



ICPA

SPONSORS GUIDE

YOUR COMPANY'S ROAD MAP
TO LONG-TERM CLIENT RELATIONSHIPS

ICPAINC.ORG



ROAD MAP TO GREATNESS

INVIGORATE

Build excitement with your team about this event

CAPTIVATE

Exhibit to more than 70% of potential clients

PERMEATE

Sponsorships will spread your brand presence

ACCELERATE

Why ICPA events are your best ROI

We are

**Dedicated to the Enrichment of
Global Trade Compliance Professionals**

1 INVIGORATE

Build excitement with your team about this event



Exhibitors: 25

In-Person Attendees: 400

Virtual Attendees: 200

Your company has an opportunity to partner with us at our conferences to network, build relationships and obtain potential long-term clients. This guide will explain the incredible value of becoming a sponsor at the next ICPA Conference.

ICPA is a non-profit, global trade compliance community with over 3000 members across the globe. ICPA was established by Ann Lister and Lynda Westerfield to serve the needs of international trade compliance professionals.

- 6 annual events
- 3 domestic and 3 international (Europe, China and Canada)
- More than 2000 attendees annually

** The ICPA Annual Conference is the largest gathering of trade compliance professionals in the world!*

EXPLORE MORE ABOUT THIS EVENT:

<https://youtu.be/Tr2Q4ukqNuc>

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Our Promise

We closely monitor attendees to ensure more than 70% are potential clients for **YOU!**

Average number of exhibitors - **19%**

Average number of trade compliance professionals - 79%

WHO ATTENDS AN ICPA EVENT?



DIRECTOR - 19%



SPECIALIST - 10%



MANAGER - 45%



ATTORNEY - 7%



EXECUTIVE - 12%

>>> Position your product, brand or service to reach the maximum amount of key decision makers.

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2 CAPTIVATE

Exhibit to more than 70% of potential clients

1 EXHIBIT
\$2,500

- Includes 2 Full Conference Registrations
- 10 x 8 Space, Draped & Skirted Table, 2 Chairs
- Company Name and or Logo on Sponsor Sign and in Conference Program
- One Email to Conference Attendees



HOW WE DRIVE BOOTH TRAFFIC

Exposure of your company is our highest priority. We purposely drive attendees to visit our sponsors and exhibitors booths. We do this through:

1. Booth Bingo Game
2. CLICK: Photo-Safari Game
3. Strategic announcements
4. Fun atmosphere between sessions

"We purposely drive attendees to visit our sponsors and exhibitors booths"

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3 PERMEATE

Sponsorships will spread your brand presence

APP SPONSORSHIPS:

Platinum \$3000

- Logo on splash screen
- CLICK game sponsor with prize recognition
- 6 second banner add linking to your website
- Dynamic branding on sponsor page in app (logo, top of list placement, contact info and link to website)

Gold \$2500

- App game sponsor with prize recognition
- 6 second banner add linking to your website
- Dynamic branding on sponsor page in app (logo, top of list placement, contact info and link to website)

Silver \$1500

- 6 second banner add linking to your website
- dynamic branding on sponsor page in-app (logo, top of list placement, contact info and link to website)

Bronze \$250

- Dynamic branding on sponsor page in-app (logo, top of list placement, contact info and link to website)

REGISTRATION SITE SPONSOR \$3500:

- Logo on the main registration site graphic
- Logo on the ICPA website conference page graphic
- Logo on the check-in kiosk graphic
- Logo on the badge holder

SESSION SPONSOR \$250:

Have your logo and a company video played prior to the designated session. Videos should be kept under 5 minutes when possible while 3 minutes is ideal. This will be viewed by online attendees as well as onsite attendees waiting in the room for sessions to start.

4 ACCELERATE

Why ICPA events are your best ROI



Help you engage in the maximum number of potential clients because of our commitment to monitoring attendee to exhibitor ratio.



Further connect you to a growing global perspective by sharing information with current and future customers.



Immerse you into our family friendly environment where your company will build strong long-term relationships.

HEAR WHAT OTHER SPONSORS HAVE TO SAY:

<https://www.icpainc.org/icpa-video/>

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Our Sponsors and Exhibitors



THOMSON REUTERS



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Save your spot
TODAY!

REGISTER



ICPAINC.ORG

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