

# IANA 2012 Sponsorship Program

*A year-long program  
to showcase your products  
and services throughout 2012  
and at IANA meetings*



**Intermodal Association  
of North America**

# Intermodal Association of North America

# IANA 2012 Sponsorship Program

IANA's 2012 Sponsorship Program is designed to provide a full calendar year of maximum name and brand exposure. Companies who elect to participate enjoy benefits throughout the year in IANA publications and at special events, including IANA's Intermodal Expo, November 11-13, 2012 in Anaheim, California.

**The earlier in the year you make your commitment, the more value you receive for your sponsorship!**

## Platinum Plus — \$8,000

### *IANA's Intermodal Expo and Seminar Activities*

- Three full complimentary registrations to IANA's Intermodal Expo
- Four complimentary At-Large IANA Memberships
- Recognition as a co-sponsor of an Expo luncheon on the exhibit floor
- Recognition on signage, in the program and in the sponsor slideshow as a co-sponsor of the reception held during IANA's 2012 Operations & Maintenance Seminar
- Priority selection of exhibition space for the 2013 Intermodal Expo
- Company listing in the Intermodal Expo promotional brochure
- Company listing in the official Intermodal Expo program
- Company logo with hot link to your website on the Intermodal Expo home page on the IANA website
- Company name on signs placed at the Anaheim Convention Center and major Intermodal Expo hotels
- List of pre-registrants for IANA's Intermodal Expo and NITL's TransComp

### *Advertising/Promotional Activities*

- Enhanced listing in the online IANA Intermodal Marketplace
- Company logo with hot link to your website on the IANA website home page
- Complimentary full-page black & white ad to run twice, or a 1/2-page black & white ad to run four times, during 2012 in IANA's *Intermodal Insights*
- Recognition monthly in *Intermodal Insights*

## Platinum — \$6,500

### *IANA's Intermodal Expo and Seminar Activities*

- Two full complimentary registrations to IANA's Intermodal Expo
- Two complimentary At-Large IANA Memberships
- Recognition as a co-sponsor of an Expo luncheon on the exhibit floor
- Recognition on signage, in the program and in the sponsor slideshow as a co-sponsor of the reception held during IANA's 2012 Operations & Maintenance Seminar
- Priority selection of exhibition space for the 2013 Intermodal Expo
- Company listing in the Intermodal Expo promotional brochure
- Company listing in the official Intermodal Expo program
- Company logo with hot link to your website on the Intermodal Expo home page on the IANA website
- Company name on signs placed at the Anaheim Convention Center and major Intermodal Expo hotels
- List of pre-registrants for IANA's Intermodal Expo and NITL's TransComp

### *Advertising/Promotional Activities*

- Company logo with hot link to your website on the IANA website home page
- Complimentary full page black & white ad to run once, or a 1/2-page black & white ad to run twice, during 2012 in IANA's *Intermodal Insights*
- Recognition monthly in *Intermodal Insights*

# Intermodal Association of North America

# IANA 2012 Sponsorship Program

**DEFERRED BILLING offers you up to six months of advance sponsorship benefits.** Make your commitment now to take full advantage of the sponsorship program throughout the year. Contact Jim Morrow at 301-982-3400, ext. 314, or jim.morrow@intermodal.org for more information.

## Gold — \$4,000

### *IANA's Intermodal Expo and Seminar Activities*

- Recognition as a co-sponsor of an Expo luncheon on the exhibit floor
- Recognition on signage, in the program and in the sponsor slideshow as a co-sponsor of the reception held during IANA's 2012 Operations & Maintenance Seminar
- Company listing in the Intermodal Expo promotional brochure
- Company listing in the official Intermodal Expo program
- Company logo on the Intermodal Expo home page on the IANA website
- Company name on signs placed at the Anaheim Convention Center and major Intermodal Expo hotels
- List of pre-registrants for IANA's Intermodal Expo and NITL's TransComp

### *Advertising/Promotional Activities*

- A 120 x 120 pixel ad on the IANA website to run for six months in the Rail Intermodal Terminal Directory section, one of the most often visited sections on the IANA website
- Complimentary 1/3-page black & white ad to run twice during 2012 in IANA's *Intermodal Insights*
- Recognition monthly in *Intermodal Insights*

## Silver — \$2,000

### *IANA's Intermodal Expo Activities*

- Recognition as a co-sponsor of exhibitor move-in day refreshments
- Company listing in the official Intermodal Expo program
- Company name on the Intermodal Expo home page on the IANA website
- Company name on signs placed at major Intermodal Expo hotels

### *Advertising/Promotional Activities*

- Complimentary 1/3-page black & white ad to run once during 2012 in IANA's *Intermodal Insights*
- Recognition monthly in *Intermodal Insights*

## Bronze — \$1,000

### *IANA's Intermodal Expo Activities*

- Company listing in the official Intermodal Expo program
- Company name on the Intermodal Expo home page on the IANA website
- Company name on signs placed at major Intermodal Expo hotels

### *Advertising/Promotional Activities*

- Recognition monthly in *Intermodal Insights*

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**NOTE: All complimentary ads are black and white; may be upgraded to full color for a fee.**

*Sponsorship is an exclusive benefit available only to IANA members.*

# Sponsorship Benefits at a Glance

	Platinum Plus	Platinum	Gold	Silver	Bronze
Enhanced listing in the online IANA Intermodal Marketplace	✓				
Number of complimentary At-Large Memberships	4	2			
Recognition as co-sponsor of Operations & Maintenance Seminar Reception	✓	✓	✓		
Complimentary advertising in <i>Intermodal Insights</i>	✓	✓	✓	✓	
Recognition monthly in <i>Intermodal Insights</i>	✓	✓	✓	✓	✓
Complimentary advertising on the IANA website in RITD section			✓		
<b>Intermodal Expo-Related Activities:</b>					
Company logo with hot link on IANA Web site home page	✓	✓			
Number of complimentary registrations	3	2			
Priority selection of booth space	✓	✓			
Company name in Registration Brochure	✓	✓	✓		
List of pre-registrants for Intermodal Expo/TransComp	✓	✓	✓		
Company logo on Expo website home page	✓	✓	✓		
Company name on Expo website home page				✓	✓
Luncheon or other refreshment co-sponsor	✓	✓	✓	✓	
Company name on signs at Convention Center <i>and</i> conference hotels	✓	✓	✓		
Company name on signs at conference hotels				✓	✓
Company name in official Intermodal Expo program	✓	✓	✓	✓	✓

## IANA 2012 SPONSORSHIP PROGRAM

# Sponsorship Agreement

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Street Address \_\_\_\_\_

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

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_

Website \_\_\_\_\_

Signature of authorized representative of Sponsor \_\_\_\_\_

TO RESERVE YOUR PREFERRED SPONSORSHIP, MAIL OR FAX TO:  
 Intermodal Association of North America, 11785 Beltsville Dr., Suite 1100, Calverton MD 20705-4048  
 Tel: 301-982-3400 ext. 314; Fax: 301-982-4815

### 2012 IANA SPONSORSHIPS

**Platinum Plus Sponsor** — \$8,000

**Silver Sponsor** — \$2,000

**Platinum Sponsor** — \$6,500

**Bronze Sponsor** — \$1,000

**Gold Sponsor** — \$4,000

**Payment Information**     Payment Enclosed     Bill me now     Bill me 6/15/12

For credit card payments, provide the following information:     Visa     MasterCard     American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Signature \_\_\_\_\_