



# VIRTUAL + IN-PERSON

APRIL 20-21  
ON ATTENDIFY



APRIL 29-30  
RENAISSANCE  
ORLANDO, FLORIDA



# IBPA PUBLISHING UNIVERSITY 2022

## Sponsorship Opportunities

### Maximize Your Exposure | Meet Great People | Generate High-Value Leads

With safety precautions in place, our flexible split format fits in four days of learning. Two days are virtual and two days are in-person at Renaissance Orlando, Florida. Double the opportunity for advertising your products and services!

Visit [publishinguniversity.org](https://publishinguniversity.org) to learn more.

Interested? Contact **Terry Nathan** at **310-546-1818** or [terry@ibpa-online.org](mailto:terry@ibpa-online.org)

### REGISTRANTS

IBPA Publishing University 2022 will be attended by *highly-motivated* professional publishers and self-published authors actively planning their publishing strategies. They attend IBPA Publishing University to discover the tools and industry partners they need to create and sell their print, digital, and audiobooks. IBPA offers sponsorship opportunities that will connect our partners both face-to-face and virtually with this interested, engaged, and qualified audience of over 500 individuals. And this year, sponsors will get twice the exposure.



### YOUR BEST BET

The **ALL ACCESS Exhibits** are a key part of the event and are designed to maximize engagement and interaction across both the virtual and in-person formats. IBPA will promote dedicated mingling opportunities virtually and in-person, as well.

Following is a complete description of standard sponsorships. Customized sponsorship opportunities are also available!

- » Want to sponsor professional headshots for all registrants?
- » What about a trip over to Disney?
- » Host an Epic Paddle Adventure? Morning Yoga?

**We'd love to hear your other creative ideas!**

**NEW THIS YEAR!**  
**10% OFF**

Early Bird  
Price Discount  
if booked before  
November 15, 2021

# Sponsorship Levels

## ALL ACCESS EXHIBIT—LIMITED SPACE!

Subject to Availability. These always sell out—book early!  
 New Sponsor \$1,950 | Returning Sponsor \$1,850

Includes a 3' x 6' draped table in the Orlando, Florida exhibit area, April 29–30. Signage may be placed on and behind the table, but may not block adjacent exhibitors.



+ PLUS

## VIRTUAL PLATFORM EXHIBIT INCLUDED WITH THE ALL ACCESS EXHIBIT

Set up a unique listing within IBPA Publishing University's dedicated SPONSOR AREA on the Attendify platform, inclusive of:

- » Company logo
- » Key contact information (name, email)
- » Featured image
- » Social media links (Twitter, Facebook, etc.)
- » Links to any external resources (videos, special offer pages, etc.)
- » Downloadable presentations (PDF, PPT, Word)
- » Ability to host 1-on-1 live video conference meetings with registrants via Attendify's on demand "MeetNow" functionality

### ALL ACCESS EXHIBIT includes:

- » 3' x 6' draped table in exhibit area
- » Two complimentary ALL ACCESS tickets (additional tickets available at half price)
- » Pre-event promotion
- » Sponsorship mention on IBPA Publishing University website before and after event
- » Company logo included on conference signage
- » Collateral materials in conference tote bag (materials supplied by sponsor)
- » One quarter-page advertisement in IBPA Publishing University program
- » Thank you announcement from the podium during the event
- » Opportunity to participate in IBPA Publishing University's exclusive "Ask the Experts" program
- » Registrants will be encouraged to visit each SPONSOR via a "Sponsor Treasure Hunt" game featuring prizes provided by IBPA



"A phenomenal experience. My questions were answered and I learned the latest info. I felt a sense of community that I hadn't experienced in publishing before."

KATE ZARRELLA  
 CALLING CARD BOOKS

# Premium Sponsorships

All Premium Sponsorships include the ALL ACCESS EXHIBIT as outlined on page 2.  
 Partial Premium Sponsorships available after November 15th if still available.  
 Please contact Terry Nathan at 310-546-1818 or [terry@ibpa-online.org](mailto:terry@ibpa-online.org) for details and pricing.

## CONFERENCE TOTE BAG—ONLY ONE AVAILABLE!

New Sponsor \$4,950 | Returning Sponsor \$4,850

Exclusive sponsorship of the conference tote bag. Your company logo will be placed on the conference tote bag given to all program registrants, in-person and virtual. Your logo (single color) is placed alongside the IBPA Publishing University logo.



The 2018 conference tote bag

## IBPA BENJAMIN FRANKLIN AWARDS CEREMONY

Friday, April 28, 2022 at 5:30 PM | \$11,950

Exclusive sponsorship of the 34th annual IBPA Benjamin Franklin Awards Ceremony—attended by all in-person registrants.

Generously sponsored by



### AWARDS CEREMONY SPONSORSHIP INCLUDES:

*In addition to the items listed in the ALL ACCESS EXHIBIT...*

- » Two additional complimentary ALL ACCESS tickets
- » Collateral materials placed on registrant chairs prior to the Ceremony (materials supplied by sponsor)
- » Special Awards Ceremony signage with exclusive branding
- » Full-page advertisement in IBPA Publishing University program
- » Thank you announcement from the podium during the Ceremony
- » Opportunity to offer an official greeting from podium at beginning of the Ceremony



# Premium Sponsorships CONTINUED

## FEATURED SPONSOR OF THE DAY: ON THE ATTENDIFY PLATFORM

Wednesday, April 20, 2022

Thursday, April 21, 2020

Two Available | \$4,500 each

Be the Featured Sponsor of the Day at IBPA Publishing University's Town Hall area and the day's Keynote Address on the Attendify platform.



### FEATURED SPONSOR OF THE DAY ON ATTENDIFY INCLUDES:

*In addition to the items listed in the ALL ACCESS EXHIBIT...*

- » Exclusive sponsorship of that day's keynote address
- » Opportunity to provide 3-minute remarks prior to the keynote
- » Your company logo on IBPA Publishing University Town Hall's cover image
- » Promotional text in the Town Hall welcome note directly beneath the cover image
- » Live polling to collect feedback from session registrants
- » Full-page advertisement in IBPA Publishing University program (upgrade from quarter page)

## FEATURED SPONSOR OF THE DAY: FOR SESSIONS IN ORLANDO

Friday, April 29, 2022

Saturday, April 30, 2020

Two Available | \$4,500 each

Be the Featured Sponsor of the Day at IBPA Publishing University's in-person event and the Keynote Address.



### FEATURED SPONSOR OF THE DAY IN ORLANDO INCLUDES:

*In addition to the items listed in the ALL ACCESS EXHIBIT...*

- » One additional complimentary ALL ACCESS ticket
- » Special Keynote sponsor signage with exclusive branding
- » Full-page advertisement in IBPA Publishing University program (upgrade from quarter page)
- » Collateral materials placed on registrant chairs prior to the Keynote (materials supplied by sponsor). Other materials may be added, yours will be on top.
- » Opportunity to offer an official greeting from podium at beginning of the Keynote Address

# Premium Sponsorships CONTINUED

## IBPA PUBLISHING UNIVERSITY LUNCHEON

Friday, April 29, 2022 at 12:30 PM

Saturday, April 30, 2022 at 12:30 PM

Two Available | \$6,250 each

Exclusive sponsorship of the IBPA Publishing University's luncheon—attended by all in-person registrants.



### LUNCHEON SPONSORSHIP INCLUDES:

*In addition to the items listed in the ALL ACCESS EXHIBIT...*

- » Two additional complimentary ALL ACCESS tickets
- » Collateral materials placed on registrant chairs prior to the Luncheon (materials supplied by sponsor)
- » Special Luncheon sponsor signage with exclusive branding
- » Full-page advertisement in IBPA Publishing University program (upgrade from quarter page)

## IBPA PUBLISHING UNIVERSITY CONTINENTAL BREAKFAST

Saturday, April 30, 2022 at 8:00 AM | \$4,950

Exclusive sponsorship of the Continental Breakfast—attended by all in-person registrants.



### CONTINENTAL BREAKFAST SPONSORSHIP INCLUDES:

*In addition to the items listed in the ALL ACCESS EXHIBIT...*

- » One additional complimentary ALL ACCESS ticket
- » Special Breakfast sponsor signage with exclusive branding
- » Full-page advertisement in IBPA Publishing University program (upgrade from quarter page)



# Premium Sponsorships CONTINUED

## LITERATURE & LIBATIONS WELCOME CELEBRATION

Thursday, April 28, 2022 at 7:00 PM | \$4,500

Exclusive sponsorship of welcome celebration—attended by all in-person registrants.



### LITERATURE & LIBATIONS SPONSORSHIP INCLUDES:

*In addition to the items listed in the ALL ACCESS EXHIBIT...*

- » One additional complimentary ALL ACCESS ticket
- » Company-branded drink tickets (1 drink ticket per registrant)
- » Special Literature & Libations sponsor signage with exclusive branding
- » Full-page advertisement in IBPA Publishing University program (upgrade from quarter page)

## WELCOME FIRST TIMERS!

Friday, April 29, 2022 at 11:00 AM | \$2,950

Exclusive sponsorship of a facilitator-led discussion and networking opportunity for IBPA Publishing University first timers. Registrants stop by to meet other newbies and learn how to get the most out of the IBPA Publishing University experience.



### WELCOME TO FIRST TIMERS SPONSORSHIP INCLUDES:

*In addition to the items listed in the ALL ACCESS EXHIBIT...*

- » One additional complimentary ALL ACCESS ticket
- » Collateral materials placed on registrant chairs prior to the Welcome First Timers! event (materials supplied by sponsor)
- » Special Welcome First Timers sponsor signage with exclusive branding
- » Half-page advertisement in IBPA Publishing University program (upgrade from quarter page)

## ADD-ONS AND A LA CARTE SPONSORSHIPS

### INDIVIDUAL SESSION SPONSORSHIP ADD-ON — ONE PER SESSION AVAILABLE | \$500 each

*Must purchase an ALL ACCESS EXHIBIT to be eligible for this sponsorship. Available for individual/breakout sessions only—no keynote sessions or workshops.*

- » FOR SESSIONS IN ORLANDO: Collateral materials placed on registrant chairs prior to the session (materials supplied by sponsor).
- » FOR ATTENDIFY SESSIONS: Includes a “Sponsored by...” tile at the top of the session and a link to your company profile in the SPONSORS AREA.
- » Opportunity to offer an official greeting at beginning of the session.

### MARKETING COLLATERAL ON KEYNOTE SESSION SEATS: \$1,200 — Limit 2, first come, first served

*Must purchase an ALL ACCESS EXHIBIT to be eligible for this sponsorship.*

- » One piece of marketing collateral placed on each registrant chair prior to the keynote address on either Friday, April 29, 2022 or Saturday, April 30, 2022 (materials supplied by sponsor). Limit two per day.

### DEDICATED eBLAST TO ALL REGISTRANTS: \$1,200 — Limit 5, first come, first served

*Must purchase an ALL ACCESS EXHIBIT to be eligible for this sponsorship.*

- » One pre- or post-event marketing email sent by the IBPA office to the registrants of IBPA Publishing University 2022 on behalf of the sponsor. Email content must be provided by the sponsor and is subject to approval by IBPA staff.

### MARKETING COLLATERAL IN CONFERENCE TOTE BAG: \$500 — For each 8 ½” x 11” or equivalent piece

- » One piece of marketing collateral placed in each registrant’s conference tote bag (materials supplied by sponsor).

### PROGRAM AD UPGRADES (Available to sponsors with a quarter page ad)

- » Upgrade to Half Page: \$250
- » Upgrade to Full Page: \$500

### LANYARD/BADGE SPONSOR: \$750

(Exclusive sponsorship of IBPA Publishing University 2022 Lanyards/Badges)

- » One complimentary ALL ACCESS ticket (additional tickets available at half price).
- » Pre-event promotion.
- » Sponsorship mention on IBPA Publishing University website before and after event.
- » Company logo included on conference signage.
- » One-quarter page advertisement in IBPA Publishing University program.
- » Thank you announcement from the podium during the event.
- » Sponsor to supply 300 lanyards and name badge holders to arrive at the IBPA office by March 15, 2022.

“IBPA Publishing University provided a great atmosphere to learn and share ideas. I left with helpful resources and confidence to grow my marketing plan.”

—COLLEEN NITZNIK  
MARIANNE RICHMOND  
STUDIOS, INC.

### VIRTUAL CONFERENCE

Attendify Platform Dates: Wednesday, April 20 – Thursday, April 21, 2022

### IN-PERSON AT RENAISSANCE ORLANDO

6677 Sea Harbor Drive, Orlando, Florida 32827

In-Person Conference Dates: Friday, April 29 – Saturday, April 30, 2022



“Two words:  
Blown away!  
Efficient, well-organized,  
uplifting... Thank you—  
small words for  
a huge impact!”  
WANDA OBERMEIER

**EXHIBIT HOURS (all times Eastern)**  
WEDNESDAY, APRIL 20 • 11:00 am – 6:30 pm  
THURSDAY, APRIL 21 • 11:00 am – 6:30 pm  
FRIDAY, APRIL 29 • 11:00 am – 4:30 pm  
SATURDAY, APRIL 30 • 7:30 am – 6:00 pm

Visit [publishinguniversity.org](https://publishinguniversity.org) to learn more.  
Interested? Contact **Terry Nathan** at **310-546-1818** or [terry@ibpa-online.org](mailto:terry@ibpa-online.org)  
**#PubU2022**