



INTERNATIONAL MEDICAL
INTERPRETERS ASSOCIATION
Leading the advancement of professional interpreters

Sponsorship & Advertising Opportunities IMIA Annual Conference

The IMIA is holding the upcoming IMIA Annual Conference from April 29th to May 1st, 2016 in Boston, MA, USA. This year's theme is ***"Medical Interpreters: A Vital Part of Coordinated Health Care Delivery"***.

The IMIA Annual Conference is the largest event on medical interpreting worldwide. Sponsor exhibits are located in high traffic areas and we will actively work to increase your visibility and exposure at the event.

Who will attend? Interpreters: spoken language & ASL, medical & legal / Interpreter educational programs, educators, trainers, and language coaches / Interpreting Companies, agencies, local, national, and international / Coordinators and Managers of Hospital Interpreter Services from across the country / Providers / Hospital Administrators / State Interpreter Associations / Risk Managers / Attorneys / Health Insurance Organizations / Patient Advocates and Advocacy Groups / Government Agencies / Regulatory.

We look forward to working with you to make the next IMIA Annual Conference a rewarding experience for you and your organization! Please take some time to look over the following Sponsor Package and if at any time you have any questions or comments, please don't hesitate to contact us at Outreach@imiaweb.org.

Conference Home Page:

<http://www.imiaweb.org/conferences/2016conference.asp>

(Online Sponsor Logo Placement Guide)



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CONFERENCE EXHIBITOR PACKAGES

All conference exhibitor packages include a Table and a Program Book Listing. The following are included according to package:

Major Sponsor: \$25,000

- ✓ Premiere booth selection
- ✓ Sponsor Ribbon with conference badge
- ✓ Premiere online company logo placement
- ✓ Pre-conference customized E-blast to attendants
- ✓ Logo displayed on on-site monitors
- ✓ 3 min opening remarks by company representative
- ✓ Promotional company material to be included in conference "bag stuffer"
- ✓ Full page ad in the IMIA program book* (Online: color/ Print: black + white)
- ✓ General Assembly Platform Acknowledgment
- ✓ Reserved premiere seating in General Assembly
- ✓ One 1-year IMIA Corporate membership
- ✓ 7 IMIA 1-year individual memberships
- ✓ 7 Complimentary Conference Registrations

Flagship Exhibitor: \$10,000

- ✓ Priority booth selection in Zone 1
- ✓ Sponsor Ribbon with conference badge
- ✓ Online company logo placement in Zone 1
- ✓ Promotional company material to be included in conference "bag stuffer"
- ✓ Full page ad in the IMIA program book* (Online: color/ Print: black + white)
- ✓ General Assembly Platform Acknowledgment
- ✓ Reserved seating in General Assembly
- ✓ One 1-year IMIA Corporate membership
- ✓ Six IMIA 1-year individual memberships
- ✓ 6 Complimentary Conference Registrations

Platinum Exhibitor: \$5,000

- ✓ A table of your choice Zone 1 (First come first serve)
- ✓ Sponsor Ribbon with conference badge
- ✓ Online company logo placement in Zone 1
- ✓ Full page ad in the IMIA program book* (Online: color/ Print: black + white)
- ✓ Five IMIA 1-year individual memberships
- ✓ 5 Complimentary Conference Registrations

Gold Exhibitor: \$3,000

- ✓ Any table of your choice Zone 1 (First come first serve)
- ✓ Sponsor Ribbon with conference badge
- ✓ Online company logo placement in Zone 1
- ✓ ½ page b+w horizontal ad in program book* (Online: color/ Print: black + white)
- ✓ Four IMIA 1-year individual memberships
- ✓ 4 Complimentary Conference Registrations

Silver Exhibitor: \$2,000

- ✓ A table of your choice Zone 1 (First come first serve)
- ✓ Sponsor Ribbon with conference badge
- ✓ Online company logo placement in Zone 1
- ✓ ½ page black/white horizontal ad in program book* (Online: color/ Print: black + white)
- ✓ Three IMIA 1-year individual memberships
- ✓ 3 Complimentary Conference Registrations



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Bronze Exhibitor: \$1,500

- ✓ A table of your choice Zone 2 (First come first serve)
- ✓ Sponsor Ribbon with conference badge
- ✓ Online company logo placement in Zone 2
- ✓ ¼ page b+w ad in the IMI program book*
- ✓ Two IMIA 1-year individual memberships
- ✓ 2 Complimentary Conference Registrations

Blue Exhibitor: \$1,000

- ✓ A table of your choice in Zone 2 (First come first serve)
- ✓ Online company logo placement in Zone 2
- ✓ One IMIA 1-year individual membership
- ✓ 1 Complimentary Conference Registration

**Black and white ads are due February 15.*

IMPORTANT: Additional company representatives attending the conference must pay a full conference registration fee.

GENERAL RECEPTION SPONSORSHIP: \$ 5,000

- ✓ Display company banner/signage at reception (provided by sponsor)
- ✓ Prominent company logo placement in content/materials related to reception promotion
- ✓ Acknowledgements during reception from podium
- ✓ 3 min opening remarks by company representative

ISP/TRAINER RECEPTION SPONSORSHIP: \$3000

- ✓ Display company banner/signage at reception (provided by sponsor)
 - ✓ Prominent company logo placement in content/materials related to reception promotion
 - ✓ Acknowledgements during reception from podium
 - ✓ 3 min opening remarks company representative
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ADVERTISING INFORMATION

Ad appears in program booklet at Conference and in online booklet for approximately a year.

Logo Placement Sponsorship: \$500

Logo link on 2016 Conference web page & logo of sponsor in conference booklet

Ad Packages:

- A. \$800 for insert in tote bags and full black & white page in booklet (print and online; printing and shipping of inserts done by your company)
- B. \$600 for insert in tote bags (printing and shipping of inserts done by your company)
- C. \$500 for full page b+w (7.5" x 10", print area)
- D. \$300 for ½ (half) page b+w (horizontal only --- 7.5 " x 4.75" print area)
- E. \$150 for ¼ (quarter) page b+w (vertical only --- 4.75" x 3.5" print area)



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Ad Specifications:

- High resolution (300dpi) JPEGs or PDF files
- Black and white ONLY (if you submit a color ad, it will be printed in grayscale)
- No full bleed ads
- Absolutely no white text/graphics on large black or dark backgrounds
- 1/2 inch print margin

Advertising only orders may be submitted on line at:

<http://www.imiaweb.org/corporate/advertising.asp>

Please submit ads in high resolution (300dpi) JPEG or PDF format to Info@imiaweb.org.

Deadline for Ad submissions is February 15.

PAYMENT INFORMATION

SPONSORSHIP PAYMENTS MUST BE PAID AT THE TIME OF APPLICATION. NO TABLE WILL BE RESERVED UNTIL REGISTRATION FORM IS SUBMITTED AND PAYMENT IS MADE IN FULL. NO EXCEPTIONS.

We recommend online payment, this is to ensure timely payment and to guarantee your spot at the conference and/or placement of your ad in the Conference booklet.

- 1) **Pay online quickly and securely at**
<http://www.imiaweb.org/ecom/pay.asp>

An invoice will be generated upon submission of your online Sponsorship Registration form and will be emailed to the organizational contact. Once payment is received, Sponsors will be emailed a floor plan map to pick table preferences.

- 2) **Checks** should be made payable to the IMIA and mailed with the completed form to:
IMIA
C/O Bill Colangeli
33 Bedford Street, Suite 9
Lexington, MA 02420

Details regarding Shipping & Receiving will be available at a later date.

For further information or assistance please contact info@imiaweb.org or outreach@imiaweb.org