



**APRIL 4-6 ★ WASHINGTON, DC/NATIONAL HARBOR
GAYLORD NATIONAL RESORT & CONVENTION CENTER**

PARTNER PROSPECTUS

THE 2019 SIOP ANNUAL CONFERENCE

The SIOP Annual Conference is the premier international event in industrial-organizational psychology, featuring 300+ educational sessions, an exhibit hall, networking opportunities, and social activities with an anticipated attendance of 5,000+ practitioners, researchers, educators, and students from 40+ countries.



WHY SHOULD MY ORGANIZATION PARTNER WITH SIOP?

Organizations have many event sponsorship options. Here are 5 reasons to choose SIOP:

1. Prior SIOP conference partners have indicated a 92% satisfaction rate in their partnership's ability to accomplish their organization's primary objective for participating in the event.
2. We pride ourselves on meeting the varying promotional needs of our partners while bolstering the success of the SIOP Annual Conference with the essential revenue received from partner investment.
3. Our menu of opportunities accommodates a wide range of marketing budgets and objectives.
4. We are happy to think strategically with your organization, prepare partnership packages, and work one-on-one with you to maximize the ROI for your investment in SIOP 2019.
5. There is no better opportunity to position your organization in front of senior leaders, mid level and early career professionals, and the next generation of I-O and HR practitioners and educators.

www.siop.org/conference

419-353-0032

srogers@siop.org

COUNT MY ORGANIZATION IN! WHAT DO I DO NEXT?

Thank you! We know that you will be pleased with your participation in SIOP 2019. The next step is to identify opportunities that meet the marketing needs of your organization. Most opportunities are exclusive or limited in quantity and competition is tough, so we recommend that you prepare a backup plan or two in the event that your preferred opportunities are not available. The order site is now open. **All orders must be placed by January 10, 2019, to ensure receipt of all benefits.**

WHAT ELSE DO I NEED TO KNOW?

On pages 3-10 you will find all of the exhibit, sponsorship, and advertising opportunities. The general ordering site is now open.

Your cumulative spending on exhibit, sponsorship, and advertising opportunities positions your organization at one of our Event Partner Levels, earning the additional benefits denoted here:

Event Partner Level Benefits	Platinum \$25,000 and up	Diamond \$15,000 - \$24,999	Sustaining \$5,000 - \$14,999	Supporting Up to \$4,999
Logo recognition on SIOP Annual Conference main web page	X			
Logo recognition on SIOP branded signage in registration area	X			
Logo recognition in conference app	X			
Logo recognition on back cover of conference program	X			
Name recognition in Opening Plenary script	X			
Certificate of recognition for display in booth	X			
Social media coverage of partnership*	X	X		
Inclusion in pre-show scrolling slides at plenary sessions**	X	X		
One complimentary 10' x 10' exhibit booth	X	X		
Recognition in registration promotional emails	Logo	Logo	Name	
Complimentary full conference registration	3	2	1	
Complimentary program advertisement Ad Deadline Has Passed.	Two-page	Full-page	Half-page	
Recognition on digital exhibitor directory	Logo	Logo	Name	Name
Recognition on partner page in program	Logo (b&w)	Name	Name	Name

* Social media posts will individually publicize each platinum partner; diamond partners will be listed as a group in social media posts.

** Platinum partners will be listed on a slide individually; diamond partners will be listed as a group.

EXHIBITING AT SIOP

An exhibit booth is the best way to showcase your organization to leading practitioners, researchers, educators, and students in industrial-organizational psychology.

Exhibit hall dates are Thursday, April 4, and Friday, April 5, 2019. The exhibit hall will be located in Exhibition Halls D & E of the Gaylord National Convention Center. This sunny venue features soaring ceilings and rows of windows, making the space airy and bright.

*The WiFi will be shared bandwidth among exhibitors and attendees in the exhibit hall. If you need high reliability and speed for product demonstrations or other purposes, we recommend that you purchase a dedicated Internet line for your booth.

Each exhibit booth purchase includes:

- 10' x 10' space with pipe & drape
- Complimentary Wi-Fi*
- Skirted table and two chairs
- Wastebasket
- One full-conference registration
- Unlimited 'Exhibit Hall Only' registrations

Note: The Exhibit Hall will have carpeting in aisles and booths. Additional carpet is available for rent from GES or may be brought in by the exhibitor.



Red =
Elite XL Booths

Orange =
Premium Booths

Green =
Standard Booths

Elite XL Exhibit Booth • \$12,000 **SOLD OUT**

Two 20' deep by 20' wide booth inside the main entrance of the exhibit hall

Premium Exhibit Booth • \$2,975 **SOLD OUT**

One 10' deep by 10' wide booth in a prime location within the exhibit hall

Standard Exhibit Booth • \$2,375

One 10' deep by 10' wide booth in the exhibit hall

Booths 303 and 403 are 20' x 20' islands. All other booths are 10' x 10' but can be combined to make larger booths (e.g., 10' x 20', 10' x 30', 20' x 20'). No endcaps are permitted, except for 211/310, 441/540, 541/640, and 641/740.

BOOTH SELECTION

When placing an order, exhibiting organizations may indicate their preferred location. No booths are immediately assigned. SIOP reviews all booth preferences and takes into consideration date the order was placed, level of partnership support for 2019, and prior partnership history when making booth assignment decisions. *Attempts will be made to honor requests for preferred booth locations, but it may not be possible. Although we will share our planned location for features such as main entrance, food and beverage breaks, and posters, it is possible these locations could change due to venue requirements and/or fire and safety restrictions.*

SPONSORING AT SIOP

Sponsorships are categorized by type and/or physical location. To maximize the promotional benefit for your organization, we recommend selecting opportunities from more than one category. We are also happy to do the work for you—simply tell us your promotional goals and we will work to customize a package to meet your needs!

ATTENDEE MATERIALS AND EXPERIENCES

Hotel Key Card • Exclusive • ~~\$12,500~~ SOLD

Logo and promotional message on 2,500 Gaylord National guest room keys.

Lanyard • Exclusive • ~~\$12,500~~ SOLD

Logo on 4,200+ attendee lanyards.

Attendee Bag • Exclusive • ~~\$12,500~~ SOLD

Logo on 3,500 conference attendee bags.

Technology • Exclusive • ~~\$12,500~~ SOLD

Use of organization name/phrase for WiFi login, logo recognition on WiFi signage, logo recognition in Whova app.

Placement Center • Exclusive • ~~\$5,000~~ SOLD

Naming rights for the conference career service, including for the Placement Center Open House, signage, complimentary Placement Center Employer subscription

Program Summary • 2 opportunities • ~~\$3,950~~ SOLD

Logo and advertising in the schedule-at-a-glance full color publication

Frank Landy 5K Fun Run • 3 opportunities • ~~\$1,950~~ SOLD

Logo on conference t-shirt and two complimentary race entries.

MIX AND MINGLE EVENTS

Sponsors for these gatherings will be recognized with naming rights on entry signage and will be permitted to distribute promotional material at the event.

Networking Reception (Thursday) • Exclusive • 1,200+ Attendees • \$7,500

Preconference Workshop Reception • Exclusive • 325+ Attendees • \$6,500

Fellows Breakfast • Exclusive • 150+ Attendees • \$5,500

International Reception • Exclusive • 200+ Attendees • \$4,000

Lesbian, Gay, Bisexual, Transgender (LGBT) & Allies Social Hour • Exclusive • 125+ Attendees • \$4,000

Committee on Ethnic Minority Affairs (CEMA) Social Hour • Exclusive • 100+ Attendees • \$4,000

SIOP Foundation Dessert Reception • 2 opportunities • 100+ Attendees • \$4,000

Welcome Reception (Wednesday) • Exclusive • ~~\$7,500~~ **SOLD**

Practitioner Reception • Exclusive • ~~\$7,000~~ **SOLD**

Attendee Breakfast (Thurs, Fri, & Sat) • Exclusive • ~~\$6,000~~ **SOLD**

Newcomer Reception • Exclusive • ~~\$4,000~~ **SOLD**

Networking Coffee Break (Saturday AM) • 1 opportunity • ~~\$2,500*~~ **SOLD**

Afternoon Coffee Break (Saturday) • 1 opportunity • ~~\$1,950~~ **SOLD**

* This coffee break will have additional branded signage and be listed in the conference program.

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GRAPHICS AND BANNERS



Convention Center Prefunction Column Signs 2 opportunities-~~\$10,000~~

SOLD OUT

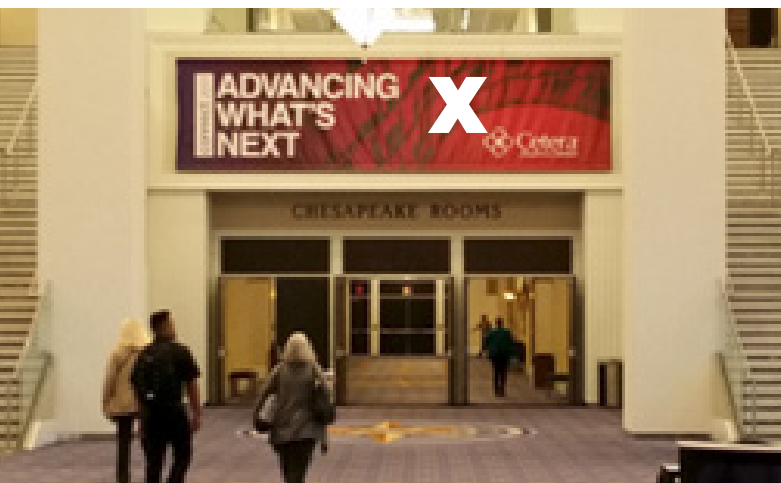
Logo and promotional message signs on two sides of 1 column, approximately 57" wide by 210" high on structural column positioned at the escalators leading to the Ballroom level of the convention center



Potomac Lobby Banner 3 opportunities-~~\$10,000~~

SOLD OUT

Log and promotional message on one massive, double-sided hanging banner, approximately 360" wide by 72" high, located along main corridor outside of heavily used Potomac Ballroom and overlooking the convention center entrance



Chesapeake Prefunction Banner

1 opportunity-~~\$9,500~~

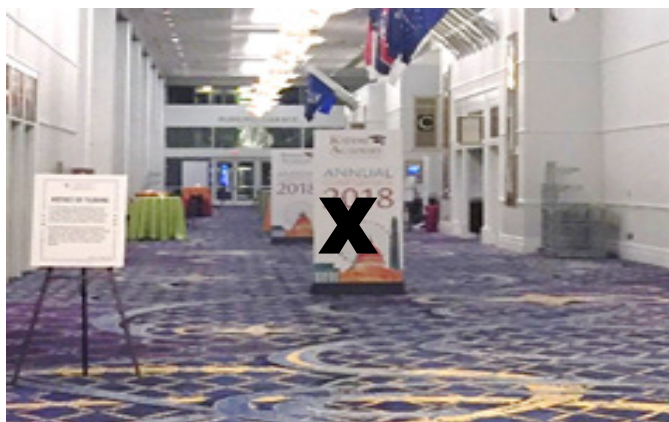
SOLD OUT

Logo and promotional message on one massive, single-sided hanging banner, approximately 324" wide by 84" high, prominently positioned over very high traffic escalator landing, outside of multiple session rooms

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Potomac Lobby Meter Board 3 opportunities

(1 per partner)-\$2,750

SOLD OUT

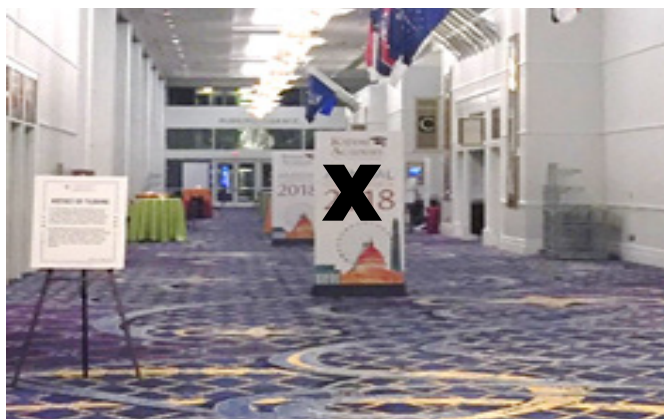
Logo and promotional message on a double-sided meter board, approximately 38" wide by 84" high, located just outside Potomac Ballroom



Maryland Foyer Freestanding Portal 1 opportunity-\$12,500

SOLD OUT

Logo and promotional message on a large 228" wide by 120" by 48" deep entranceway in the foyer outside of the Maryland Ballroom



Maryland Foyer Meter Board 3 opportunities

(1 per partner)-\$2,750

SOLD OUT

Logo and promotional message on a double-sided meter board, approximately 38" wide by 84" high, located outside of the Maryland Ballroom

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Freestanding Quad Sign (Mezzanine)

2 opportunities-~~\$4,500~~

SOLD OUT

Logo and promotional message on four-sided, free-standing vertical rectangle, approximately 38" wide by 86" high per side, located in the general traffic area of the convention center's mezzanine level

Freestanding Quad Sign (Registration)

2 opportunities-~~\$4,500~~

SOLD OUT

Logo and promotional message on four sided, free standing vertical rectangle, approximately 38" wide by 84" high, located outside Exhibit Hall doors



Exhibit Hall Escalator Banner

1 opportunity-~~\$15,000~~

SOLD OUT

Logo and promotional message on single-sided banner, approximately 240" wide by 192" high, elevated at the base of major elevator egress to exhibit hall, backed by floor to ceiling glass



Exhibit Hall Sign Cover

2 opportunities-~~\$,2250~~

SOLD OUT

Logo and promotional message single-sided, hanging sign at the entrance to the Exhibit Hall, approximately 23" wide by 61" high

Charging Locker

1 opportunity-~~\$12,500~~
\$5,000

Logo on front facing panel atop a charging unit with 12 locking compartments to keep devices safe during the charging process. This locker will be located next to the busy Committee Zone in the Exhibit Hall.

Be thanked by many grateful attendees!



ADVERTISE IN THE CONFERENCE PROGRAM

Position print media to spread your organization's promotional message and make an impact.

~~Conference Program Wrap • Exclusive • \$5,000~~ **SOLD**

Full-color glossy advertisement, approximately 18" wide by 6" high, wrapped around the front and back covers of 4,000+ copies of the printed conference program.

~~Program Summary • 2 opportunities • \$3,950~~ **SOLD**

Ad in the schedule-at-a-glance full color publication.

~~Conference Program Advertising~~ **CLOSED**

Traditional print advertising in the printed conference program, mailed in advance to registrants, available onsite at the conference, and posted in digital format on SIOP.org.

Ad Type	Price	Vertical	Horizontal
Inside Front Cover SOLD	\$1250	10 inches	7.5 inches
Inside Back Cover SOLD	\$1250	10 inches	7.5 inches
Two Page Adjacent*	\$695	10 inches	7.5 inches
Two Page Separate**	\$675	10 inches	7.5 inches
Full Page	\$425	10 inches	7.5 inches
Half Page	\$365	5 inches	7.5 inches

~~Deadline for orders
AND artwork:
January 10, 2019~~
CLOSED

Thank you for considering a SIOP 2019 partnership!

We would be delighted to answer your questions and to work directly with you to identify a custom partnership package should you need guidance in making selections. Many thanks for your anticipated support of SIOP 2019!