Sponsors & Exhibitors – Important information

Sponsorship & Exhibiting Opportunities .................................................................2
Onsite registration & table setup ...........................................................................4
Bag Inserts (Global, Platinum, Gold Sponsors only) ...........................................5
Programme Advertising Specifications & Lead Capture .................................6
Exhibition Floor Plans ..........................................................................................7
Expo Sessions .........................................................................................................9
Shipping Information ............................................................................................10
## Sponsorship & Exhibiting Opportunities

<table>
<thead>
<tr>
<th>Benefits/Levels</th>
<th>Global*</th>
<th>Platinum*</th>
<th>Gold*</th>
<th>Silver*</th>
<th>Exhibitor*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SOLD</td>
<td>€15.000</td>
<td>€10.000</td>
<td>€5.000</td>
<td>€2.200</td>
</tr>
<tr>
<td>Conference registrations**</td>
<td>6</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Advertisement in conference programme</td>
<td>1/1 page</td>
<td>1/1 page</td>
<td>½ page</td>
<td>½ page</td>
<td>½ page at 500 EUR</td>
</tr>
<tr>
<td>Inserts in conference tote bag</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Draped tables with chairs and free Wi-Fi</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Choice of placement in exhibit hall</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Presentation video during plenary walk-in</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Rotating banner on conference app</td>
<td>-</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Logo projection during plenary walk-in</td>
<td>-</td>
<td>-</td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Expo sessions***</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>500 EUR</td>
<td>500 EUR</td>
</tr>
<tr>
<td>Branding of one major conference collateral</td>
<td>✓</td>
<td>upon availability</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Purchasable conference venue branding (at applicable costs)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Conference signage (logo)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
</tr>
<tr>
<td>Company description, logo and website on conference app</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
</tr>
<tr>
<td>Logo on IB website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓ Company name (linked)</td>
</tr>
<tr>
<td>Acknowledgement in the conference programme</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>All coffee breaks and meals</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Welcome reception and conference evening</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Invitations to the Conference VIP (appreciation) dinner</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Companion passes for the conference evening (at 160 EUR each)</td>
<td>max. 3</td>
<td>max. 2</td>
<td>max. 2</td>
<td>max. 2</td>
<td>max. 2</td>
</tr>
</tbody>
</table>
* All packages vary in quantities and benefit levels, which are identified on the IB website. We cannot guarantee all package benefits for late registrations (please check the Terms & Conditions document on our website for registration and cancellation terms).

**Up to two additional registrations at a reduced conference registration fee of 485 EUR, incl. access to all conference sessions, meals, opening reception and conference evening.

***Expo Sessions will take place on Friday, 5th October and Saturday, 6th October during lunch breaks (13:00-14:00) and provide sponsors & exhibitors with an opportunity to present themselves to the conference participants.
Cost to conduct one session: EUR 500.
(One session is included in Global, Platinum & Gold sponsorship packages. Additional expo sessions might become available at a later time and will be allocated at the IB’s sole discretion on a ‘first come first serve’ basis.)
Onsite registration & table setup

First, please pick up your conference badge at the registration desk (open from 8:00 am) to access the exhibition area. To pick up your badge please bring a copy of the welcome letter to the registration desk. You will receive this letter by email 10 days prior to the conference.

You will receive your assigned table number in due time after the registration deadline (July 31st).

Setup of your table will be possible on Thursday, 4th October from 8:30 am – 12:00 pm. Please note that you must register before being able to setup. The exhibition area opens at 12:00 pm with the first lunch break (12:00 – 13:00).

Conference Exhibitor Package

The following will be provided to you onsite:

- Your exhibitor badge to access the IB AEM Global Conference and its associated evening events
- One draped table 1,40 long x 0,60 wide (incl. two chairs)
- One power connection (1 kW) with 3 sockets
- Strong Wi-fi connection
- Access to all lunches and coffee breaks

Please be advised that you cannot post anything on the walls behind your table. If you don’t bring your own backdrop/banner, but need to hang posters, flyers etc., poster boards can be rented from our technical partner company STANDOUT via their Webshop (see below).

Additional equipment

Our conference partner STANDOUT offers the following additional equipment for your table via their Webshop (please create an account and select the IB Global Conference from the fairs overview).

- 50” LCD screens
- floor stands
- poster boards (landscape: H = 2010mm, W = 1525mm visible: H = 1000mm x W = 1445mm)
- poster boards (portrait: H = 2480mm, W = 990mm visible: H = 2380mm x W = 950mm)

Set-up and dismantling

- You can access the exhibition area starting Thursday October 4th, as of 8:00 am
- It is preferable that set up is complete by 11:30 am that day
- Catering will be held in the exhibition areas (during the official lunch break, buffets will open half an hour earlier for sponsors and exhibitors to provide sufficient networking time with participants)
- IB and venue staff will be available to assist
- The exhibition table must be dismantled on Saturday 6th October between 16:00 and 18:00 (no early breakdown possible)
- During set up please remain within the designated area for safety requirements
• The exhibitor must ensure that no dangerous goods such as flammable liquids or toxic substances are brought to the venue.

As space is limited, we’d like to ensure that your stand will adequately accommodate your presentation materials or other planned activities. We would also appreciate if you could explain your arrival and set up plans as well as confirm whether you will rent additional audio-visual equipment or other visual/audio displays or animations.

Please note that we have global communication policies that require that we are informed of any videography interests. If we are aware of your creative interest or incentives, we could thus be in a position to better advise on what is possible within our policies as well as within the venue parameters and designated space.

If you would like to speak more thoroughly about this, please feel free to call or set up a time for a follow up call.

Banners

We would like to take this opportunity to remind you about the space available in the venue. The space around the tables is limited, therefore out of respect for your fellow exhibitors we kindly request you adhere to the following:

• There is space next to the desk for one standard pull-up banner. If you are bringing any larger pull-up displays they must fit behind your desk, they cannot be placed next to the desk.
  If you have any concerns about this please do let us know prior to the conference.

Bag Inserts (Global, Platinum & Gold sponsors only)

1,800 pieces

• 1 catalogue (max. A4 size, up to 16 pages) or
• 1 brochure (max. A4 size, up to 8 pages) + 1 USB stick, CD-ROM

Please refer to our shipping guidelines for labelling and delivery deadlines.
Programme Advertising Specifications

Please refer to the sponsor or exhibitor package to find which items are applicable to you.

- The deadline for the delivery of the digital print files is **July 31**. Please send your advertisement to **conference.ibaem@ibo.org**.
- Specifications: High resolution PDF. Dimensions to metric A5 (148 x 210 mm) and bleed 3mm. Fonts must be supplied, changed into outlines or embedded. All images in 300 DPI and CMYK. No PMS (PANTONE) colour.
- Ad dimensions:
  - full page (148 x 210 mm) (**Global & Platinum Sponsors**)
  - half page (148 x 105 mm) (**Gold & Silver Sponsors**; purchasable for Exhibitors)
- Exhibitors interested in booking a ½ page ad at EUR 500, please contact **conference.ibaem@ibo.org** to arrange booking and payment

Lead Capture

Each participant’s conference badge will have a QR code imprinted with the following encoded participant information: **Participant name - Company name - Phone number - Email** (see example below)

![QR Code](image.jpg)

To capture and add leads to your contact lists, please kindly ask for each participant’s permission to scan their code with a QR code. Scanning is easy and can be done via a QR code reader that can be installed on almost any smartphone. There is a variety of QR code apps for iOS and Android systems that should work and that are available free of charge. We recommend the following, which is available for all major operating systems:

**QR Reader by TapMedia Ltd**

**Windows:** [https://www.microsoft.com/en-us/store/p/qr-reader/9wzdncrfj1m0](https://www.microsoft.com/en-us/store/p/qr-reader/9wzdncrfj1m0)
**Blackberry:** [https://appworld.blackberry.com/webstore/content/86361/?countrycode=NL&lang=en](https://appworld.blackberry.com/webstore/content/86361/?countrycode=NL&lang=en)
Exhibition Floor Plans

Austria Center Vienna, Level 0 (entrance level, registration, exhibition area, main F&B area, pre-conference)
Austria Center Vienna, Level 1 (exhibition area, F&B, pre-conference, main conference breakout sessions)
Expo Sessions

Expo sessions

Expo sessions are taking place on Friday Oct. 5th and Saturday Oct. 6th between 1:00 and 2:00 pm and provide sponsors & exhibitors with an opportunity to present themselves to the conference participants.

One expo session is included in the Global, Platinum & Gold sponsorship packages. Additional expo sessions might become available later and will be allocated at the IB’s sole discretion on a ‘first come first serve’ basis (Please see below paragraph).

All Global, Platinum and Gold Sponsors are kindly requested to submit their expo session description by July 31st – please submit the following:

- Description of your expo session (max. 100 words; IB reserves the right to shorten if exceeding limit)
- Name(s) of the presenter(s)

Additional Expo Sessions

Depending on availability, sponsors & exhibitors can apply for the expo session waitlist by contacting conference.ibaem@ibo.org. The cost to conduct one session is EUR 500. Should there be availability after the registration deadline (July 31st) we will notify you accordingly.

- IMPORTANT DEADLINES FOR INTERESTED PARTIES ON THE WAITING LIST:
  Notifications about expo sessions will be sent out after July 31st. If you are selected, we kindly ask you to register via our registration within one week. All expo sessions will be part of the session overview in this year’s conference app and booklet. Should you have been selected to hold an expo session you will be asked during registration to provide us with the following information:

  - Description of your expo session (max. 100 words; IB reserves the right to shorten if exceeding limit)
  - Name(s) of the presenter(s)

Since rooms will be used for further presentation sessions right after expo sessions, we kindly ask everybody to refrain from altering the room set-up.
Shipping information

We ask all sponsors and exhibitors to send their shipment to our provider’s storage facilities. IML Messe Logistik (IML) is the exclusive warehousing and logistics partner for the Austria Center Vienna, where the IB Global Conference will be held.

Sponsors and exhibitors intending to ship goods to the Conference must contact IML following the procedures described below.

Compulsory IML transport handling services for all shipments.
IML will deal with the reception, warehousing, and on-site distribution of goods shipped to Vienna for the IB conference.

Information, conditions, rates, timelines and labels for the shipment of goods to (or by IML) can be found via the links below.

The costs of the IML transport handling services are NOT included in the sponsor and exhibitor fee and need to be paid directly to IML (in advance) separately.

Points of attention for sponsors and exhibitor shipments

- IML requires a credits card deposit and/or advance payment for all its services
- IML must be informed of intended shipments asap and latest 3 days prior to all arrivals
- IML will not accept shipments of unpaid freight charges of carriers on arrival
- IML is not liable for late or non-delivery of goods because of a faulty follow-up of instructions
- Items should be securely packed with no loose cargo to avoid damages.
- The ML standard service includes warehousing 3 weeks prior and 2 weeks after the event
- Items for bag inserts (Global, Platinum & Gold Sponsors only) should be packed separately and labelled with “Shipping Label for Bag Inserts IB” (no Table No. required!!)
- Return shipments handling is on Saturday and are liable for a 50% weekend surcharge

IB Conference shipment documents

- 2_IB Conf 2018 - Shipment info (please read and follow instructions carefully)
- 3_Contract for payment
- 4_Order Form ADVANCED WAREHOUSE
- 5_Shipping Label
- 6_Label Bag Inserts IB Conf 2018
- 7_Packing List ACV 2017
- 8_Proforma Invoice ACV 2017
Optional IML transport services

IML logistics can also arrange transportation, customs clearing, airport pick up from and return shipment handling for sponsors and exhibitors seeking to use these services.

Return shipment requests

- Those sponsors and exhibitors who have requested and prepaid return shipments and will the necessary return papers delivered to their stand during the conference.

Contact details IML for any questions

IML Messe Logistik GmbH

IB Conference Contact Person: Wolfgang Unzeitig
p: +43 (0)1 9974133 ext. 20
m: +43 (0)660 264 75 82
address: Austria Center Vienna / Bruno Kreisky Platz 1, 1220 Wien
e-mail: wolfgang.unzeitig@iml-vienna.at

Please always include your table number when arranging your shipment with IML