

# TLMI's 2018 Sponsorship Program with all **NEW** Opportunities



TLMI's Sponsorship Program is an unmatched way to maintain top-of-mind awareness among the decision makers throughout the organization. This year's Sponsorship Program will be offered at two levels with expanded benefits including year long branding with the addition of Converter Meeting exposure. with a third level focused solely on the Annual Meeting. The Annual Meeting tier will be sent out and offered in Q2 of 2018. Opportunities are limited and are available on a first-come, first-serve basis so make sure to submit your application soon!

	<b>PLATINUM</b>	<b>GOLD</b>
<b>Investment Levels</b>	<b>\$18,000</b>	<b>\$8,000</b>
<b>CHANGE</b>   Number of Sponsorships Available	4	18
<b>CHANGE</b>   Logo on the Key Cards at both Converter and Annual Meetings	●	
<b>CHANGE</b>   Logo on Lanyards at both Converter and Annual Meetings	●	
<b>NEW</b>   1/2 Page Profile & 1/2 Page Advertisement in All Three Issues of the TLMI Illuminator	●	
<b>NEW</b>   Logo in All Three Issues of the TLMI Illuminator	●	●
<b>NEW</b>   Pop-Up Banner with Logos at Meeting(s)	Committee/ Converter/Annual	Converter/Annual
Logo Displayed on Sponsor Screens and 1/4 Page Feature in the Annual Meeting Show Dailies	●	
<b>NEW</b>   Logo Displayed on Sponsor Screens		●
<b>NEW</b>   Presenting Sponsor of Converter and Annual Meeting Golf Tournament (Includes Games, Signage at Course, Scorecard Cover, Logo on Towel)	●	
<b>NEW</b>   Hole Sponsor of Converter and Annual Meeting Golf Tournament (Includes Signage at Course)		●
<b>NEW</b>   Logo and Links on the TLMI Member Portal (Debuting Q1 of 2018)	●	●
<b>NEW</b>   Logo on Annual Meeting Goody Bags	●	
<b>NEW</b>   Corporate Item Included in Annual Meeting Goody Bags	●	●
Logo on TLMI eNewsletters for 2018	●	●
<b>Complimentary Tabletop* with Electricity at the Annual Meeting Exhibit (Includes Premier Exhibit Locations)</b>	Front Entrance	Gold Terrace
<b>CHANGE</b>   Exclusive Access to the Annual Meeting Attendee E-Mail List Two Weeks prior to Meeting	●	●
Recognition on the Committee, Converter, and Annual Meeting Websites	●	●
<b>NEW</b>   Full Color Recognition in Meeting(s) Pocket Programs	Converter/Annual Full Page	Converter/Annual 1/2 Page
<b>NEW</b>   Recognition in expanded 2018 Social Media Campaigns	●	●

\*Meeting registrations fees additional

# Please select your sponsorship level:

**Important Notes and Deadlines:** Limited quantities available in each level. Sponsorship will be accepted on a first-come, first-serve basis. Payment is due within 45 days of submission. **Applications will be accepted through January 15th.**

- |                          |                             |                 |                  |
|--------------------------|-----------------------------|-----------------|------------------|
| <input type="checkbox"/> | <b>PLATINUM SPONSORSHIP</b> | <b>\$18,000</b> | <b>LIMIT: 4</b>  |
| <input type="checkbox"/> | <b>GOLD SPONSORSHIP</b>     | <b>\$8,000</b>  | <b>LIMIT: 18</b> |

Each sponsor must provide a contact point for artwork and deadlines associated with the sponsorship.

Sponsor Contact \_\_\_\_\_ Company Name \_\_\_\_\_

Email Address \_\_\_\_\_ Direct Phone Number \_\_\_\_\_

Payment Method  Invoice Me  American Express  MasterCard  Visa

Billing Address \_\_\_\_\_

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

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV \_\_\_\_\_

Signature \_\_\_\_\_

Please return to **members@tlmi.com**, or fax to (571) 645-5091, or mail a copy to:  
TLMI  
510 King Street  
Suite 410  
Alexandria, Virginia 22314

Sponsors must email a high res jpeg, .eps, or .ai file of their logo to **charles.millitzer@tlmi.com**. Please have these files to TLMI as soon as possible to ensure artwork is included in all communications.

# Explanation of Benefits

## **Logo on Key Cards at Two Meetings**

Exclusive to the Platinum Sponsors (4), TLMI will place the 4 sponsor's logo on the key cards for both the Converter and Annual Meeting.

## **Logo on Lanyards at Two Meetings**

Exclusive to the Platinum Sponsors (4), TLMI will provide each attendee a branded lanyard with Platinum Sponsor's logos for both the Converter and Annual Meeting.

## **1/2 Page Profile & 1/2 Page Advertisement in All Three Issues of the TLMI Illuminator**

Platinum Sponsors will each get one full page in TLMI's Illuminator (3 Issues for 2018). 1/2 page will be dedicated to advertisement and 1/2 page will be dedicated a company profile written by the sponsorship company.

## **Pop-Up Banner with Logos at Meeting(s)**

Platinum Sponsors will have a pop-up banner featuring company logos at the Committee, Converter, and Annual Meetings. Gold Sponsors will be featured at the Converter and Annual Meetings.

## **Logo Displayed on Sponsor Screens and a Quarter-Page Highlight in the Annual Meeting Show Dailies**

Sponsor logos (Platinum and Gold) will be displayed on transition slides throughout the Annual Meeting. Platinum Sponsors will have a 1/4 page advert during each day of the Annual Meeting Show Dailies.

## **Presenting Sponsor of Converter and Annual Meeting Golf Tournament**

Platinum Sponsors will each host a golf game trophy (longest drive, closest to pin, etc), will have signage throughout the course, will have logos on the scorecard jacket, and have their logos featured on the TLMI towel giveaway).

## **Hole Sponsor of Converter and Annual Meeting Golf Tournament**

Gold Sponsors will each sponsor a hole at the Converter and Annual Meeting Golf Tournament.

## **Logo and Links on the TLMI Member Portal**

TLMI will be launching it's all new member portal and website in Q1 of 2018. Once the portal and website are launched, Platinum and Gold Sponsors will have their logos displayed prominently. During the transition period, logos will be displayed on the current TLMI website.

## **Logo on Annual Meeting Goody Bags**

This will be the first year that TLMI will be offering goody bags during the annual meeting to attendees. Platinum Sponsors will have their logos printed on the front side of the goody bag.

## **Corporate Item in the Annual Meeting Goody Bag**

TLMI will pass out an attendee bag to each registrant upon check-in at the Annual Meeting. Platinum and Gold Sponsors can provide TLMI with a branded item to place in that bag. Branded items should be submitted in the quantity of 500 and should arrive at the hotel prior to the meeting (shipping and details to follow). Items are reserved on a first-come basis and items are purchased and shipped at the expense of the sponsor.

## **Logo on TLMI eNewsletters for 2018**

TLMI will be releasing News and Notes to members on a monthly basis in 2018. Each eNewsletter will have Platinum and Gold Sponsors logos displayed at the bottom of each email.

## **Complimentary Tabletop Exhibit with Electricity at Both Meetings**

TLMI will provide a discount code to all sponsors for the full value of the table top and electricity for the Annual Meeting. Attendee registration is not complimentary and is required for the Annual Meeting. Premium locations are offered to both Platinum and Gold Sponsors with Platinum Sponsors being positioned at the Front Entrance and Gold Sponsors being positioned in favorable positions next to the hospitality cocktail areas (Gold Terrace).

## **Access to the Annual Meeting Attendee Email List Prior to the Annual Meeting**

Exclusive to all sponsors of the meetings, TLMI will provide an attendee list with contact information two weeks prior to the Annual Meeting. A final attendee list with emails will be provided after the meeting.

## **Recognition on the Event Websites for 2018 Meetings**

All sponsors will have their logos displayed prominently on the Committee, Converter, and Annual Meeting event websites.

## **Recognition in the Pocket Programs for Both Meetings**

Pocket programs will be handed out to all attendees of the Converter and Annual Meeting.

Sizes for advertising are as follows:

- Platinum: 10" x 8", 2-Page Spread, Full Color
- Gold: 5" x 8", Full Page, Full Color

## **Recognition, Logo and Links Posted on TLMI Social Media: Twitter, Facebook, and LinkedIn**

TLMI will post an acknowledgment of each sponsor with the sponsor's logo and links to their website and/or the sponsors social media handles. TLMI will also focus social media activities around Platinum and Gold Sponsors.