



ICON5
New York City
July 2–July 6, 2008

ICON5 BOARD OF DIRECTORS

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ICON5 Sponsorship Offerings

ICON is offering the opportunity for increasing levels of contribution that accord levels of name and product visibility to our valued sponsors. ICON5 sponsor levels are some of the most affordable around. Our Sponsorship Chair, Mark T. Smith and ICON5 President, Whitney Sherman, are available to discuss creative partnerships with you. Our Sponsorship Planners, Rodger + Gloria Henn will be managing all sponsors needs before, during and after the Conference to ensure your contribution to ICON is known and appreciated. Please see below for levels. All extras are the level cost plus [+] noted special cost:

Friend \$100 / 450.

For illustration fans -- designers, agencies, publications or small business that does not want a sponsor table, but believes in illustration and wish to show their support.

Get an I ♥ IL [\$100.] mark next to your name or company listing in the ICON5 program, or an I ♥ IL + a spot ad [\$450.] in the ICON5 program.

You receive our heartfelt gratitude because your contribution will make a difference to the illustrators of tomorrow!

Media Sponsor \$TBD

For all media partners working with ICON5. ICON reserves the right to decline media sponsor or other in-kind donations that do not fit our theme or present a value to our attendees.

Media sponsor donations are valued at their retail price and designated as a Media Sponsor Bronze, Silver, Gold, Partner or Platinum Partner in all printed and web based materials. Please contact the ICON5 Public Relations Chair, Mark Heflin [mark@ai-ap.com] for information on becoming a Media Sponsor and to inquire about creative partnering with ICON5.

Educator Sponsor \$500.

For all educational programs and institutions whose goals support excellence in practice, craft and vision in illustration.

Web ad/banner on the ICON5 website promoting your program with hotlink to your institutions official site + listing in Conference materials. Your ad will remain archived on the ICON5 website.

Special Educator Extra: One advertisement in the attendee gift bag + \$500.

Bronze \$1500.

There are two packages to choose from. Each package includes a set of standard features.

Exhibitor Package

Designed for the company that benefits most from a tabletop exhibit. Electricity and High-speed Internet service available for fee from Roosevelt Hotel.

Floor easels available from the Hotel.

- One 6 ft. covered table for four days
- One conference registration. Additional company attendees at \$450.
- A logo on the official ICON5 poster, web site and press releases
- Program book logo listing and company description
- One item placed in the attendee gift bag

Event Package

Designed for the company that requires brand visibility without the time commitment and expense of preparing a tabletop exhibit and offers maximum visibility at ICON5's high profile events.

- 3 x 8 ft. inkjet banner (your design) at the Opening Night reception
- Quarter page ad in the conference program
- One conference registration. Additional company attendees at \$450.
- A logo on the official conference poster, web site and press releases
- Program book logo listing and company description
- One item placed in the attendee gift bag

Bronze Level Extra: Web banner with hotlink to your official site +\$1000.

Silver \$2500

Purchase both the Exhibition and Events Packages and receive all those benefits plus the following upgrades:

- Half page ad in the ICON5 program
- Higher placement on all signage including ad placement in the ICON5 program
- Higher priority on exhibit space than Bronze sponsors

Silver Level Extra:

- Do Not Disturb Door Hanger +\$1500

Your company logo/message is printed on the attendees hotel room door hanger (maximum 4 companies)

Gold \$5000.

Purchase the Gold level and receive all the Silver level benefits plus the following upgrades:

- Full page ad in the ICON5 program
- Higher placement on all signage including ad placement in the ICON5 program
- Higher priority on exhibit space than Silver sponsors

[continued]

- Choice of sponsorship of one of the following. Your company name attached:

Workshop: Your company name announced as the sponsor of the workshop to all attendees with tabletop signage at the Workshop.

OR

Partial Keynote Speaker (up to 2 companies per speaker): Your company name acknowledged at the beginning of the Keynote speech with projected logo at the end of the speech.

OR

Product Demo: Your product demo'ed in the morning and afternoon during the Breakout Sessions for 2 days [total of 4 demos]. You are welcome to provide door prizes at your demo.

Gold Level Extra:

- Web banner with hotlink to your official site +\$1000.
- Young Professionals Scholarship Program +\$1500.

For the sponsor who wish to target young professionals working in the field less than 5 years and in need of funding to attend ICON5. Your company name will be assigned to 3 scholarships. Your company and the winning young professionals will be announced at the Opening Ceremonies in a 5 minute thank-you event.

- Hotel Key Card +\$1500.

Your company logo/art on attendees hotel room key card [up to 2 companies].

- Good Morning promotion +\$1200

A sticker advertisement "Compliments of" applied to the front page of a newspaper or other publication you provide every conference morning at breakfast.

Patron \$7500.

Purchase the Patron level and receive all the Gold level benefits plus the following upgrades:

- Double Page spread ad in the ICON5 program
- Higher placement on all signage including ad placement in the ICON5 program
- Higher priority on exhibit space than Gold sponsors
- Corporate block rate for transferable registrations available [contact Mark T Smith]

Partner \$10,000.

This package can be customized to include creative sponsorship participation. Please call Mark T Smith, ICON5 Sponsorship Chair or Whitney Sherman, ICON5 President to discuss your creative needs. Purchase the Partner level and receive all the Patron level benefits plus the following upgrades:

- Two registrations
- Podium recognition

Platinum Partner \$20,000. And above

This package can be customized to include creative sponsorship participation. Please call Mark T Smith, ICON5 Sponsorship Chair or Whitney Sherman, ICON5 President to discuss your creative needs. Purchase the Platinum Partner level and receive all the Partner level benefits plus the following upgrades:

- Four hotel nights
- Acknowledgement at the start of each conference day

ICON5|NYC|08 Information Sheet

ICON, The national Illustration Conference relies on the contributions of many sponsors, large and small, to create a timely, meaningful and substantive experience for its attendees. We carefully select sponsors in order to bring value and purpose to their involvement. A contribution to our Conference is an investment in the well-being and advancement of contemporary illustration—and should therefore create a positive benefit to the sponsor's business.

ICON5 Dates and location: two pre-conference days / two conference days
July 2-6, 2008
Roosevelt Hotel
45 E 45th St [at Madison Avenue]
New York, NY 10017
(212) 661-9600

To initiate a creative sponsorship package, please contact:
Mark T. Smith, ICON5 Sponsorship Chair at 212.613.6334 / mark@marktsmith.com
Whitney Sherman, President ICON5 at 443.854.8544 / ws@whitneysherman.com

To receive a sponsorship packet, for returning sponsors, or for sponsorship contract information, please contact:
Rodger + Gloria Henn, ICON5 Sponsorship Planner at 513.779.2288 / sponsors@theillustrationconference.org

For media packets and press releases, go to:
www.theillustrationconference.org/media after January 1, 2008.

For general information, Conference schedule and content, go to:
www.theillustrationconference.org after January 1, 2008.

For hotel information, go to:
www.theroosevelthotel.com and click on the ICON5 link after January 1, 2008.

