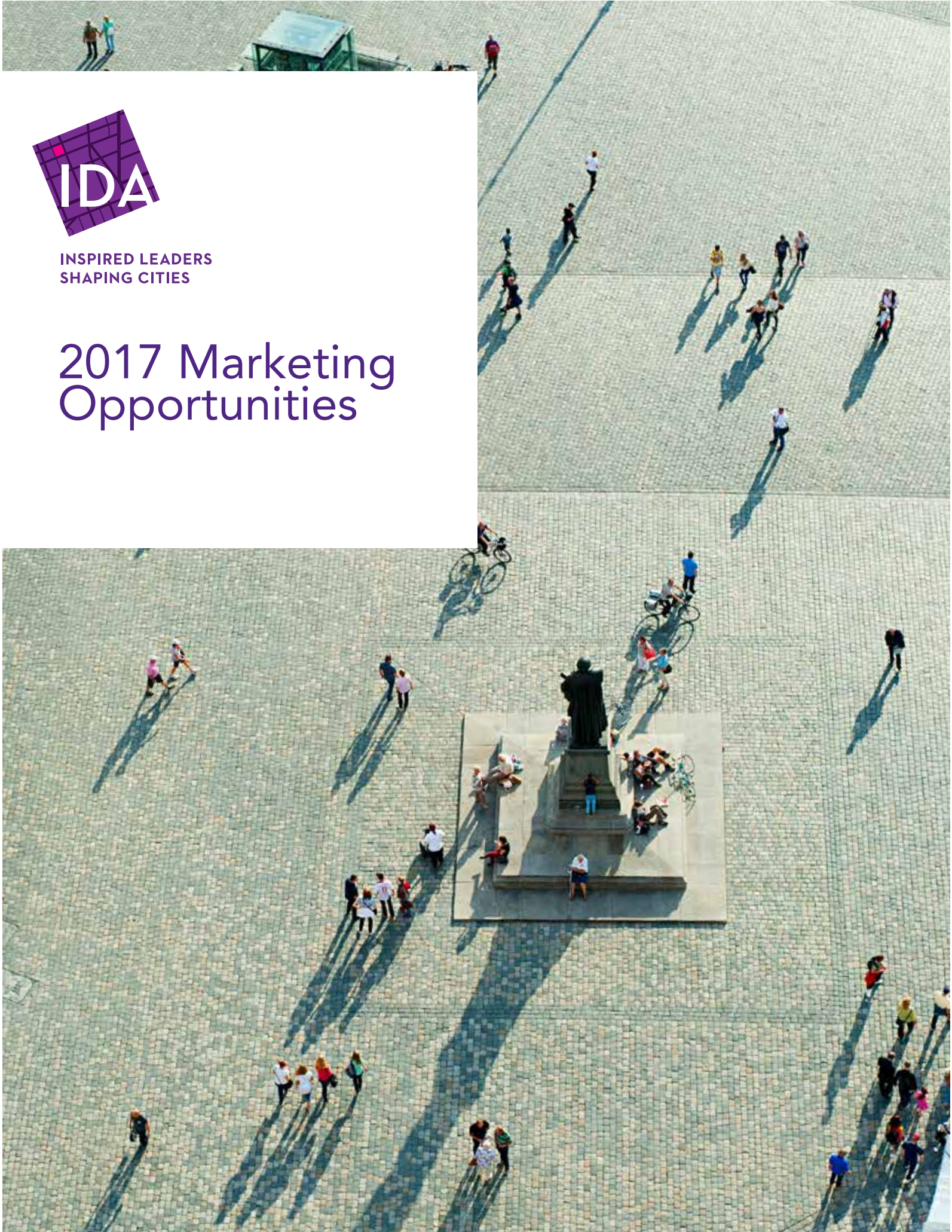




INSPIRED LEADERS
SHAPING CITIES

2017 Marketing Opportunities



“We love sponsoring IDA because IDA works hard to turn sponsorship into partnership. The organization is growing its focus on effective thought leadership — research, dialogue, best practices. We have been pleased and honored to be invited to contribute and **we definitely benefit from the results.**”

— DAVID DIXON, FAIA, LEADER, URBAN PLACES GROUP
STANTEC

RECENT SPONSORS & EXHIBITORS

ABM
ALLIEDUNIVERSAL
AMERICAN EXPRESS OPEN
BLOCK BY BLOCK
CALE AMERICA INC.
CORBIN DESIGN
DERO BIKE RACKS

DOWNTOWN DECORATIONS, INC.
DOWNTOWN DIVA
EARTHPLANTER
ECO-COUNTER
EPONIC
GEOCENTRIC
GDI SERVICES INC.
GOOGLE
HITACHI DATA SYSTEMS

ICSC
IKE SMART CITY
KEYSTONE RIDGE DESIGNS, INC.
KOVIDA
JAMESTOWN, L.P.
JCDECAUX
LARISA ORTIZ ASSOCIATES
MIG
MOTIONLOFT

PROFESSIONAL SECURITY
CONSULTANTS
P.U.M.A.
SPRINGBOARD RESEARCH, LTD.
STANTEC URBAN PLACES GROUP
STREETPLUS
THE SIGNAGE FOUNDATION
VICTOR STANLEY, INC.
WELLS FARGO

Downtown management organizations such as Business Improvement Districts (BIDs) are at the forefront of thriving cities and are uniquely positioned to manage successful growth. IDA helps leaders from downtown organizations, municipalities and private-sector companies bring their districts to life.

From infrastructure and affordable housing to placemaking and public safety, the challenges faced by district management organizations demand effective solutions to getting the job done. Members include downtown organizations, planners, clean programs, public space management, economic development, commercial real estate development, policy and advocacy, property owners, and municipalities.

We invite you to highlight your innovative solutions and join us for unparalleled networking as we inspire vibrant, healthy city centers across North America.



IDA members bring urban centers to life. We are downtown champions and professional place makers.



Urban Champion

\$30,000+
Investment

IDA provides year-round marketing benefits including:

Right to reach district leaders with key messages through a one-time direct mail to the entire membership

Two additional regional event registrations (4 total) with logo recognition on event marketing and webpages and access to attendee mailing list

Notice of RFPs, introductions and other pertinent opportunities

Your company logo on the IDA homepage and recognition as an IDA Urban Champion on the Strategic Partner webpage with your linked logo, company description and contact information

Two (2) articles highlighting your company in the weekly Inspired by IDA e-newsletter (pre-approved)

Additional four-month IDEA Connection (member networking site) advertisement (6 month total) to be highlighted as members post questions and share information online 24/7

Unlimited IDA partner logo usage rights to enhance credibility with city leaders on a year-round basis

One (1) year IDA membership

+ All benefits provided in the District Advocate package

+ Annual Conference promotions including:

Senior company executive to present introductory remarks during a general session or as a session speaker to position your company as an industry leader (pre-approved)

Distribution of corporate promotional material (flyer, brochure, catalog, publication, etc.) and a branded gift to attendees

Two additional full-conference registrations (4 total) and VIP Passes (4 total) to network with district leaders during the annual event

Upgraded recognition on event signage and a direct link to your chosen webpage included on conference communications, event & post-conference resource webpages, and event app

A full-page, color advertisement in the program distributed to all attendees.

+ Please see the following page to choose your Annual Conference on-site promotion or advertising.

+ You will also enjoy a choice of recognition (please select one):

Year-Round Advertising | Enjoy multi-channel promotions with ad placements in the weekly newsletter, member networking site and jobs board for twelve consecutive months.

Opening or Closing Reception | Customized benefits to fit your goals for promotion alongside the special welcome and fun farewell receptions

Lanyards | Key placement of your company's brand as lanyards are required to gain entry to conference activities

Badge Holders | Your company is spotlighted on all district leaders and recognized time after time as attendees meet during events

Cocktail Reception | Invite urban leaders to wind down the first day of programming by rewarding them with a place to relax and enjoy a branded beverage (or other promotional opportunity highlighting your company).

Attendee Notepads | Branded pads of paper given to each attendee so they can easily take notes and be reminded of your company after the event

Lunch | Your company is prominently highlighted at a networking lunch and a senior representative welcomes attendees with brief remarks (2 available)

Ambassadors | Smiling faces wearing shirts branded with your company logo (or handheld signs) will provide directions as attendees walk to offsite conference activities such as the opening or closing receptions

Hotel Keycards | Get noticed at check-in with special keys provided to your potential clients as they check into their room and prepare for the conference

Conference Advertising | Get noticed at check-in with special keys provided to your potential clients as they check into their room and prepare for the conference

+ For an upgrade fee of \$10,000:

Webinar | Create, host and present a co-branded web event to showcase your solutions and how they impact or enhance urban places. *(See page 8 for details)*

Emerging Leader Fellowship | Market to the industry's rising stars this June in New York City: Print and podium recognition as a dinner host, two (2) VIP dinner passes, company description and linked logo in digital communications, half-page program ad

Fully customized marketing packages incorporating your message through webinars, co-branded promotional contests and/or research components are available for an investment of \$50,000 – \$75,000. These are developed to meet your goals and are customized to your specific needs. Please contact Tracie Clemmer for details at tracie@downtown.org or 202-798-5918.

District Advocate

\$10,000 – \$20,000
Investment

IDA provides year-round marketing benefits including:

Logo recognition for an IDA webinar of topical interest and one webinar registration

Two regional event registrations with logo recognition on event marketing and webpages

Logo recognition as an IDA District Advocate on the Strategic Partner webpage

Two-month IDEA Connection (member networking site) advertisement to be highlighted as members post questions and share information online 24/7

25% discount on IDA membership

+ All benefits provided at the Ambassador level

+ Annual Conference promotional benefits including:

A senior company executive to introduce session speakers to position your company as an industry leader

Recognition from the general session podium with a senior company representative on stage

Ability to include a company brochure and promotional gift for distribution to attendees

Upgrade to a double booth space with priority selection in the tradeshow, which is the center of networking throughout the day; & enjoy online/print highlights as an exhibitor

An additional full-conference Registration (2 total) and VIP Pass to the Board of Directors reception

Upgraded logo recognition on conference marketing, event webpage, signage and post-conference resources webpage and upgrade to a half-page program advertisement

Right to use the IDA Supporter logo to promote your involvement and enhance credibility with city leaders

+ Please see the following page to choose your Annual Conference on-site promotion upgrade

+ You will also enjoy a choice of the following on-site promotions (please select one):

Welcome Desk | *Reserved*

Schedule-at-a-Glance | *Reserved*

Education Track | Highlights alongside education of topical interest to gain visibility as a leader in the industry

Morning Coffee | Start your client's day off right with a hot cup of coffee in your branded cup (2 available)

+ For an upgrade fee of \$5,000 (\$15,000 investment), choice of:

Networking Break | Welcome attendees by providing sweet treats and beverages with an opportunity to present brief remarks welcoming attendees during break time (4 available)

Conference Program | Your company will be highlighted as the provider of the official program that all attendees will be using throughout the conference & enjoy an inside cover advertisement

Conference Map | This unique audience likes to get around downtown, so be prominently highlighted on the map that will get them from activities to receptions

Hydration Stations | Have your message stand out with custom signage at water stations

Top Issues Councils | Be a part of our strategic research initiatives. IDA's Top Issues Councils will highlight you in one of six reports published in fall 2017. Support a council and align your brand with new IDA research. Benefits include:

- A council seat for a company representative: This is an opportunity (for IDA members only) to contribute your knowledge and expertise to report, help to elevate the profession/industry, work closely with other expert practitioners and expand your network
- Complimentary digital and hard-copy versions of your council's final report
- Attribution in your council's final report
- Acknowledgment in report press releases

Choose a 2017 Council:

- Bicycle Improvements
- Diverse-Retail **Reserved**
- Homelessness **Reserved**
- Infrastructure
- Safety
- Urban-Parks **Reserved**

Conference App | Recognition as the event app sponsor (app created and provided by IDA) with premium advertisement space, pre-conference promotions and highlights through the program and on-site signage

Advertising | Enjoy multi-channel promotions with ad placements in the weekly newsletter and member networking site for six consecutive months.

+ For an upgrade fee of \$10,000, (\$20,000 investment), choice of:

VIP Board of Directors Event | Host IDA board members and select VIPs for this special closed reception

e-Registration Confirmations | Let attendees know you are looking forward to seeing them in Winnipeg through a customized message on the electronic confirmation sent to each registrant

Newcomer's Reception | Welcome first-time attendees and new members by giving brief remarks and providing a branded promotion during this fun, well attended networking event

Wi-Fi | Create awareness of your company products or services while providing a valuable service

Emerging Leader Fellowship | Market to the industry's rising stars this June in New York City: Print and podium recognition as a dinner host, two (2) VIP dinner passes, company description and linked logo in digital communications, half-page program ad

Advertising | Enjoy multi-channel promotions with ad placements in the weekly newsletter, member networking site and jobs board for nine consecutive months.

Webinar Package

\$10,000+
Investment

LIMITED TO SIX ANNUALLY

Create, host and present a co-branded webinar to showcase your solutions and how they impact or enhance urban places.

Thought Leadership & Lead Generation

- Collaborate with IDA on developing an appropriate topic, presenters, and key messaging for urban leaders
- Present a 60 minute webinar enabling your organization and key executives the opportunity to connect with key influencers of business districts nationwide
- Invite the IDA audience of district leaders, municipal decision makers, and urban place makers
- Opportunity to invite your clients/prospects on a complimentary basis and reinforce your image as a thought leader on a relevant topic to city leaders
- Obtain significant lead generation opportunities with district leaders that demonstrate an interest in the selected topic
- Publish an article in the IDAdvantage e-newsletter to promote the webinar, provide additional information on the topic and include a direct web link to register
- During the webinar, poll downtown leaders on best practices/trends and use the data for marketing efforts and business development opportunities
- IDA will archive the recorded webinar and allow your company to promote it to future clients and prospects for 12 months
- Receive a 25% discount on a one (1) year IDA corporate membership allowing you to connect with district leaders

Marketing & Promotion

Your senior company representative will be introduced as an industry leader at the beginning of the webinar.

Your company will be featured prominently through a variety of channels including:

- Dedicated communications promoting your online event sent to IDA's audience of district leaders
- Promotional highlights in the IDAdvantage weekly e-newsletter prominently featuring your company and the webinar topic
- Webinar registration page will be co-branded conveying your expertise on the pre-approved topic
- A message sent to registrants post-event with related information, other opportunities and a link to the recorded webinar
- Presentation slides including your corporate logo, presenter's photo and information on your company
- Your company logo and contact information will be highlighted on the IDA website, downtown.org

"IDA webinars are always pertinent and informative. The speakers are engaging and present eye-opening content. After an IDA webinar, I find myself talking about it all day!"

Beth Anne Macdonald, Executive Director of Downtown Somerville Alliance

Ambassador

\$5,000+
Investment

The Ambassador package focuses on providing Annual Conference promotional benefits.

Promotional flyer distributed to all attendees

VIP Pass to the IDA Board of Directors evening reception

One-time direct mail (pre- or post-event) to reach district leaders with key messages

Your company name featured prominently on all conference marketing outreach and webpage; your company logo highlighted on the general session screen and event signage in prominent locations; quarter-page advertisement in the conference program

Complimentary full-conference registration

Your logo placed on the IDA website and company name featured prominently on conference resources webpage

50% discount on exhibit space (should you choose a different onsite promotion below)

Sponsor ribbon for recognition on your event badge

+ You will also enjoy a choice of recognition through an Annual Conference on-site promotion:

Booth Space – A dedicated space in a high-traffic area to network, mingle and interact with city leaders and highlights as an exhibitor online and in print (based on availability)

BID Exchange Area – A central location where downtown executives exchange information about their organizations and learn about best practices from others

Tour Desk – The popular place to go for information and tour updates

Daily Schedule – Handy takeaways of daily events and conference updates



CONTACT

We are open to customizing a sponsorship based on your strategic objectives. Please feel free to contact Tracie to learn more about marketing opportunities including year-round partnerships, event and webinar sponsorships, advertising and exhibit space.

Tracie Clemmer
Director of Corporate Relations
tracie@downtown.org
202.798.5918

2017 Sponsorship & Exhibitor Application

INTERNATIONAL DOWNTOWN ASSOCIATION



**INSPIRED LEADERS
SHAPING CITIES**

A. Select a Marketing Package

Urban Champion *multi-channel, year-round partner*

\$75,000 \$50,000 \$30,000

Downtown Achievement Awards Program

\$25,000

District Advocate *multi-channel, year-round supporter*

\$20,000 \$15,000 \$10,000

Webinar Campaign *co-branded, limited to 6*

\$10,000

Annual Conference Ambassador/Booth Package

\$5,000

B. Advertising

Please send me the Media Kit Include my advertisement

C. Contact Information

Full Name _____

Title _____

Company _____

Address _____

City _____ State/Province _____ Postal Code _____

Country _____ Telephone _____

E-mail Address _____

Company Website _____

D. Payment Information

Submit payment with application (U.S. funds). Payable to: International Downtown Association.

Subtotal A	+	Subtotal B	=	\$ TOTAL
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Check enclosed

Please charge my Visa MasterCard AmEx in the amount of \$ _____.

Card Number _____ Exp. Date _____ CVN _____

Name *(please print as it appears on card)* _____

E. Agreement & Payment Authorization

I/we abide by all requirements, restrictions and obligations and accept the Terms & Conditions as posted on the IDA website, www.downtown.org. As benefits begin immediately, sponsorship cancellations are not permitted.

Exhibit space is secured when payment is received with priority to sponsors and the previous year's exhibitors. Written cancellation of exhibit space prior to June 1, 2017, results in 50% return of the total fee. No paid fees are returned if cancelled on or after June 1, 2017. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages and claims.

Authorized Signature _____

Date _____

F. Submit Signed Form & Payment

Tracie Clemmer
Director, Corporate Relations
Mail: IDA
910 17th St., NW, Suite 1050
Washington, DC 20006

Email: tracie@downtown.org
Questions: 202.798.5918