



GOErgo™ presents
The Global Organization of Ergonomics

The 21st Annual

appliedergonomics

CONFERENCE 2018

Optimize business through applied ergonomics

Advertising & Sponsorship Brochure

Exhibit: March 26 – 28, 2018

Hilton Atlanta • Atlanta, Georgia

ADVERTISING OPPORTUNITIES

BAG INSERT FOR CONFERENCE BAGS

\$500 per standard insert (1 page or front/back page)

\$600 per brochure, pamphlet, tri-fold, CD, etc.

Your company's product ad or flyer is a great way to guarantee attendees see your message.

You provide the material; we place it in the attendee conference bags for distribution at

registration. **Exhibitor is responsible for printing and shipping inserts to IISE headquarters.**

PRE-CONFERENCE CUSTOM E-BLAST

\$750 (limited to 5)

Get your message out to all registered attendees with a pre-conference custom-designed

e-blast! Promote your company's product or service for the upcoming conference and don't

forget your booth number. **You provide the HTML and text-only files and host the images**

from your server. With the ability to customize everything, you have complete control over

the content of the e-blast.

EXHIBITOR PRESENTATION

\$500 per 20-minute session

Expand your company's presence by giving a presentation on the show floor. Exhibitor

presentations should be educational in nature and not a specific sales pitch. They

should be targeted to showcase success stories, applications, problem solving,

technology integration, and retrofit/new construction considerations. Multiple slots can

be purchased and seating will be made available for approximately 40 attendees.

DISPLAY AD IN CONFERENCE PROGRAM

FULL-PAGE, 4-COLOR PRIME POSITIONS AVAILABLE!

\$1,350 INSIDE FRONT COVER – C2

\$1,250 INSIDE BACK COVER – C3

\$1,495 BACK COVER – C4

Increase your visibility to every conference attendee by placing a full-page, four-color display

ad in the conference program that every attendee will receive. This program is used by all

attendees as a daily guide and key to planning their schedules. Every activity, session, and

event is listed in this informative program guide. Remember this guide will be carried by each

attendee at the conference and kept to use as a reference tool throughout the year.

ACT NOW!

TO RESERVE EXHIBIT SPACE AT THE APPLIED
ERGONOMICS CONFERENCE, CONTACT:

Hutson Lambert

(228) 452-9683

hlambert@airmail.net

Anita Lambert

(228) 452-6159

anita4@airmail.net

Dolores Ridout

(281) 762-9546

ridout3@airmail.net

SPONSORSHIP OPPORTUNITIES

ATTENDEE CONFERENCE BAGS \$5,000

All conference attendees will receive a conference bag at registration. Take advantage of this exclusive chance to brand a high-valued, highly visible item used by every attendee. Attendees will be thrilled that you provided an easy, take-home bag for them.

ATTENDEE BADGE HOLDERS \$3,500

Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your company logo will be printed on the name badge holder each attendee will receive upon registering.

SPONSOR VIDEO KEYNOTE SESSION \$4,000

(two slots available before Keynote Speaker presentations)

Be featured for up to three minutes before each keynote presentation! Keynote presentations are the best attended sessions of any conference, which means your infomercial sponsorship is a can't-miss chance to get your business in front of nearly all the conference attendees. Be as creative as you like — just send us your video and we'll do the rest!

ATTENDEE PADS & PENS \$2,500

With so many sessions for note-taking, every attendee will be thankful to have your branded pad and pen to keep them organized. Attendees will see your company logo every time they take a note. After the show, attendees will continue to use these items and see your brand reminding them to give you a call.

BRANDED REUSABLE WATER BOTTLES \$2,500

Secure a brand reminder every time attendees take a sip. Don't forget your booth number. Attendees will thank you for providing an item they can use throughout the conference and after.

PREMIUM AD SPACE ON THE CONFERENCE MOBILE APP (EXCLUSIVE) \$1,500

Don't miss this opportunity to increase your exposure, booth traffic and leads by securing exclusive premium ad space on the Applied Ergonomics Conference mobile app! The mobile app is one of the most popular and widely used attendee tools — ensure your ad is seen every time an attendee opens it. Include a specific call to action that will direct users to your desired destination, as well as a link to your website to drive traffic. Act now to take advantage of this prized advertising real estate!

ERGO QUIZ BOWL CONTEST \$1,500

Act now and increase awareness as the sponsor of the Ergo Quiz Bowl Contest! Open to all attendees, this fast-paced quiz is where you'll find teams taking the ultimate ergo challenge! Be front and center where teams and spectators unite to test their ergonomics knowledge. Prominently displayed signage with your logo will show your sponsorship and support of this event!

ERGO CUP® AWARDS CEREMONY (STREAMED LIVE ONLINE) \$2,750

Align your company with excellence by sponsoring the livestream of the esteemed Ergo Cup® awards ceremony. The internationally recognized Ergo Cup® honors the top companies in the field with awards for demonstrations of their innovative ergonomic solutions. The awards ceremony will be streamed online for anyone to watch, regardless of attendance at the Applied Ergonomics Conference. For \$2,750, your company has the opportunity to sponsor the livestream and gain widespread exposure in the ergonomics and human factors field.

SPECIALTY NETWORKING EVENT \$1,500

Now is your opportunity to enhance your company's visibility! Take part in the fun at the AEC Specialty Networking Event, a social activity for attendees to unwind and network! Displayed signage with your logo will show your sponsorship support of this event.

CHARGING STATION TOWER OR CUBE \$5,000

Now is your opportunity to enhance your company's visibility! Your company's logo will be prominently displayed on a centrally located charging station used by attendees throughout the conference. The best feature is that each station has multiple units with lockable doors! Attendees set their own combination, go and attend a session, and return for their phone or tablet. Add additional TV monitors for front/back panel coverage offering continuous branding for your company or products.* Prominently displayed signage with your logo will show your sponsorship support of this event.

*Additional charge

CYBER CAFE \$2,500

Welcome attendees to visit the Cyber Cafe - an easily accessible, centralized hub for networking. Equipped with laptop stations where attendees can check and send email, access conference information and surf the net, the Cyber Cafe will provide attendees a relaxed and inviting atmosphere. Prominently displayed signage with your logo will acknowledge you as the sponsor. Bring mouse pads with your logo for added exposure at individual workstations.

HOTEL ROOM KEY CARDS \$1,750

How often do you get the chance to sponsor something that attendees hold onto throughout the conference? Your company or university logo and booth number will appear on each attendee's hotel key card.

CO-SPONSORSHIP OPPORTUNITIES

WELCOME RECEPTION \$10,000

Your company can welcome and host this informal networking event on Monday, March 26, 2018. Attendees will enjoy hors d'oeuvres and drinks in a relaxed atmosphere and discuss the day's events. As a sponsor, this is a great way to increase the awareness of your company with attendees. We will provide high-quality signage with your company's logo prominently displayed at the reception. For added exposure, you may provide cups and napkins with your company logo or marketing message.

CONTINENTAL BREAKFAST \$3,000 PER DAY

Get attendees off to a great start and get them thinking about your company first thing in the morning. Each breakfast will feature your company's logo prominently displayed near the food and beverage stations. You may provide cups and napkins with your company logo to increase visibility. Choose from three (3) available days: Tuesday, Wednesday or Thursday.

ATTENDEE LUNCHEON \$5,000

After a great morning of sessions, attendees will be ready for a well-deserved lunch. Take this opportunity to sponsor the attendee luncheon on Tuesday, March 27, 2018. We will provide high-quality signage with your company's logo prominently displayed near the food and beverage stations. For added exposure, you may provide cups and napkins with your company logo or marketing message.

REFRESHMENT BREAKS \$2,000 PER BREAK

Attendees will be sure to thank you for providing a relaxing break between sessions. We will provide prominently displayed signs with your company's logo at the refreshment stations located in the Exhibit Hall area. Further your exposure by supplying cups and napkins with your company logo or marketing message.