2020 Sponsorship Program

- Year-long
- Intermodal EXPO
- Business Meeting
- Golf Outing
- Webinars
Become a Sponsor

Being a year-long or event sponsor delivers quality business opportunities to:

• showcase new products and services,
• raise your profile with customers – current and future,
• be recognized as a company committed to advancing the intermodal industry

To secure the sponsorship most aligned with your business objectives, use the online form to lock it in.

iana.formstack.com/forms/spONSorshipopp_2020

If you are interested in tailoring a sponsorship opportunity for your company, contact us with your ideas. Also, we are available to share more details about any of the year-long or event-specific opportunities. Feel free to contact us at 301-982-3400 ext. 314 or sponsorship@intermodal.org.

Please note that all sponsor benefits are non-transferable. Member companies cannot convey nor use benefits to recognize any of its affiliates, subsidiaries or owned entities. All associated benefits are provided singularly for the use of the official IANA member company.

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IANA Year-long Sponsorship Program

The IANA year-long program offers sponsors a full calendar year of maximum name and brand exposure. Companies who participate enjoy benefits in IANA publications and at events. Please note that all sponsor benefits are non-transferrable. Member companies cannot convey nor use benefits to recognize any of its affiliates, subsidiaries or owned entities. All associated benefits are provided singularly for the use of the official IANA member company.

<table>
<thead>
<tr>
<th>Year-long Visibility</th>
<th>Platinum Plus</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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</thead>
<tbody>
<tr>
<td>Enhanced listing in the IANA Intermodal Marketplace</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Complimentary At-Large memberships</td>
<td>4</td>
<td>2</td>
<td></td>
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<tr>
<td>Company logo with link to your website on the home page and 2020 sponsor page of intermodal.org</td>
<td>✔️</td>
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<td>Company logo on 2020 sponsor page of intermodal.org</td>
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<td>Company name on 2020 sponsor page of intermodal.org</td>
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<td>✔️</td>
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<tr>
<td>Complimentary advertising in Intermodal Insights</td>
<td>✔️</td>
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<td>Recognition bi-monthly in Intermodal Insights</td>
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<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Recognition on LinkedIn, Twitter and Intermodal Connections</td>
<td>✔️</td>
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<td>Complimentary digital ad in Intermodal Connections</td>
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<td>IANA Social Media Tool Kit</td>
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| Business Meeting 2020 Related                                                       |               |          |      |        |        |
| One complimentary registration to the Business Meeting                               |               |          |      |        | ✔️     |
| Recognition as co-sponsor of the Business Meeting Networking Reception               | ✔️            | ✔️       |      |        | ✔️     |

| Intermodal EXPO 2020 Related                                                        |               |          |      |        |        |
| Complimentary full registrations                                                    | 4             | 3        |      |        |        |
| Priority selection of booth space for Intermodal EXPO 2021                           | ✔️            | ✔️       |      |        |        |
| Recognition as co-sponsor of the New Member/First-Time Attendee Reception           |               |          |      |        | ✔️     |
| Two complimentary passes to the New Member/First-Time Attendee Reception            |               |          |      |        | ✔️     |
| Priority access to private meeting rooms/suites                                      | ✔️            | ✔️       |      |        |        |
| Early access to housing                                                              | ✔️            | ✔️       |      |        |        |
| Company logo on slideshow at general sessions                                        | ✔️            | ✔️       | ✔️   | ✔️     | ✔️     |
| Company name on or near entry to exhibit hall                                       | ✔️            | ✔️       |      |        |        |
| Sponsor ribbon on badges for company attendees                                      | ✔️            | ✔️       |      |        |        |
| Recognition as co-sponsor of breakfasts/luncheons                                    | ✔️            | ✔️       |      |        |        |
| Company listing in select promotional materials                                      | ✔️            | ✔️       | ✔️   | ✔️     | ✔️     |
| List of registrants prior to and after                                              | ✔️            | ✔️       | ✔️   | ✔️     | ✔️     |
| Logo with link on EXPO website home page and in program guide                        | ✔️            | ✔️       | ✔️   | ✔️     | ✔️     |
| Company name on EXPO website sponsor page                                           |               |          | ✔️   | ✔️     | ✔️     |
| Company name in EXPO program guide                                                  |               |          | ✔️   | ✔️     | ✔️     |
| Company name on signage                                                             | ✔️            | ✔️       | ✔️   | ✔️     | ✔️     |
Premium Sponsorship Opportunities

Exclusive opportunities for IANA members only on a first-come, first-served basis. EXPO premium sponsorship opportunities provide extensive brand exposure including participation in the year-long sponsorship program. Co-sponsorship opportunities are available; special conditions apply. Please note that all sponsor benefits are non-transferable. Member companies cannot convey nor use benefits to recognize any of its affiliates, subsidiaries or owned entities. All associated benefits are provided singularly for the use of the official IANA member company.

Mobile App Sponsor
$25,000
- Platinum Plus Sponsorship benefits
- 3 additional EXPO registrants
- ad in mobile app
- recognition on EXPO website, select event signage, program guide and mobile app
- company logo on splash screen of app
- recognition in education session rooms

Networking Lounge
SOLD
- Platinum Plus Sponsorship benefits
- 3 additional EXPO registrants
- ad in mobile app
- recognition on EXPO website, select event signage, program guide and mobile app
- includes wall backdrop with television and furniture

Registration Area
$20,000
- Platinum Sponsorship benefits
- 2 additional EXPO registrants
- advertising insert in portfolio/registration bag
- recognition on EXPO website, select event signage, program guide and mobile app
- recognition as registration sponsor at registration area

Wi-Fi Sponsor
$20,000
- Platinum Sponsorship benefits
- 2 additional EXPO registrants
- ad in mobile app
- recognition on EXPO website, select event signage, program guide and mobile app
- recognition on login screen to access Wi-Fi and on signage around convention center

Welcome Reception
SOLD
- Platinum Plus Sponsorship benefits
- 3 additional EXPO registrants
- insert in portfolio/registration bag
- recognition on EXPO website, select event signage, program guide and mobile app
- Special Acknowledgements: logo-branded napkins during reception
Event Sponsorship/Advertising Opportunities

**Branded Journals (IANA provided)** NEW!
$15,000
- 2 complimentary registrations
- company logo on journal cover (1-color logo)
- sponsor advertisement on tip-in sheet

**Branded Journals (sponsor provided)** NEW!
$5,000
- 1 complimentary registration

**Monday/Tuesday Networking Refreshment Breaks**
$15,000 (available as co-sponsorships)
- 3 complimentary registrations
- company logo on signage during breaks
- recognition on EXPO website, program guide and mobile app
- logo-branded coffee cups during breaks

**Survival Kits** NEW!
$10,000
- 2 complimentary registrations
- company logo on survival kits (1-color logo)
- recognition on EXPO website, program guide and mobile app
- kit includes: adhesive bandages, first aid cream, hand sanitizer, sunscreen, antacid, ibuprofen, lip balm; placed in registration bags

**Hotel Keycards**
$10,000
- 2 complimentary registrations
- company branded key card at all EXPO hotels

**Tumblers (IANA provided)** NEW!
$10,000
- 1 complimentary registration
- company logo on tumbler (1-color logo)
- tumbler placed in registration bags

**Registration Bags**
- 1 complimentary registration
- company logo on bag (1-color logo)

**Tumblers (sponsor provided)** NEW!
$5,000
- 1 complimentary registration
- tumbler placed in registration bags

**Stair Clings** NEW!
$13,000
- 2 complimentary registrations
- recognition on EXPO website, program guide and mobile app
- branded clings on Hyatt and Convention Center stair risers from 9/13 – 9/15

**Device Charging Power Pak Stations**
$5,000 (5 available)
- 1 complimentary registration
- recognition on EXPO website, program guide and mobile app
- company logo on 40 portable power paks and 5 stations

**Column Clings (Convention Center 1st floor 9/13 – 9/15)**
$5,000 (4 available)
- 1 complimentary registration
- 1 column, 2 branded sides or 2 columns, 1 branded side each (based on availability)

**Lanyards/Back of Badge** SOLD
- 2 complimentary registrations
- company logo on lanyard
- ad on back of badge

**New!**
### Event Sponsorship/Advertising Opportunities

**Football on Monday Night Party Co-Sponsorship**  
**$5,000 (10 available)**  
- 1 complimentary registration  
- company logo on event signage  
- recognition on EXPO website, program guide and mobile app

**Headshot Café Co-Sponsorship**  
**NEW!**  
**$5,000 (4 available)**  
(exclusive sponsorship available)  
- 1 complimentary registration  
- company logo on signage in Headshot Café area of exhibit hall  
- recognition on EXPO website, program guide and mobile app  
- 1 piece of branded literature (pamphlet, flyer, etc.) in area

**Luggage Storage**  
**$3,000**  
- 1 complimentary registration  
- company logo at luggage storage area  
- storage area available Monday and Tuesday

**Advertising Insert**  
**$2,500 (2 available)**  
- company provided giveaway, flyer, or brochure inserted into registration bags

**Puppy Experience Station Co-Sponsorship**  
**NEW!**  
**$5,000 (4 available)**  
(exclusive sponsorship available)  
- 1 complimentary registration  
- company logo on signage in Puppy Experience area of exhibit hall  
- recognition on EXPO website, program guide and mobile app  
- 1 piece of branded literature (pamphlet, flyer, etc.) in area

**Committee Meeting Refreshments/Wi-Fi Co-Sponsorship**  
**$2,000 (1 sold, 3 available)**  
- recognition on EXPO website, program guide and mobile app  
- recognition on event signage during committee meetings (on Sunday)

### Webinars

IANA webinars, conducted throughout the year, are designed to be timely and relevant focusing on the intermodal industry's most pressing industry issues.

IANA is offering two types of webinar sponsorships:

- **Thought Leadership.** The “Inside the Numbers Series” (4 webinars) providing a quarterly update on the intermodal marketplace; or “Intermodal University Series” (4 webinars) each covering a different topic — Intermodal Basics, Intermodal Drayage, Chassis Provisioning and Inside the UIIA.
- **Sponsored Content.** An opportunity for the sponsor to present its industry product or service solution on topics of interest to IANA’s members that improves safety, manages costs, promotes network fluidity, and creates efficiencies, among other topics. There are 6 available sponsored content webinar slots.

Sponsorship benefits include pre- and post-webinar promotion of your company in all communications, including social media. Be recognized as a thought-leader and enhance your brand in front of intermodal professionals and decision-makers. Contact Jim Morrow at jim.morrow@intermodal.org or 301-982-3400 ext. 314.
**Registration and Wi-Fi**  
*NEW!*

$4,000  
- 2 complimentary registrations  
- Wi-Fi recognition Tuesday and Wednesday  
- Wi-Fi loading page linked to company website  
- recognition on website, at registration area, in program guide and in meeting rooms

**Branded Journals**  
*NEW!*

$4,000  
- 2 complimentary registrations  
- embossed logo on cover  
- recognition on website and in program guide

**Tumblers**  
*SOLD*  
*NEW!*

- 1 complimentary registration  
- 2-color logo branding on tumbler  
- recognition on website and in program guide

**Device Charging Power Pak Station**  
$2,000 (multiple available – exclusive opportunity available)

- 1 complimentary registration  
- company logo on 16 portable power paks and 2 stations  
- recognition on website and in program guide

**Lanyards/Back of Badge Ad**  
*SOLD*

- 1 complimentary registration  
- recognition on website and in program guide

**Networkung Luncheon Co-Sponsor**  
$2,000 (5 available)

- 1 complimentary registration  
- recognition on website, in program guide and on event signage

**Registration Bags**  
*SOLD*

- 1 complimentary registration  
- 1-color logo on bag  
- recognition on website and in program guide

**Welcome Reception Co-Sponsor**  
$500 (unlimited availability)

- reception will be held Tuesday, May 5 4:30 p.m. – 5:30 p.m.  
- recognition on website, in program guide and on event signage

**Hotel Room Keys**  
*SOLD*

- 1 complimentary registration  
- company branding on front of key card

**IANA/IAC Networking Reception Co-Sponsor**  
$500 (unlimited availability)  
*NEW!*

- reception will be held Wednesday, May 6 4:30 p.m. – 6:00 p.m.  
- recognition on website, on event signage and in program guide (if space allows)

**Survival Kits**  
*NEW!*

$2,500  
- 1 complimentary registration  
- 1-color logo branding on kit containing adhesive bandages, first aid cream, hand sanitizer, sunscreen, antacid, ibuprofen, lip balm  
- recognition on website and in program guide

**Advertising Insert**  
*SOLD*

- 1 insert/giveaway to be provided by sponsor for registration bag
IANA Golf Outing Sponsorship Opportunities

**Breakfast Box**  
**SOLD**  
- swing attitude adjustment sponsorship  
- recognition pre-event, during event  
- signs near check-in and on course  
- 4 complimentary golfers

**Beverage Cart**  
**NEW!**  
$3,500  
- recognition pre-event, during the event  
- recognition on beverage carts  
- signs on course  
- 4 complimentary golfers

**Mulligan Reception – immediately following golf**  
**SOLD**  
- recognition pre-event, during event and at the reception  
- 4 complimentary golfers

**Golf Ball**  
**NEW!**  
$2,000  
- recognition pre-event, during event and at the reception  
- logo on golf balls  
- 2 complimentary golfers

**Round of Golf Raffle**  
**SOLD**  
- recognition pre-event, during event and at the reception  
- all golfers will receive 1 raffle ticket for round of golf (foursome) at Cog Hill  
- additional prizes from the golf shop will also be raffled  
- 2 complimentary golfers

**Golf Cart**  
**NEW!**  
**SOLD**  
- sign near golf check-in desk  
- signs on all carts  
- 1 complimentary golfer

**Pin Flags**  
**SOLD**  
- sponsor logo on all pin flags  
- 1 complimentary golfer

**Swing Attitude Adjustment**  
**NEW!**  
**SOLD**  
- recognition pre-event  
- signs near check-in desk  
- 1 complimentary golfer

**Tee Markers**  
**SOLD**  
- signs at all tee markers with sponsor logo  
- 1 complimentary golfer

**Driving Range**  
$1,000  
- up to 10 individual signs on the Cog Hill driving range  
- 1 complimentary golfer  
- sign at check-in desk

**Golfer Check-In Desk**  
**NEW!**  
$1,000  
- recognition pre-event  
- sign at check-in desk  
- 1 complimentary golfer

**Benefits for opportunities below include sign with sponsor name and logo.**

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Description</th>
</tr>
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</table>
| **Longest Drives Combo both Men and Women** | $650 – up to 4 available  
Men’s and women’s longest drives will be available on each hole. (separate prizes awarded) |
| **Longest Drive Holes**                  | $350 – up to 4 available  
Men and women tees will be competitive |
| **Closest to Intermodal Tire – fairway or green** | $400 – multiple available  
Sponsor furnishes tire |
| **Closest to the Pin Holes**             | $350 – 3 available |
| **Shortest Drive Off Tee – drive must reach the fairway** | $350 – 2 available |
| **Longest Putt – ball must be on green, not fringe** | $350 – 3 available |
| **Hole**                                 | $250 – multiple available |