorship includes premium visibility in either the education session areas or the exhibitor hall area with signage at the coffee break station. The break includes Starbucks coffee
**NOTE: Sponsoring a break provides additional recognition as a Silver Sponsor**

Continuous Break Sponsor - $500
Sponsor a continuous break and receive visibility through sponsor signage. The break includes six Water Coolers with Fruit Infused Water, two Iced Tea dispensers, and two Lemonade dispensers.
**NOTE: Sponsoring a continuous break provides additional recognition as a Bronze Sponsor**
Entertainment Sponsor - $500
Sponsor the entertainment for the Welcome Reception and receive premium visibility through sponsor signage prominently displayed during the event.
**NOTE: Sponsoring an entertainment provides additional recognition as a Bronze Sponsor**

Attendee Conference Bag Sponsor
Your company’s logo is printed alongside the NIRMA logo on 150 conference attendee bags, distributed to each full conference attendee. This sponsorship has long-term use as the conference bags are used after the show by attendees. Keep your image in front of the attendee during and after the show. Your company can provide a one-page insert for placement inside the conference bag. Note, your company must purchase the bags with appropriate review and approval from NIRMA.

Lanyard Sponsor
Your logo will be around the neck of every attendee at the Conference. Attendees receive their badge at registration and are given a badge holder containing your branded logo. This is a great opportunity to get your name in front of all attendees who keep the badge lanyard as a conference memento. Approximately 150 Badge holders distributed.