



**SPONSORSHIP  
OPPORTUNITIES**

September 9-11, 2019  
Charleston Place | Charleston, SC



**VISION19**  
CONFERENCE

# VISION: IRI Annual Meeting 2019

is the premier business meeting for the insured retirement industry.

The conference will be held **September 9–11, 2019** at the Charleston Place Hotel in Charleston, SC. The insured retirement industry's most influential CEO's executives and decision makers use Vision as their vehicle to learn about emerging trends, explore the dynamics of an ever-changing market, and network with their peers.

We are excited to offer new and exciting sponsorship opportunities this year. We want attendees to have a one of a kind experience at Vision and your firm can be associated with that memory. This year you can sponsor live music, games, a firepit complete with cognac and s'mores and so many more creative platforms to increase your visibility. In addition IRI will gladly customize a package to meet your company's needs. Let's get started!

**VISION19**  
CONFERENCE



# MARQUIS SUPPORT

**Support at the Marquis level** signifies your commitment to the insured retirement industry and the importance of cross-disciplinary dialog. Through your contribution, the IRI is able to create a forum that inspires and an event that has true impact on those fortunate enough to be in attendance.



	Chairman	President	Director
Complimentary Passes	3	2	1
Banner Ad in Mobile App	•		
Mobile App Push Notification	•		
Video ad opportunity in General Session	•		
Complimentary Table Top Display in High Traffic Area	•		
Logo in General Session Video Loop	•	•	•
Verbal Recognition in General Session	•	•	•
Logo Displayed in Registration Area	•	•	•
Logo and Company Description Info in Mobile App	•	•	•
Exposure to C-Suite Industry Execs	•	•	•
Attendee Listing	Two Weeks Before AND Two Weeks After	Two Weeks Before AND Two Weeks After	Two Weeks After
<b>COST</b>	<b>\$17,000</b>	<b>\$14,000</b>	<b>\$9,000</b>





## For the **EXPERIENCE**

IRI attendees will be on the search for new brands, products and services. You will be right there in the middle of the action and connecting with them in ways that not only elevate your brand, but also positively impact the overall conference experience.

### **NETWORKING VIP MIXER**

Availability is limited based upon space and time | \$3,500 plus costs | Available to Director level or higher sponsors

*Want to connect to a select group of our attendees over drinks? How about a small mixer where you select who comes, and you can network and chat with them? You supply the food and the drinks, and IRI will help promote the event.*

#### **Logistical parameters**

- Sponsor to receive attendee list 3 weeks before conference
- IRI can make recommendations for possible venues in Charleston
- Invitations and registration logistics will be managed by sponsoring firm
- Sponsored event will be scheduled around the 2019 Vision program. No events can take place during conference programming.
- Sponsor to manage and cover food and beverage at the event

#### **Benefits**

- All Director level or higher sponsorship benefits
- Listing of event in conference mobile app, conference website, and program at a glance
- One push notification sent through mobile app to promote sponsored event
- One dedicated email promoting event to conference attendees—content provided by sponsoring firm and designed by IRI





# For the FUN

On Monday, September 9th, IRI will host our Welcome Reception at the Charleston Place Hotel, where you can reach more than 300 attendees by sponsoring the following activities.

## Welcome Reception Sponsorships

September 10



*Sponsor what everyone wants — fun food and drinks! Provide cotton candy, beignets, popsicles or a specialty cocktail. Let's get creative!*

### SPECIALTY FOOD & BEVERAGE

Two slots available | \$6,000

#### Benefits

- Logo recognition on all branded serving ware at specialty food stations (food trays, napkins, etc.)
- Logo recognition on all specialty food station signage
- Logo recognition on all dedicated reception signage and slides
- Logo recognition by conference chairman at the opening general session
- Logo recognition on the event website, with a link to your company website
- Logo recognition on general conference promotions, on-site signage, general session slides
- Logo recognition and company description included in the conference mobile app



## For the **FUN** *(continued)*



*Logo recognition and company description included in the conference mobile app.*

### **GAME PACKAGE SOLD**

One slot available | \$5,000

#### **Benefits**

- Logo recognition in gaming area
- Logo recognition on all dedicated reception signage and slides
- Logo recognition by conference chairman at the opening general session
- Logo recognition on the event website, with a link to your company website
- Logo recognition on general conference promotions, on-site signage, general session slides
- Logo recognition and company description included in the conference mobile app
- Preconference access to attendee lists



*As attendees enter the reception they will receive a fun item branded with your logo. Think sunglasses and fedoras or a paddle ball set!*

### **WELCOME RECEPTION GIVEAWAY ITEM SOLD**

One slot available | \$7,500

#### **Benefits**

- Logo recognition on banded item to be distributed to all attendees at the Welcome Reception
- Logo recognition by conference chairman at the opening general session
- Logo recognition on the event website, with a link to your company website
- Logo recognition on general conference promotions, on-site signage, general session slides
- Logo recognition and company description included in the conference mobile app
- Preconference access to attendee lists



## For the **FUN** (continued)



*Set the tone of the event by sponsoring the live music. Attendees will thank you as they dance the evening away to one of the areas top bands.*

### **WELCOME RECEPTION BAND SOLD**

COVER BAND | One slot available | \$7,5000

#### **Benefits**

- Logo recognition on signage by the band stage
- Logo recognition on all dedicated reception signage and slides
- Logo recognition by conference chairman at the opening general session
- Logo recognition on the event website, with a link to your company website
- Logo recognition and company description included in sponsor icon of the conference mobile app
- Pre-conference access to attendee lists

## **SOUTHERN SOIRÉE**

September 10th



*This year the fun keeps going after the last general session on September 10th. Be a sponsor of the special Vision evening event complete with celebrity entertainment. Your firm will be promoted with every clue given to attendees and listed as the sponsor of the conference raffle prize.*

### **SPECIAL EVENING EVENT**

Four slots available | \$25,000

#### **Benefits**

- All Chairman Level sponsorship benefits included
- VIP meet and greet with event speaker/entertainer
- Designated food and beverage station branded with logo
- Logo recognition on all dedicated event signage
- Logo recognition by conference chairman at the opening general session
- Logo recognition on the event website, with a link to your company website
- Logo recognition on general conference promotions, onsite signage, general session slides
- Logo recognition and company description included in the conference mobile app
- Preconference access to attendee lists





## For the **EXPOSURE**

Get your message out there and in the hands of our Vision audience, literally. What better way to reach some of the most influential insured retirement professionals in the world than your logo on a keepsake. Below are just a few examples. Let's work together to pair your organization with the perfect item.



*Provide a short promotional video and we will play it in the general session room. Play times are first come, first served.*

### **VIDEO AD**

Four slots available | \$6,000

#### **Benefits**

- Logo recognition by conference chairman at the opening general session
- Logo recognition on the event website, with a link to your company website
- Logo recognition on general conference promotions, on-site signage, general session slides
- Logo recognition and company description included in the conference mobile app
- Preconference access to attendee lists





# For the EXPOSURE *(continued)*



Keep attendees connected and up to date on the latest news and events throughout the conference. The Digital Sponsor is branded as the provider of WiFi, the conference mobile app and social media sponsor of the conference.

## DIGITAL SPONSOR **SOLD**

One slot available | \$8,500

### Benefits

- One (1) permanent banner advertisement on home screen of conference mobile app
- One (1) push notification to be sent to all conference attendees through mobile app on behalf of the sponsor
- Conference Wi-Fi password to feature sponsor's name
- Logo recognition on all dedicated mobile app promotions, signage, slides, and printed materials/instruction cards
- Logo recognition in the opening general session
- Logo recognition on the event website, with a link to your company website
- Logo recognition on general conference promotions, on-site signage, general session slides
- Logo recognition and company description included in the conference mobile app
- Pre and post conference access to attendee list sent two week before and one week after the event



See your logo in everyone's hands! Attendees will receive a sponsor-branded infusion water bottle that they can refill with water, fruit, citrus or mint leaves, and more throughout the conference. Be Green, be fun!

## WATER BOTTLES & INFUSION STATION **SOLD**

One slot available | \$7,500

### Benefits

- Logo recognition on water bottles to be distributed to all attendees at registration
- Water infusion stations branded with logo
- Logo recognition in the opening general session
- Logo recognition on the event website, with a link to your company website
- Logo recognition on general conference promotions, on-site signage, general session slides, and printed materials
- Logo recognition and company description included in sponsor icon of the conference mobile app
- Pre and post conference access to attendee list sent two weeks before and one week after the event



# For the EXPOSURE *(continued)*



*Keep attendees connected and up to date on the latest news and events throughout the conference. Charging stations will be located in high traffic area of the conference to ensure great visibility!*

## MOBILE DEVICE CHARGING STATION **SOLD**

One slot available | \$7,500

### Benefits

- Logo recognition on charging stations located in high traffic areas of the conference
- Logo recognition by conference chairman at the opening general session
- Logo recognition on the event website, with a link to your company website
- Logo recognition on general conference promotions, on-site signage, general session slides
- Logo recognition and company description included in the conference mobile app
- Preconference access to attendee lists



## ROOM KEY

One slot available | \$7,500

### Benefits

- Logo recognition on room keys to be distributed to all attendees at check-in
- Logo recognition by conference chairman at the opening general session
- Logo recognition on the event website, with a link to your company website
- Logo recognition on general conference promotions, on-site signage, general session slides
- Logo recognition and company description included in sponsor icon of the conference mobile app
- Preconference access to attendee lists



# For the **EXPOSURE** *(continued)*



## **LANYARD SOLD**

One slot available | \$7,500

### **Benefits**

- Logo recognition on lanyards to be distributed to all attendees at check-in
- Logo recognition by conference chairman at the opening general session
- Logo recognition on the event website, with a link to your company website
- Logo recognition on general conference promotions, on-site signage, general session slides
- Logo recognition and company description included in the conference mobile app
- Preconference access to attendee lists



# IRI VISION SPONSOR AGREEMENT

## NEW!

If the sponsoring firm is paying with a check, payment in full is due two weeks after submission of this form and receipt of invoice. Sponsorship is not secure until payment is received.

Company Name: \_\_\_\_\_

Pre-Conference Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### Please indicate Marquis Support level:

Chairman (\$17,000)       President (\$14,000)       Director (\$9,000)

### Or, please indicate sponsored a la carte item:

- |   |  |
|---|--|
| <input type="checkbox"/> Networking VIP Mixer (\$3,500)                         | <input type="checkbox"/> Specialty Food & Beverage (\$6,000)                   |
| <input type="checkbox"/> Game Package (\$5,000) <b>SOLD</b>                     | <input type="checkbox"/> Welcome Reception Giveaway Item (\$7,500) <b>SOLD</b> |
| <input type="checkbox"/> Welcome Reception Band (\$7,500) <b>SOLD</b>           | <input type="checkbox"/> Special Evening Event ( \$25,000)                     |
| <input type="checkbox"/> Video Ad (\$6,000)                                     | <input type="checkbox"/> Digital Sponsor (\$8,500) <b>SOLD</b>                 |
| <input type="checkbox"/> Water Bottles & Infusion Station (\$7,500) <b>SOLD</b> | <input type="checkbox"/> Mobile Device Charging Station (\$7,500) <b>SOLD</b>  |
| <input type="checkbox"/> Room Key (\$7,500)                                     | <input type="checkbox"/> Lanyard (\$7,500) <b>SOLD</b>                         |

### Please indicate appropriate method of payment:

Check Enclosed       Credit Card

**TOTAL AMOUNT DUE: \$** \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name of Cardholder: \_\_\_\_\_ Signature: \_\_\_\_\_

No refunds will be given for cancellation of advertising or sponsorships. I understand my credit card will be charged for the items I have selected, according to my membership status. By signing this form, I authorize IRI to charge my credit card for the appropriate fee based on my member status, as set forth above.

Please return this form to Shani Armon, sarmon@irionline.org  
Checks should be made payable to the **Insured Retirement Institute**





*About the*

# INSURED RETIREMENT INSTITUTE

The Insured Retirement Institute (IRI) is the leading association for the retirement income industry. IRI proudly leads a national consumer coalition of more than 30 organizations, and is the only association that represents the entire supply chain of insured retirement strategies. IRI members are the major insurers, asset managers, broker-dealers/distributors, and 150,000 financial professionals. As a not-for-profit organization, IRI provides an objective forum for communication and education, and advocates for the sustainable retirement solutions Americans need to help achieve a secure and dignified retirement.

**Learn more at [www.irionline.org](http://www.irionline.org).**



## **Insured Retirement Institute (IRI)**

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