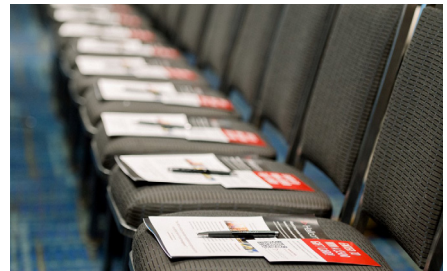


International Parking & Mobility Institute



2024

Brand & Visibility Opportunities

RELEASED SEPTEMBER 25, 2023

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Introducing the 2024 IPMI Brand & Visibility Opportunities

Our industry is undergoing tremendous change, and **IPMI** is ready to partner with you to meet your goals and stay in front of your target clients, prospects, and target audience.

Your clients and prospects have information coming to them from all directions. Let IPMI help you reach your target audience with new, creative digital vehicles and platforms that will grab their attention and hold it.

We're offering new sponsorships, opportunities, and vehicles designed to strengthen your brand and message, generate new business, increase your visibility, and maximize your access and exposure to thousands of parking, mobility, and transportation professionals.

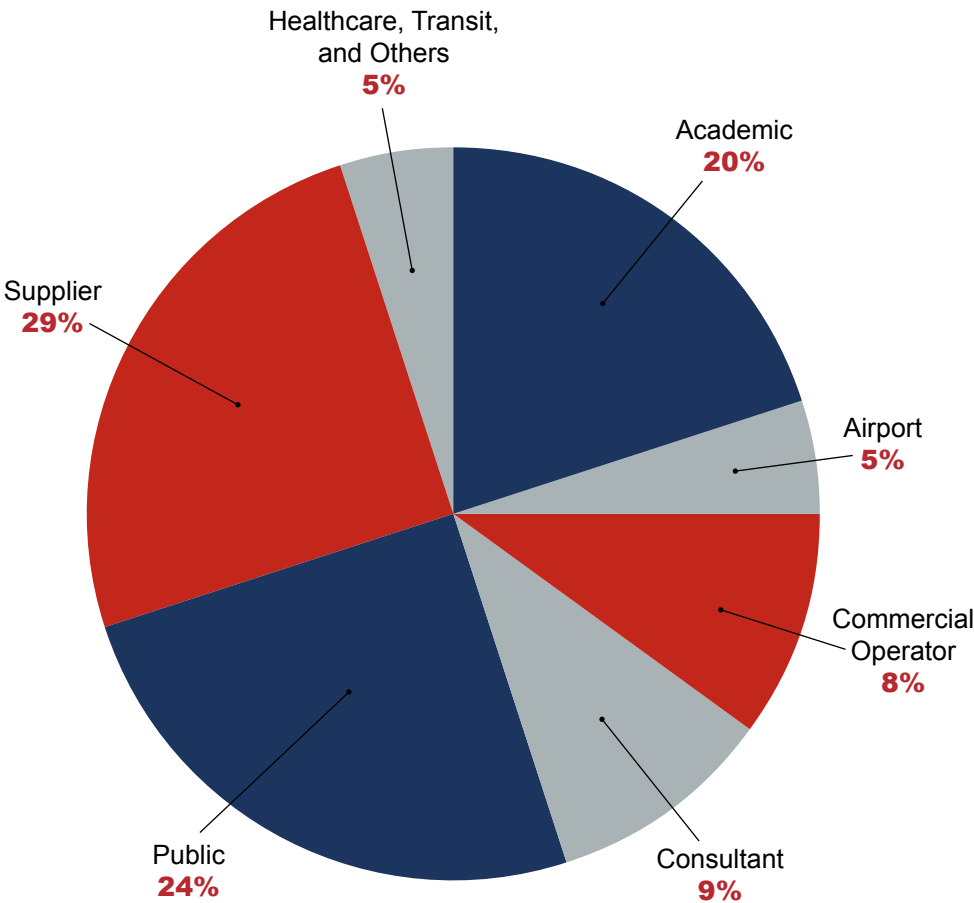
When you partner with IPMI, we customize your media and marketing placement to build your brand and your sales pipeline. Advertise on multiple platforms and sponsor

programs, content, and events. Join with the largest and leading association of industry professionals to generate visibility and leads in the parking, transportation, and mobility market to boost revenue for your company.

Parking and transportation executives, purchasing managers, and other key decision-makers know IPMI is the top source for industry news, trends, products, services, and more. On every platform and channel, IPMI reaches a large and diverse group of mobility, parking, and transportation professionals. Members and their colleagues know they will find unmatched publications, education, training, and networking opportunities with IPMI.

Contact us today to build out a unique marketing and media plan to meet your goals and your budget. Email taltman@parking-mobility.org for more information!

IPMI reaches professionals in all segments of the parking, mobility, and transportation industry.



Overview of 2024 IPMI Brand & Visibility Opportunities

IPMI offers the following advertising options and opportunities:

Parking & Mobility Magazine Advertising

Our digital magazine is displayed in two formats on the same web platform: (a) a dynamic, responsive digital format easily viewed on any platform, including smart phones, tablets, laptops and desktops; and (b) a traditional magazine flip book. In 2024, the magazine will feature four print editions that will be distributed by mail to the IPMI membership. One of these four will also be distributed at the 2024 Parking & Mobility Conference & Expo. Advertising is now being accepted for the NextGen digital platform and the four print editions. Opportunities are limited, so [contact us](#) now to secure your ad space today!

■ **NextGen Digital Advertising.** Within the responsive digital format of the monthly magazine—but not within the pages of the flipbook edition—there are a number of digital display advertising opportunities available. Specs and pricing available under the section: *Parking & Mobility NextGen Digital Platform Advertising*.

■ **Parking & Mobility Magazine Print Edition Advertising Opportunities.** The four print editions have advertising opportunities for full-page and half-page ads. Specs and pricing available under the section: *Parking & Mobility Magazine Advertising Opportunities*.

Interested in getting your brand visible in multiple places?

[Contact Tina](#) at taltman@parking-mobility.org
to create a custom package for you!

2024 IPMI Parking & Mobility Conference & Expo Sponsorship Opportunities



[#IPMI2024 sponsorship and exhibit sales are open!](#) Review exclusive sponsorship opportunities beginning on Page 22 to expand the reach and drive booth traffic for every budget. Purchase a la carte from our sponsorship listing or [contact us](#) to create a custom-fit package tailored to your company's personality and goals. Increase visibility with IPMI members and conference attendees before, during and after the Conference & Expo.



2024 *Parking & Mobility* Editorial Calendar

Issue	Spotlight	Theme	Advertising Contract Deadline	Editorial Materials Deadline	Advertising Materials Deadline
BEST OF 2023	The most read contributions of 2023. <i>*Print Edition*</i>	Revisit the most read content from the 2023 editorial year, from standing columns to feature articles.	Oct. 15, 2023	N/A	Nov. 1, 2023
JAN	Upskilling: Evolution of the Parking and Mobility Professional	Technology eliminates the need for certain jobs while creating opportunities for new ones. What are the skills and proficiencies that parking and mobility professionals will need to be successful in the decade to come?	Nov. 1, 2023	Nov. 15, 2023	Dec. 1, 2023
FEB	Changing Face of Transportation: TDM and Evolving Modes of Transit and Micro-Mobility	Exploring the ever-evolving modes of transit and micro-mobility and the future of multi-modal transportation planning.	Dec. 1, 2023	Dec. 15, 2023	Jan. 2, 2024
MAR	Smart Cities: Rethinking Urban Mobility	Continued urban development requires the ongoing evolution of sustainable and efficient mobility options and services in our nation's most populated areas. What is the future of transport for people and goods from one location to another?	Jan. 2, 2024	Jan. 15, 2024	Feb. 1, 2024
APR	Sustainable Parking & Mobility	The parking and mobility industry plays a fundamental role in driving sustainability in transportation. What innovations promote a greener, more sustainable future?	Feb. 1, 2024	Feb. 15, 2024	Mar. 1, 2024
MAY	Accessibility & Transportation Equity <i>*Conference Print Edition*</i>	Transportation equity requires understanding the needs of every person potentially served or impacted by every transportation decision. What is the parking and mobility industry doing to impact transportation equity.	Mar. 1, 2024	Mar. 1, 2024	Apr. 1, 2024
JUN	Real Estate Planning, Design, & Construction	Design case studies. Innovative products, design, and construction techniques. Real estate trends.	Apr. 1, 2024	Apr. 15, 2024	May 1, 2024
JUL	Destination/Event Parking and Mobility Management	Planning the parking and transit plans for large event venues, campuses for universities and healthcare systems, and special events presents unique challenges requiring specialized solutions.	May 1, 2024	May 15, 2024	Jun. 3, 2024
AUG	Community Impact <i>*Print Edition*</i>	What is your organization doing to improve the community you serve? What partnerships are driving success in community engagement? Are you including community-building components into your parking facilities?	Jun. 3, 2024	Jun. 1, 2024	Jul. 1, 2024
SEP	Funding and Finance for Parking & Mobility	Making sense of the dollars in parking and mobility. Where is the money coming from to fund tomorrow's innovations? Where is the best place to invest today's capital funds?	Jul. 1, 2024	Jul. 15, 2024	Aug. 1, 2024
OCT	Planning for Campuses and Large-Scale Operations	Parking and mobility focus on educational, healthcare, business campus, airports, and other large-scale operations.	Aug. 1, 2024	Aug. 15, 2024	Sep. 2, 2024
NOV	Future Trends & Technology <i>*Print Edition*</i>	What does the future hold for parking and mobility? Technology is evolving at the most rapid pace in modern history. What is next?	Sep. 2, 2024	Sep. 1, 2024	Oct. 1, 2024
DEC	Breaking Boundaries: Stories of Innovation	Stories of groundbreaking innovation or technologies applied to parking and mobility applications that saved time, money, or increased service.	Oct. 1, 2024	Oct. 15, 2024	Nov. 1, 2024

Parking & Mobility NextGen Digital Platform Advertising

Secure your placement in the industry's leading digital publication, *Parking & Mobility* magazine. This fully interactive digital magazine platform is designed to enhance your reach among IPMI and industry decision-makers.

Feature your animated or static visual content that will drive engaged readers directly to your desired hyperlink or website capture page.

Pair your customized digital ad with display ads in the four printed edition of the magazine for maximum visibility and reach. Advertisements offer a variety of placement and size options to reach every segment of the market.



Secure your spot starting January 2024:

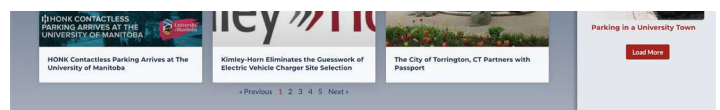
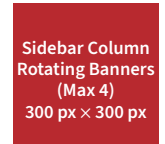
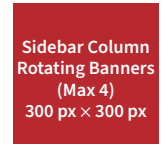
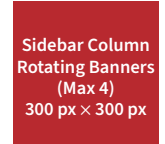
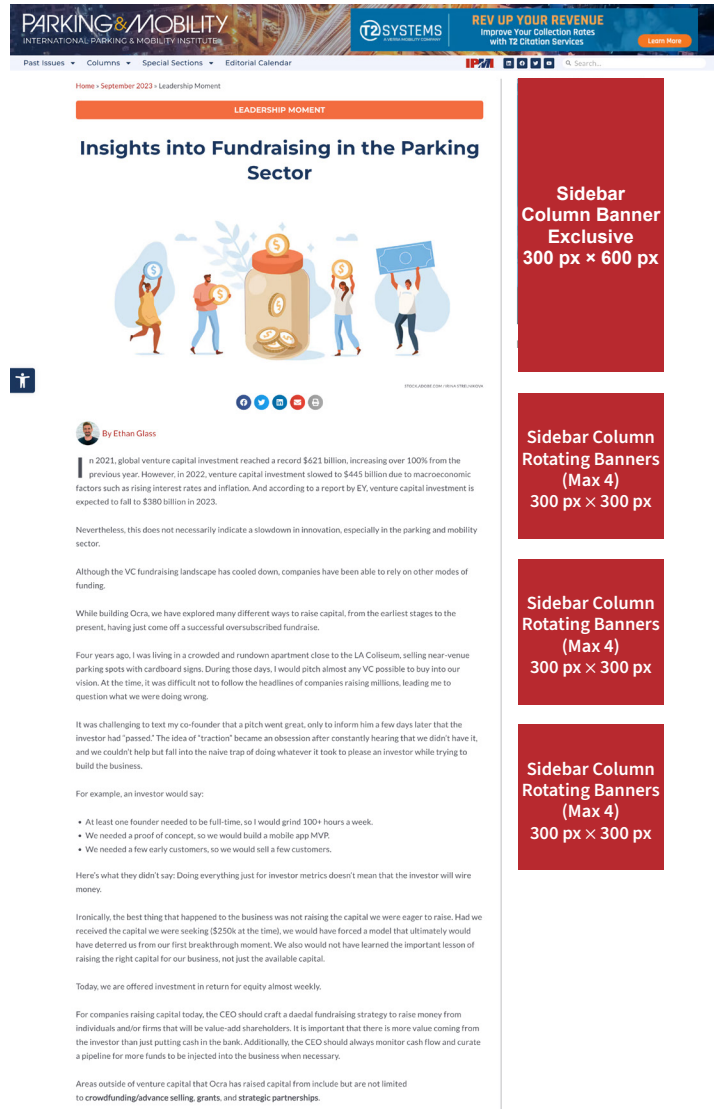
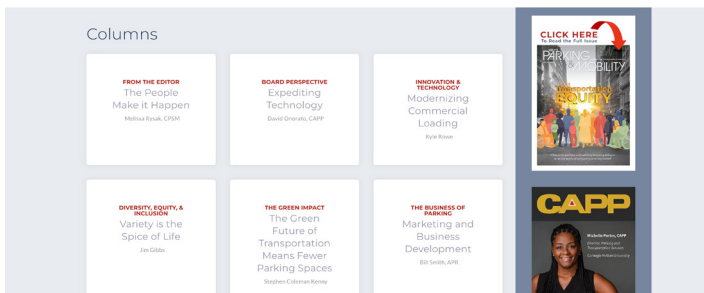
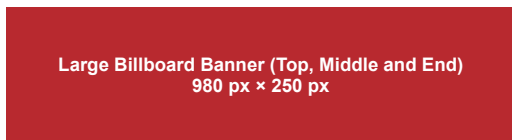
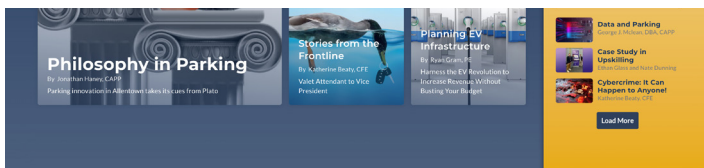
- **Header Leaderboard Ad** (Run of site): 728 × 90 Banner.
- **Flagship Ad** (Home Page above the fold): 1140 x 250 Banner.
- **Footer Large Leaderboard Ad** (Run of site): 970 × 90 Banner.
- **Large Billboard Banner** (Top, Middle, and End): 980 × 250 Banner.
- **Sidebar Column** (All interior pages): 300 × 600, exclusive static placement or rotating placement (*max of four rotating ads*)

Note: Advertising opportunities are for IPMI Members only.

Parking & Mobility NextGen Digital Platform Advertising Rates

Advertisement	Size (pixels)	Placement	Member Rate	12 Months (Discounted)	6 Months (Discounted)	3 Months (Discounted)
Header Leaderboard Ad	728 × 90	Run of Site	\$2,250	\$21,600 (saves \$675)	\$11,475 (saves \$2,025)	\$6,075 (saves \$675)
Flagship Banner Ad	1140 x 250	Home Page	\$1,900	\$18,000 (saves \$4,800)	\$9,450 (saves \$1,950)	\$5,100 (saves \$600)
Footer Large Leaderboard Ad	970 × 90	Run of Site	\$1,300	\$12,600 (saves \$3,000)	\$6,600 (saves \$1,200)	\$3,600 (saves \$300)
Sidebar Column Ad (Exclusive)	300 × 600	All Interior Pages	\$2,000	\$19,200 (saves \$4,280)	\$10,200 (saves \$1,800)	\$5,400 (saves \$600)
Sidebar Column Ad (Rotating) Maximum of four ads.	300 × 300	All Interior Pages	\$750	\$7,200 (saves \$1,800)	\$3,285 (saves \$1,215)	\$2,025 (saves \$225)
Large Billboard (Top/Lead)	980 × 250	Home Page	\$1,500	\$14,400 (saves \$3,600)	\$7,650 (saves \$1,350)	\$4,050 (saves \$450)
Large Billboard (Middle)	980 × 250	Home Page	\$1,200	\$11,520 (saves \$2,880)	\$6,120 (saves \$1,080)	\$3,240 (saves \$360)
Large Billboard (End)	980 × 250	Home Page	\$1,000	\$9,600 (saves \$2,400)	\$5,100 (saves \$900)	\$2,700 (saves \$300)

Parking & Mobility NextGen Digital Platform Placement Samples



In 2023, *Parking & Mobility* advertisers enjoyed digital circulation to more than 15,000 industry professionals with an average read time of more than 14 minutes.

A world map illustrating the global distribution of the English language. The map uses a three-color scheme: dark blue for countries where English is the official language, light blue for countries where English is a second language, and gray for all other countries. Dark blue countries include the United States, Canada, the United Kingdom, Australia, and several nations in Africa and the Caribbean. Light blue countries include India, South Africa, and various nations in Africa, Asia, and the Pacific. Gray countries include Russia, China, Brazil, and most of Europe and Africa.

Parking & Mobility Display Ad Specs

Ad Sizes (width × height)

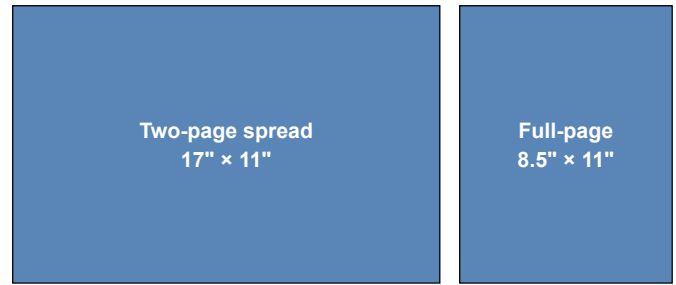
PAGE SIZE (TRIM): 8.5" × 11"

TWO-PAGE SPREAD AD: 17" × 11"

FULL-PAGE AD: 8.5" × 11"

1/2-PAGE HORIZONTAL AD: 7" × 4.75"

1/2-PAGE VERTICAL AD: 3.5" × 9.5"

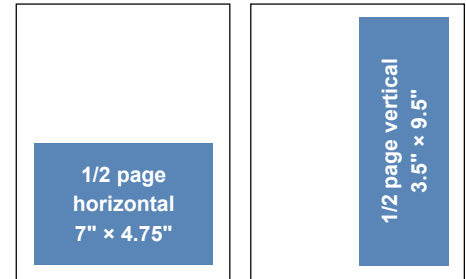


Acceptable File Formats

All files must be submitted as high-resolution (300 dpi) PDFs. PDF/X-1a protocol or later.

PDFs need to be flattened with all fonts 100% embedded.

RGB color format is preferred. CMYK files can easily be converted to RGB but unwanted color variations may occur.



Parking & Mobility Ad Rates

Parking & Mobility is produced digitally 12 times a year, January through December, and printed four times per year. These rates are exclusively for the four print editions. Advertising for the digital editions is placed on the digital magazine platform only.

Ad size	1x per year		4x per year (15% discount)	
	Member	Non-member	Member	Non-member
Inside Front Cover (C2)	\$3,000	Not available	\$10,200	Not available
Inside Back Cover (C3)	\$2,750	Not available	\$9,350	Not available
Back Cover (C4)	\$3,250	Not available	\$11,050	Not available
Two-Page Spread	\$3,750	\$4,250	\$12,750	\$14,450
Full Page Ad	\$2,250	\$2,500	\$7,650	\$8,500
1/2-Page Ad (vertical or horizontal)	\$1,600	\$1,850	\$5,440	\$6,290



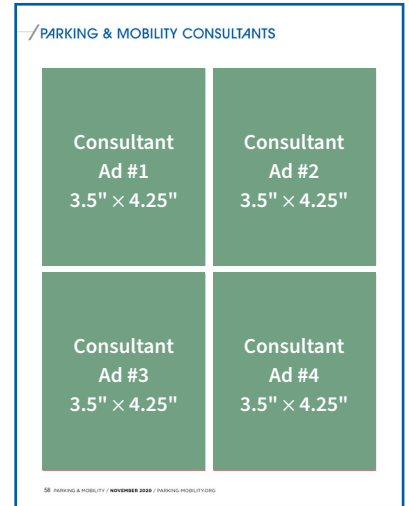
Parking & Mobility Consultant Advertising

Consultants will now have more ways than ever to highlight their services to the readers of *Parking & Mobility* magazine.

Available to members only, consultants can secure their placement at \$3,000 for annual contract. Ads are 3.5" x 4.25", full-color, and hyperlinked to a webpage provided by the advertiser. Send the link to your homepage, or set up a dedicated page for a link and change your messaging as often as you would like for added advertising value!

Advertising benefits

- **NEW FOR 2024! Parking & Mobility Digital Platform.** The Parking & Mobility Consultants page on the *Parking & Mobility* digital platform is new for 2024. This page will be dedicated to the digital ads of parking, mobility, and transportation consultants and will be active for all of 2024. Consultants can provide one ad along with dedicated link.
- **Parking & Mobility Print Editions.** Your Consultant Advertisement will appear on the Parking & Mobility Consultant page of all four print editions of the 2024 magazine.
- **NEW FOR 2024! Preferred Consultant Directory of Member Database.** Your firm will be listed in the "Preferred Consultant" directory of the member database. Those using the database to search for parking and mobility consultants will have a one-click directory for reference.



Parking & Mobility Advertorial Advertising

Advertorial advertising combines editorial and advertisement to bring a powerful message to your target audience. IPMI makes these available in one- and two-page formats, and are limited to two per issue and two per advertiser per year.

[Click here for guidelines for submitting materials.](#)

[Click here for Magazine terms and conditions.](#)

	Digital Editions		Print Editions (Digital Edition Included)	
	Size	Member	Non-member	Member
One page		\$3,500	Not available	Not available
Two pages		\$5,000	Not available	Not available

SPONSORED CONTENT



Seattle Modernizes Smart Parking with a Fully Integrated Ecosystem

How a fully integrated and customized Smart Parking solution streamlined enforcement, increased efficiencies, and enhanced the user experience.

By Amir Sedadi, PE

A major port of entry to Asia and Alaska, the City of Seattle, Washington, is a world-leading hub for the arts, music, and internet-based commerce. From breath-taking natural beauty to world-class attractions, the city draws millions of visitors and new residents each year.

As featured in a recent IPMI Learning Lab, Smart Cities, like Seattle, aim to leverage Smart Parking technology to deliver a frictionless parking experience. To help balance traffic, support business vitality, and provide a more convenient parking experience, the city sought to upgrade its 2,200 existing pay stations, convert its parking network from pay-and-display to a pay-by-plate system, and integrate its third-party solution into a fully customizable Smart Parking ecosystem.

Says Margo Polly, Strategic Advisor for Seattle Department of Transportation (SDOT) Curbside Management:

"We used to operate a pay-and-display parking network that required changing details at pay stations to inform motorists of changing rates and other announcements. We also struggled with latency issues from older pay stations that didn't report paid citations in real time. We needed to upgrade and integrate our technology into a solution that allowed for flexibility, customization, and remote configuration."

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RFP • On-Street Trial Guides City To The Right Choice

During the Request for Proposal period, the City conducted an on-street trial where residents could test different vendors' pay stations and were then asked to fill out a survey to provide feedback on specific pay station features, such as:

- Menu flow
- Ease-of-use
- User interface
- General aesthetic appeal
- Daylight feature (for nighttime display)

By the end of the survey, the public chose the IPS Kiosk Pay Station as their favorite, as it provided the easiest and most convenient parking experience.

A Smart Parking Solution To Meet Seattle's Unique Needs

The new IPS Kiosk Pay Stations and Upgrade Kits allow for multiple payment options

system and streamline the City's 40,000+ monthly transactions.

IPS Group also supports the City's complex and robust data-driven rate system, where each neighborhood offers its own rate, based on the time of day. This includes support for multiple rate changes throughout the year. Dynamic rate structures improve parking access by adjusting to demand and reducing circling of vehicles looking for parking. This in turn reduces carbon emissions.

Results: Maximized Resources And Improved Efficiencies

- Upgrade to 4G technology reduced latency issues by 99.9%
- Customized reports reduced citation processing errors to less than 1%
- Third-party integration maximizes resources and improves efficiencies
- IPS Upgrade Kits implemented at a

"We strongly believe IPS Group is a true leader in parking technology and data management systems. Together, we have built a parking system that is ready for the future, and a strong, durable partnership."

IPS Group's technological expertise, and the collaborative relationship have positioned the City of Seattle for a future of continued innovation in curb management. That vision of the future includes a virtual permitting world where limited curb space is optimized for high-priority access.

IPS Group has delivered Smart City technology solutions for over 20 years. Learn how IPS Group's Fully Integrated Smart Parking Solutions can help your city or community maximize resources, improve

SPOT

THE Value IN Digitizing Parking Assets

What does digitizing parking actually solve?

THE CONCEPTS OF DIGITAL TWINS. Infotech, and PropTech are increasingly impacting on the management and improvement of parking assets. Like other asset classes, the parking industry is increasingly looking at using the Internet of Things to create smarter, more connected infrastructure asset management for improved yield and better customer service.

Parking is still one of the most frustrating and confusing problems affecting U.S. cities and university campuses.

Some of the key challenges that are facing parking administration:

- **Confusion**—Parking options are unclear to drivers. Finding a space is time-consuming and frustrating.
- **Inefficiency**—Sub-optimal utilization of existing parking spaces and locations.
- **Disjointed**—Disjointed technology ecosystem adds time to day-to-day management.
- **Underinformed**—Lacking consolidated, easily accessible data for effective analyses and planning.
- **Uncertainty**—In how to take the first step towards the future of parking & mobility.

When cities and universities first consider moving to technology to help with these issues, it often seems overwhelming, time consuming, and expensive. Smart parking technology is growing and evolving, and the industry is continually changing, as is evidenced by recent merger and acquisition activity in the parking management and mobile payment space.

As featured in the recent IPMI Learning Lab, what we discovered working with CampusParc at The Ohio State University is that asset owners can gain immediate improvements and lay the foundation for a future technology roadmap by establishing a digital database of the parking assets and associated rules. It is surprising to cities and campuses we speak with how simple and low-touch this process is.

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Our customers are surprised to learn that an entire campus can be digitized within three months, with very little resource required on their part," said CEO and Founder of Spot Parking Elizabeth Zealand.

"We often hear, 'we don't have the technology to measure occupancy' but digitizing campus parking doesn't rely on measuring occupancy. You can still vastly improve customer experience and efficiency of parking management without this technology," Zealand added.

However, if parking asset owners already have some existing occupancy technology or do decide to implement occupancy hardware in the future, ensuring the digitization is in an open platform format and able to integrate with any occupancy or payment technology is crucial.

Go on the days of "one size fits all" for parking technology. Through the creation of a digital model of parking assets, asset owners can cherry pick the technology to reflect the level of reporting detail they require, or the value of the parking asset. For example, a university we work with has multiple occupancy solutions according to the business requirement. They built a greenfield garage for a high value, high volume medical center, and that garage has occupancy tracking down to the individual bay. In other surface lots, cameras at point of entry/exit are enough to provide general counts, and at other sites without mixed use parking, loop counters provide the data.

The advantage of having all the diverse assets digitized means that regardless of the technology chosen, cities and universities can have one dashboard for reporting on asset performance, and one source of truth to communicate to drivers about where best to park.

The digitization of the parking assets is increasing across the world, with major cities such as Montreal and Dublin recently seeking industry feedback on digitizing the curb to meet their sustainability and customer experience objectives. The challenge for the industry is to preserve an open, standard digital library so that mobility between and within cities is seamless.

Think about it—just as we look at a physical parking sign to understand where we can stop, an autonomous vehicle will need to be guided geospatially to a permitted curb space. And for cities to implement dynamic curb management, micro-mobility, enhanced urban freight deliveries, and ride-share zones, they need digitized curbs and off-street assets.

"Digitization is one of the most cost effective and rapid result investments parking asset owners can make in their journey for productivity and profitability improvement. It is a force multiplier of value to the other significant investments made in parking management technology for a fraction of the cost," Zealand added.

We are excited to help asset owners embrace the notion of the Digital Twin and the opportunities it provides. And it's not as daunting as it seems.

Spot Parking digitizes parking assets for cities and campuses—see the latest brochures, case studies, and set up a chance to chat via the Spot website here.

Displaying occupancy via tracking technology

- Counting Solutions
- Fixed LPR cameras
- Bay-by-bay monitors

Display overall occupancy Basic

Display availability by permit Personalized

Real-time availability by spot Advanced

SPOT

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PARKING-MOBILITY.ORG / APRIL 2022 / PARKING & MOBILITY 41

[Click here to reserve your one- or two-page advertorial in Parking & Mobility.](#)

E-Newsletter Advertising Opportunities

IPMI Leader: Visual and Content Opportunities for Media Placement at Every Level, for Every Organization

Welcome to your new must-read newsletter. We have launched a new email platform—**IPMI Leader**—shared twice a month with our full contact list of members and colleagues totaling more than 15,000. Share your brand and tell your story in a mobile-responsive format.

Each **IPMI Leader** features valuable news, articles, blogs, and resources designed to provide you with industry information, insight from leaders and members, and inspiration to advance your organization's goals as well as your individual skills and professional opportunities.

Each issue features regular highlights from *Parking & Mobility* magazine, Member News, Career Center opportunities, Requests for Proposals, and upcoming events. In addition, **IPMI Leader** shares updates on IPMI's programs, including APO, CAPP, training opportunities, industry surveys, and more.

Connect with an engaged audience in one or all of these vehicles. Very limited availability in 2024. Secure your placement quickly!

- Digital circulation to more than 15,000 industry pros
- Sustained open rates at 25% or more, versus an industry average of just 10%
- Banner ads and sponsored content comes through with unique click-through numbers.

E-Newsletter Advertising Opportunities

- **Sponsored Content**—50–75 words of advertorial content plus image no greater than 350 × 350 pixels
- **Billboard Banner, First**—980 × 250 pixels
- **Billboard Banner, Middle**—980 × 250 pixels
- **Billboard Banner, End**—980 × 250 pixels

IPMI Leader Publication Schedule

Month	Issue #1 Publication Date	Issue #1 Content Deadline	Issue #2 Publication Date	Issue #2 Content Deadline
JAN	January 10	Dec. 27, 2023	January 24	January 10
FEB	February 14	January 31	February 28	February 14
MAR	March 13	January 28	March 27	March 13
APR	April 10	March 27	April 24	April 10
MAY	May 15	May 1	May 29	May 15
JUN	June 12	May 29	June 26	June 12
JUL	July 17	July 3	July 31	July 17
AUG	August 14	July 31	August 28	August 14
SEP	September 11	August 28	September 25	September 11
OCT	October 16	October 2	October 30	October 16
NOV	November 13	October 30	November 27	November 13
DEC	December 11	November 27	December 24	December 11

IPMI Leader Rates and Specs

Ad Size	1× per year		3× per year	
	Member	Non-member	Member	Non-member
SPONSORED CONTENT	\$800	\$900	NA	NA

Specs: provide advertorial content in 50–75 words plus image no greater than 350 × 350 px. Acceptable file formats are .jpg, .png (No .gif). 72 dpi, 150kb or smaller. Destination URL required. Max 1 per issue

BILLBOARD BANNER—FIRST	\$650	\$750	\$550	\$700
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Specs: 980 × 250 px, 72 dpi, 150kb or smaller. Destination URL required.

BILLBOARD BANNER—MIDDLE	\$425	\$525	\$325	\$500
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Specs: 980 × 250 px, 72 dpi, 150kb or smaller. Destination URL required.

BILLBOARD BANNER—END	\$300	\$400	\$200	\$400
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Specs: 980 × 250 px, 72 dpi, 150kb or smaller. Destination URL required.

Signature CAPP Program and Courses Sponsor

Exclusive Opportunity—Available only to IPMI members in good standing.

CAPP is respected worldwide as the leading credential in parking and mobility. CAPPs represent the best of the industry, advancing the profession and leading with innovation, professionalism, and expertise.

IPMI offers an annual schedule of online, instructor-led courses for members and the industry in specific topic areas. This sponsorship affords visibility across the entire CAPP program and these courses.

Investment Levels

- **EXCLUSIVE: \$13,500** to claim exclusive sponsorship. Available through October 15. Payment required by December 31, 2023.
- **\$8,000** for one of two sponsorships. Available October 15, 2023. Payment required by December 31, 2023.

Exclusive Sponsor Benefits

- **NEW:** One complimentary registration to a single limited seating Pre-Conference course at the 2024 IPMI Parking & Mobility Conference & Expo (**valued at over \$1,200**).
- One complimentary registration per course for a member of your company to attend each online IPMI instructor-led course (**valued at over \$2,000**).
 - **NEW:** Asset Management
 - **NEW:** ADPS Advisor and Technical Specialist Course
 - #IPMI2024 Pre-Conference Course
 - APO Site Reviewer Training
 - APO Site Reviewer Renewal Training
 - Parksmart Advisor Training
- Your hyperlinked logo on CAPP Program webpage as Signature Sponsor (**valued at \$5,400 for annual placement**).



Respected worldwide as the leading credential in parking and mobility

- Your logo on all online instructor-led training calendar events at parking-mobility.org, registration pages, confirmation emails, and reminder emails.
- “2024 Signature Sponsor” logo, provided by IPMI, that may be applied to your website, emails, and more.
- Custom social media package development and promotion with your logo as exclusive sponsor across all platforms.
- Your logo on IPMI’s official advertisement in *Parking & Mobility* promoting the courses.
- Promotion for the series runs January through December and includes a minimum of four emails promoting the series with your hyperlinked company logo as the exclusive sponsor.
- Your company receives Right of First Refusal for 2025 sponsorship if offered.

Sponsor Benefits*

- Recognition in all online IPMI-hosted Instructor-Led Training as Signature Sponsors of the CAPP Program.
- Highest visibility on IPMI website and marketing for all online instructor-led courses outlined.
- A single complimentary registration annually for one employee of your company to attend any one online IPMI instructor-led course.
- Promotion for the series runs January through December and includes a minimum of four emails promoting the series with your hyperlinked company logo as the exclusive sponsor.

Signature Frontline Sponsor

Exclusive Opportunity—available only to IPMI members.

Dedicate your company's resources to fund free frontline training for IPMI members throughout the year, on topics that include critical skills set and industry education for frontline staff: communication, conflict resolution, resiliency, adapting to change in the workplace, and more.

EXCLUSIVE: **\$6,500** for a single exclusive opportunity to sponsor series of six 2024 trainings. Topics to be determined solely by IPMI staff based on the most critical and trending issues.

Tentative 2024 Frontline programming dates (subject to change):

- February 14, 2024
- April 10, 2024
- June 26, 2024
- August 14, 2024
- October 9, 2024
- December 11, 2024

Exclusive Sponsor Benefits

- Your hyperlinked banner on the webpage for the frontline series for the calendar year (**valued at \$5,400 for annual placement**).
- Your logo placed on all IPMI ads in *Parking & Mobility* magazine promoting the Frontline training series, minimum of three placements.
- Your logo on all Frontline training presentations throughout the year.
- Your hyperlinked logo on the registration pages for Frontline Training Series, as well as emails for confirmation, reminders, and follow-ups to all participants.
- "2024 Signature Sponsor" logo, provided by IPMI, that may be applied to your website, emails, and more.
- Custom social media package development and promotion with your logo as exclusive sponsor across all platforms.
- Promotion for the series runs January through December and includes a minimum of four emails promoting the series with your hyperlinked company logo as the exclusive sponsor.
- Your company receives Right of First Refusal for 2025 sponsorship if offered.

Signature Webinar Sponsor

Exclusive Opportunity

IPMI hosts an annual webinar series for parking, transportation, and mobility professionals. Leaders and decision-makers rely on these sessions to train their teams, gain valuable insight, and earn CAPP points. In 2023, six webinars are available both live and recorded for on-demand purchase—gaining your company long-term visibility and brand awareness long after the live sessions.

EXCLUSIVE: Opportunity for members only - \$2,500 for a single exclusive opportunity, or **\$12,500** for all six, a savings of **\$2,500**.

Your hyperlinked banner on the webpage for webinar series for the calendar year (**valued at \$5,400 for annual placement**).

- Free training: Five complimentary registrations for members of your staff to each webinar (**\$35 per attendee per session; valued at over \$1,900**).

Tentative 2024 Webinar programming dates (subject to change):

- January 10, 2024
- March 13, 2024
- May 8, 2024
- July 10, 2024
- September 11, 2024
- November 13, 2024

Sponsor Benefits

- “2024 Signature Sponsor” logo, provided by IPMI, that may be applied to your website, emails, and more.
- Custom social media package development and promotion with your logo as exclusive sponsor across all platforms.
- Your logo and company slide included in every webinar in the series.
- Your logo on IPMI’s official advertisements in *Parking & Mobility* promoting the series; minimum four ads placed in calendar year.
- Your hyperlinked logo on all promotional emails, the dedicated webpage, and in each calendar event listing on parking-mobility.org, plus your hyperlinked logo on the registration page, registration confirmation, and follow up emails.
- Promotion for the series runs January through December and includes a minimum of four emails promoting the series with your hyperlinked company logo as the exclusive sponsor.
- Your company receives Right of First Refusal for 2025 sponsorship if offered.

Virtual Learning Labs

Your Sponsored Education, Partnered with IPMI

Investment

\$4,000 to showcase your company's educational content to our community and membership. Limited to two opportunities per company per year.

Non-member rate **\$5,000** per Learning Lab.

Number of Opportunities: 11

You choose the topic. Promote your brand through a presentation that sets you a level above the competition — as a premier subject matter expert in your field.

Learning Labs are free for all members and industry professionals to attend. IPMI will host your one-hour Learning Lab on our dedicated education platform. We will co-promote the event with you and your team to your target market. Your Learning Lab will be available live and available on-demand in our Resource Library.

You market the event to your clients and leads through email, website, and social media.

Available dates are first come, first served, and are secured through advance payment:

- January 24, 2024
- February 21, 2024
- March 27, 2024
- April 24, 2024
- May 22, 2024
- July 24, 2024
- August 7, 2024
- September 25, 2024
- October 23, 2024
- November 27, 2024
- December 18, 2024

Sponsor Benefits

- Listing in **IPMI Leader** newsletters (Events Section) as an IPMI Learning Lab, with your chosen topic and company name. Two monthly listings begin four months out from your scheduled date.
- Your hyperlinked logo on IPMI calendar event; appears on home page as the event nears. Your hyperlinked logo on emails for confirmation, reminder, and follow-up to all participants.
- Two social media posts naming your company and tagging your preferred social media platforms as our sponsor.
- One dedicated email blast to all IPMI industry contacts to market your Learning Lab.
- Registration lists with participant details pre and post event, approximately one week out and immediately at conclusion of event for follow-up.
- Your recorded Learning Lab posted on **IPMI website** and **YouTube channel**. Sponsor receives recording file to post on your YouTube channel and website.

Once purchased, dates are non-refundable and may not be adjusted.

 [Click here to reserve your date!](#)

Other Ways to Leverage Your IPMI Membership and Stay Connected

Submit a
Blog Post



Submit an Article



Submit News
or Press Releases



Engage on Forum,
our online member
community.



Become an
“Ask the Experts”
Panel Member

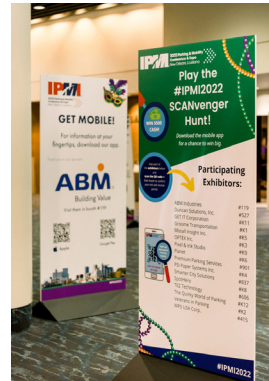
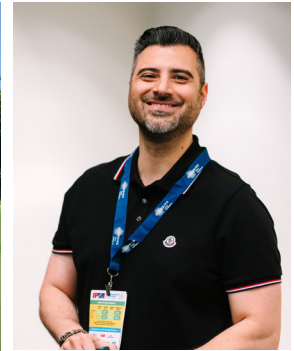


Email editor@parking-mobility.org.
Members can post news
on our website.

Contact Tina at taltman@parking-mobility.org
to create a custom advertising package for you!



**2024 Parking & Mobility
Conference & Expo**
Columbus, Ohio



2024 IPMI PARKING & MOBILITY CONFERENCE & EXPO

June 9-12 | Columbus, Ohio

Visibility & Branding Opportunities



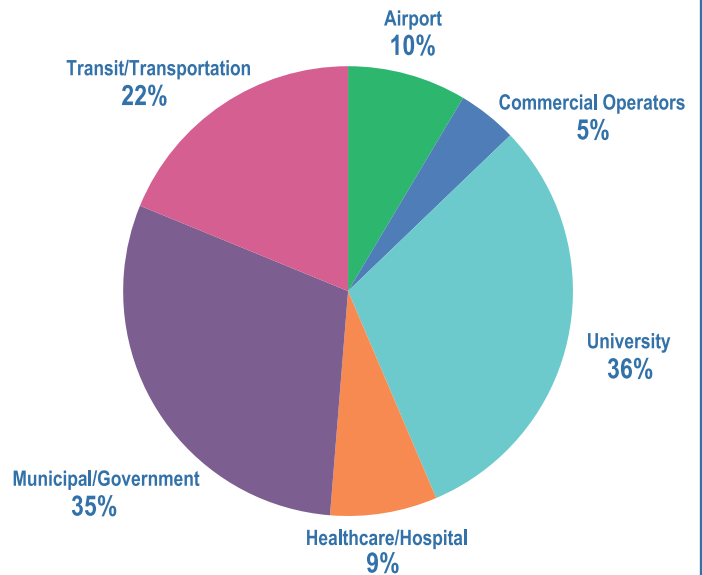
Scan the QR Code or [Click Here](#) to reserve your sponsorship today!
For more information please email Tina at taltman@parking-mobility.org

About the 2024 IPMI Parking & Mobility Conference & Expo

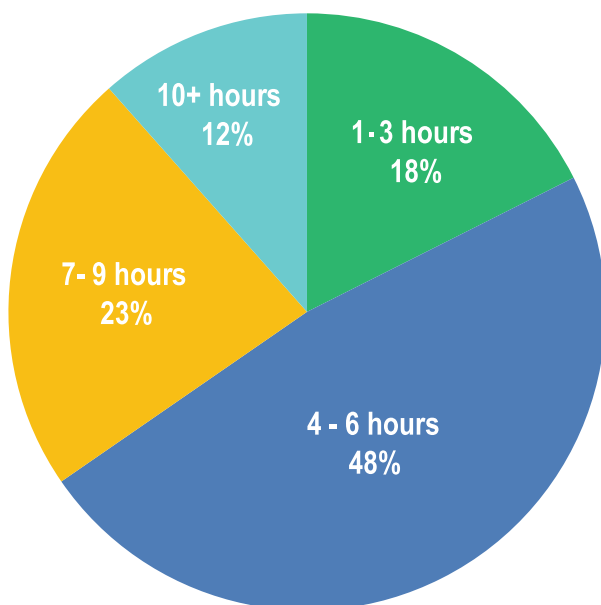
This event brings together professionals representing every level of experience and segment of the parking, transportation, and mobility industry. The event delivers four days of exceptional education, the largest display of parking- and mobility-specific technology and innovations, networking, and the opportunity to connect with a global community – to advance the industry.



Attendee Breakdown



More than 80% of attendees spent more than four hours in the Expo



25 Countries Represented at the IPMI Parking & Mobility Conference & Expo



25% First Time Attendees
75% Returning Attendees

What Our Conference Attendees Say...



More than 97% of attendees are very likely or likely to recommend the IPMI Parking & Mobility Expo & Conference to a colleague.



Overall, IPMI is always a great way to network and collaborate with peers. As long as I've been in the parking industry... I do believe the most valuable part is to interact with and discuss day to day issues with the people that work in the sector.



Michelle R. Porter, CAPP
Carnegie Mellon University



IPMI as usual knocked it out of the park in Fort Worth. Great job. The speakers, award opportunities, sessions, shop talks, networking and expo hall were well worth the price of admission. The Parking and Mobility profession is lucky to have IPMI.



Jon Frederick
Wayne State University



First time to IPMI, and I wish I had come sooner. This trip was well-spent, and I learned and shared things with others!



Maria Griego
City of Albuquerque



95% of attendees shared that the education sessions were useful to their operations and profession.



The conference was well run, informative, and key to understanding my organization's alignment with industry standards and operational best practices.



Derek Fern
City of Anvada



If you are serious about the parking Industry then attending the IPMI conference is a must. if you're serious about developing your people then the CAPP program is a must.



John Morgan
The Allentown Parking Authority



Participate, participate, participate! The IPMI Parking & Mobility Conference & Expo provides an untold number of opportunities to showcase products, network with industry professionals, and learn!



Melissa Yates, CAPP
FLASH



Over 90% of attendees shared that the Expo offered the products and services they were looking for.

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For all sponsor questions email Tina Altman: taltman@parking-mobility.org

STRATEGIC PARTNER

Max 10 | \$12,500

Highest Visibility Logo Placement

- Highest logo visibility in pre-Conference marketing, including promotional emails and website recognition.
- 2024 IPMI Parking & Mobility Conference & Expo website landing page rotating banner (reserved exclusively for Strategic Partners).
- Your dedicated landing page to include logo, hyperlink, and 75-word description.
- Single email promotion sent by IPMI featuring only Strategic Partners, including logo, dedicated link and specialized content provided by sponsor.
- Placement on attendee confirmation emails.
- Exhibit hall aisle signage and expo hall entrance structure.
- Company logo on Strategic Partners page in Conference guide.
- Special IPMI Strategic Partner logo and social media badge.

- Advanced booth selection for best placement.
- Recognition at the opening general session, including your logo on rotating sponsor deck opening the event.
- Spotlight in *Parking & Mobility* magazine pre-Conference print issue.

Additional Benefits

- Pre- and Post-Conference attendee list.
- Distribution of a single promotional item in delegate bag (printed material or giveaway, max two printed pages.)
- One push message in mobile app during event.
- One rotating banner ad in mobile app throughout the event.



All sponsorships must be paid in full by March 31, 2024. All sponsors will receive Right of First Refusal on their sponsored items for the 2025 Conference & Expo.

Contact us to see if your sponsorship makes you eligible for unique advertising discounts. See the 2024 Marketing & Media listings beginning on page 5 for more opportunities.

OPENING WELCOME EVENT PLATINUM-LEVEL SPONSORSHIP

COST: \$25,000 | Max 1

Highest Visibility at the Event of the Year!

- Top billing on Opening Welcome Event sponsor signage.
- Company logo on Conference guide.
- Your hyperlinked logo on the Opening Welcome Event website page.
- Your logo on custom IPMI co-branded Opening Welcome event giveaway provided to all event attendees.
- Company logo on napkins and signage.
- Recognition at the opening general session, including your logo on the rotating sponsor deck opening the event.
- Recognition in a Conference daily recap email sent to all registered attendees.
- Distribution of a single promotional item in delegate bag (printed material or giveaway, max two printed pages.)
- One push message in mobile app during event.
- Spotlight in *Parking & Mobility* magazine pre-Conference print issue.
- Full page ad in the May 2024 print edition of *Parking & Mobility* magazine.

OPENING WELCOME EVENT SILVER-LEVEL SPONSORSHIP

COST: \$10,000 | MAX: 5

Benefits:

- Your hyperlinked logo on the Opening Welcome Event website page.
- Logo included on special Opening Welcome Event signage.
- Company logo on Conference guide.
- Recognition at the opening welcome general session.
- Spotlight in *Parking & Mobility* magazine pre-Conference print issue.
- Distribution of a single promotional item in delegate bag (printed material or giveaway, max two printed pages.)
- One push message in mobile app during event.

OPENING WELCOME EVENT BRONZE-LEVEL SPONSORSHIP

COST: \$4,000 | MAX: 5

Benefits:

- Your hyperlinked logo on the Opening Welcome Event website page.
- Logo on special Opening Welcome Event sponsor signage.



OPENING KEYNOTE SPONSOR

COST: \$10,000 | Max 1

Place your company front and center at the kick-off general session. Sponsor the opening keynote session and receive recognition during the live event, including:

Benefits:

- Two-minute video presentation to play before keynote at the Opening General Session.
- Company logo on Conference guide.
- Your hyperlinked logo on the Conference website page where the Opening Keynote is mentioned.
- Logo and link on dedicated email promotion where keynote is mentioned.
- One item placed in delegate bag (may be printed material or giveaway item, max two printed pages.)
- One push message in mobile app during event.



AWARDS GENERAL SESSION SPONSOR

COST: \$7,000 | MAX: 1

Sponsor the Awards General Session and receive recognition during the live event for your support. This sponsorship supports the CAPP program and CAPP Scholarships —be a leader in the industry, advancing the mission of IPMI and CAPP through your generous support of eligible CAPP candidates!

Benefits:

- One-minute video presentation to play before general session.
- Premium recognition at the Awards General Session.
- Maximum visibility for your logo during opening slide rotation prior to session.
- Your logo on Conference agenda summary.
- Chair drop of your selected material (brochure, giveaway, or gift bag provided by sponsor). *
- Company logo on Conference guide.
- Single email promotion sent by IPMI featuring your logo, dedicated link and specialized content provided by sponsor.
- One push message in mobile app during event.

NETWORKING HUB SPONSORSHIP

COST: \$10,000 | MAX: 1

Sponsor this area near registration, where attendees will be able to connect with other attendees. Tables will include custom decals (artwork provided by you) along with visible signage recognizing you as the sponsor.

Benefits:

- One push message in the mobile app during the event.
- Company logo on Conference guide.
- Your selected material (brochure, giveaway, or gift bag provided by sponsor) provided at the Networking Hub. *

**Marketing collateral subject to IPMI approval. IPMI reserves the right to deny any material not suitable. Sponsor is responsible for shipping items to IPMI by the predetermined date.*

EXPO HALL OPENING CELEBRATION

COST: \$10,000 | Max 1

Celebrate opening the Expo in a big way this year. Featured entertainment will lead attendees into the Expo on Monday - right to your booth! A representative from your company welcomes attendees over the PA system. Features prominent Expo signage and a delegate bag insert for all attendees!

Benefits:

- Company logo on Conference guide.
- Your logo on custom IPMI co-branded Expo Hall giveaways for event attendees.
- One Item placed in delegate bag (may be printed material or giveaway item, max two printed pages.)
- One rotating banner ad in mobile app.



WI-FI SPONSOR

COST: \$10,000 | Max 1

This sponsorship provides recognition to thousands of unique visitors per day and thanks your company for providing complimentary Wi-Fi in all Conference session rooms and in all common event areas at the Convention Center. This is your company's chance to have all our attendees connect to your network multiple times per day on multiple devices!

Benefits:

- Company logo on Conference guide.
- Your logo hyperlinked on the Conference website page where the Wi-Fi is mentioned.
- Your custom network and password to be displayed.
- Recognition in the mobile app. IPMI to create graphics and messaging.
- One push message in mobile app during event.

Contact us to see if your sponsorship makes you eligible for unique advertising discounts. See the **2024 Marketing & Media listings** beginning on page 5 for more opportunities.



POWER UP SPONSOR

COST: \$10,000 | MAX: 1

Staged outside the exhibit hall, attendees will be able to plug in and power up. Setup includes 2 tables and seating that include custom graphics and signage with your logo.

Attendees can also charge up with a customized charging device to take with them while they attend sessions or walk the Expo floor. Individual light-up desktop stations will be placed at Registration for attendees to grab on-the-go and can be branded with your company brand on the housing unit and each portable battery charging device. Great opportunity to stay in the hands of attendees throughout the event.

*Each unit comes with 8 portable charging devices.

Benefits:

- One featured mobile app push message during the event.
- Company logo on Conference guide.

WELLNESS PAVILION SPONSORSHIP

COST: \$10,000 | MAX: 1

Attendees can stop by for a massage and a wellness break. To obtain a complimentary massage, attendees will have to visit your booth to obtain tokens to use for the service – translating to traffic to your booth. Tables will include custom decals (artwork provided by you) along with visible signage recognizing you as the sponsor.

Benefits:

- Company logo on Conference guide.
- Two featured mobile app posts during the events

SOCIAL MEDIA SPONSOR

COST: \$10,000 | Max 1

Supercharge your visibility by becoming the official Conference & Expo social media partner.

Your organization will be front and center on the social media presence of #IPMI2024.

Benefits include but will not be limited to:

- Partner branding for the #IPMI2024 Daily Reception email, send to all conference attendees Sunday, Monday, and Tuesday of the Conference.
- Logo on all social media signage.
- One push message in the mobile app during the Conference.
- Company logo included in the sponsor rotation to play before the two General Sessions.
- Dedicated posts at the 3-week and 1-week mark before the conference begins promoting any of the following:
 - Announcement of the partner as the official Social Media partner for the conference.
 - Pre-recorded video from partner highlighting organization, team, and/or product.
 - Open to other opportunities!

Consultation (after signing) with IPMI's digital strategist to craft a participation and content plan for pre-scheduled and live-broadcast social media posts. Opportunities include:

- Package of assets designed to self-promote the partnership.
- Livestreams of partner's participation in the conference including cameos with team members.
- Pre-designed static post highlighting the partner's participation as the social media sponsor.
- Opportunity for a 15-minute partner social media "takeover" where the partner, with the support of the IPMI social media manager, can go live on IPMI channels and share their experiences and highlight any area of the conference they choose. This can be coordinated with the partner's in-house marketing team to create a seamless cross-posting event.
- Video "demo" of partner's product, pitch, or other two-minute introduction to the partner's company.
- Participation as a special guest interviewer with IPMI key partners, exhibitors, presenters, and Board leaders.
- Have other ideas? Let's talk!



HEADSHOT LOUNGE SPONSOR

COST: \$7,500 | Max 1

Attendees get professional headshots – courtesy of your company! Attendees visit your booth to receive a token for the shoot – translating to driving traffic to your booth. Signage will quickly identify the sponsor of the Headshot Lounge.

Benefits:

- Co-branded area solely dedicated to your sponsorship.
- One mobile app push message during the event.
- Company logo on Conference guide.
- Logo and link on the email distributing the photos.

COMMUNITY PARTNER

COST: \$3,5000 | MAX: 1

Save money, save the environment, and help the community. IPMI will work together with the local Convention & Visitors Bureau to identify a local charity.

Benefits:

- Company logo on signage placed at the drop off location in the Expo Hall.
- (One) Exhibit Hall aisle sign.
- Company logo added to a dedicated sustainability web page.
- (2) Sustainability partner Floor Path Markers to be placed near your booth (IPMI to design).
- (2) Mobile App push notifications reminding exhibitors of the program on Tuesday & Wednesday.
- One mobile app push message during the event.
- One Item placed in delegate bag (may be printed material or giveaway item, max two printed pages.)
- Your logo on preconference email to all exhibitors making them aware of the program.
- IPMI to include the charity info in the “What to Know Before You Go” email to exhibitors with your logo.

ASK THE EXPERTS

ANSWER BAR EXPERT

Ask the Experts! Answer Bar Lounge and Dedicated Time

COST: \$1,000 for Exhibitors | \$1,500 Non-Exhibitors
Max 10

Engage directly with attendees in our Answer Bar Pavilion. For one hour during the Expo, attendees head to a dedicated space to meet with your company's representative on a topic of your choice. Invite attendees to meet with you to get expertise on subjects like electric vehicles, planning and design, accessibility needs, curb management, technology innovation. You name the category, and we set up the meet! Five timed sessions to be made available for selection.

Benefits:

- Dedicated answer bar station during your selected time slot.
- Your logo on single preconference email from IPMI to all attendees announcing all Ask the Experts participants and time slots.
- One push message in the mobile app during the event promoting the area.
- Company logo on printed Conference guide, distributed to all attendees onsite.
- Co-branded area in the Expo dedicated to this sponsorship .
- Your selected material (brochure, giveaway, or gift bag provided by sponsor) provided at the Answer Bar station. *

**Marketing collateral subject to IPMI approval. IPMI reserves the right to deny any material not suitable. Sponsor is responsible for shipping items to IPMI by the predetermined date.*

MOBILE APP SPONSORSHIPS

EXCLUSIVE

MOBILE APP SPONSOR

COST: \$11,500 | Max 1

#IPMI2024 is fully digital! All attendees will download the official mobile app to access Conference agenda, details and more. The event content will be hosted right in the app for onsite access – putting your company front and center.

Sponsor our mobile app and put your logo front and center on the opening splash page. Provide your logo artwork and link to your webpage, and we'll do the rest.

Benefits:

- Your logo on the official IPMI mobile app landing page.
- One Item placed in delegate bag (may be printed material or giveaway item, max two printed pages.)
- One rotating ad on Conference website subpage (725x725.)
- One push message in mobile app during event.

SCANVENER MOBILE APP GAMIFICATION

COST: \$1,500 | MAX: 20

Increase your attendee exposure through this customized incentive to drive booth traffic. IPMI will provide participating exhibitors with a QR code for attendees to scan in your booth. Your booth name will be listed in the game section of the mobile app, on dedicated SCANvenger Hunt signage and on the Conference website.

MOBILE APP ROTATING BANNER AD

COST: \$750 | Max 10

Place your message in front of attendees at the top of the mobile app! Your banner ad will be featured at the top of the app and rotate during the event. Link to an external website. Mobile banner ad image must be 640x130 high-res PNG file.

MOBILE APP SPONSOR ICON

COST: \$3,500 | Max 3

Place your logo front and center in the mobile app. Your icon will appear on the home page of the mobile app and can link to an external website. Includes one promoted push notification.

MOBILE APP PROMOTED PUSH NOTIFICATION

COST: \$500 | Max 10

A push notification is a powerful, real-time marketing tool to send a direct message to app users. Messaging looks like a text message but comes from the application. (140-character limit. No images or links.) Push messages will be scheduled at IPMI's discretion.



Contact us to see if your sponsorship makes you eligible for unique advertising discounts. See the 2024 Marketing & Media listings beginning on page 5 for more opportunities.

EDUCATION/RECEPTION SPONSORSHIPS

EXCLUSIVE

EDUCATION SESSION SPONSOR

EXCLUSIVE BUY-OUT: COST: \$20,000

Your company's marketing items will be distributed in education sessions on a first-come, first-served basis.

Exclusive Sponsor Buy-out Benefits include:

- Company logo on all Education room signage.
- (3) Meter board signs designed by sponsor to be placed near education rooms.
- Your logo in dedicated email to all full IPMI database announcing Official 2024 Conference Education Program.
- Your logo on the available speaker template to be used in each presentation.
- Your selected material (brochure, giveaway, or gift bag provided by sponsor) provided at each Education Session. *



**Marketing collateral subject to IPMI approval. IPMI reserves the right to deny any material not suitable. Sponsor is responsible for shipping items to IPMI by the predetermined date.*

LEARNING LAB SPONSOR

COST: \$4,000 | MAX: 7

You choose the topics and showcase your company and your expert presenter(s). Use this one-hour session to share your brand, services, products, and education topic. IPMI to provide pre-selected time slots for sessions, which are placed alongside the official Conference education program.

Sponsor to provide Learning Lab Session Title and 75-word description on the topic no later than March 30, 2024. Your logo on Learning Lab event signage.

Sponsor Upgrade (\$500): Add the latest technology to capture attendee information with our lead retrieval unit to scan all participant badges. Sponsor to provide staff to scan attendee badges and welcome participants. Reporting provided post Conference.

FIRST TIMERS NETWORKING SESSION SPONSOR

COST: \$3,500 | MAX 1

First-time conference attendees gather at this Sunday session to learn more about the conference and IPMI opportunities and meet fellow newcomers.

Exclusive Sponsor Buy-out Benefits include:

- Your company's marketing items will be distributed in this session on a first-come, first-served basis. Secured through advance payment. Provide us with 200 of your marketing items* for distribution at the start of this session. *
- Your company's name and logo prominently displayed on signage at the sponsored event.

Sponsor Upgrade (\$500): Add the latest technology to capture attendee information with our lead retrieval unit to scan all participant badges. Sponsor to provide staff to scan attendee badges and welcome participants. Reporting provided post Conference.

EDUCATION/RECEPTION SPONSORSHIPS

AIRPORT RECEPTION SPONSOR

COST: \$3,500 | MAX 2

This meet and greet session is designed to give sponsors access to Airport Leaders.

Benefits:

- Your company's marketing items will be distributed in this session on a first-come, first-served basis. Secured through advance payment. Provide us with 100 of your marketing items* for distribution at the start of this session.*
- Your company's logo prominently displayed on signage at the sponsored event.

Sponsor Upgrade (\$500): Add the latest technology to capture attendee information with our lead retrieval unit to scan all participant badges. Sponsor to provide staff to scan attendee badges and welcome participants. Reporting provided post Conference.

SHOPTALK SPONSOR

COST: \$750 PER SHOPTALK | MAX: 7

Your company's marketing items will be distributed in education sessions on a first-come, first-served basis. Secured through advance payment. Provide us with 200 of your marketing items* for distribution at the start of each session. Your company's logo prominently displayed on signage at the sponsored event.

[Click here for available topics.](#)



Contact us to see if your sponsorship makes you eligible for unique advertising discounts. See the 2024 Marketing & Media listings beginning on page 5 for more opportunities.

**Marketing collateral subject to IPMI approval. IPMI reserves the right to deny any material not suitable. Sponsor is responsible for shipping items to IPMI by the predetermined date.*

MERCH SPONSORSHIPS

LIMITED EDITION COLLECTIBLE CONFERENCE TSHIRT SPONSOR

COST: \$12,500 | Max 1

For direct one-to-one exposure with after-event visibility, this package offers a unique and collectible way of ensuring your company's logo is seen long after the Conference. Your logo included on these fun, take-home souvenirs, coupled with a contest that promotes booth traffic to grab a selfie with your staff and post the images in mobile app.

DELEGATE BAG

COST: \$12,000 | Max 1

Your company's marketing items will be distributed in education sessions on a first-come, first-served basis. Secured through advance payment. Provide us with 2000 of your marketing items* for distribution at the start of each session. Your company's logo prominently displayed on signage at the sponsored event.

BADGE LANYARD

COST: \$8,500 | Max 1

Hang your name around the neck of every* IPMI attendee. Simply provide your company logo to be imprinted on the Conference lanyard and we will distribute them with attendee's registration materials. *Does not include exhibitor personnel badge lanyards.

Contact us to see if your sponsorship makes you eligible for unique advertising discounts. See the 2024 Marketing & Media listings beginning on page 5 for more opportunities.

NOTEBOOK

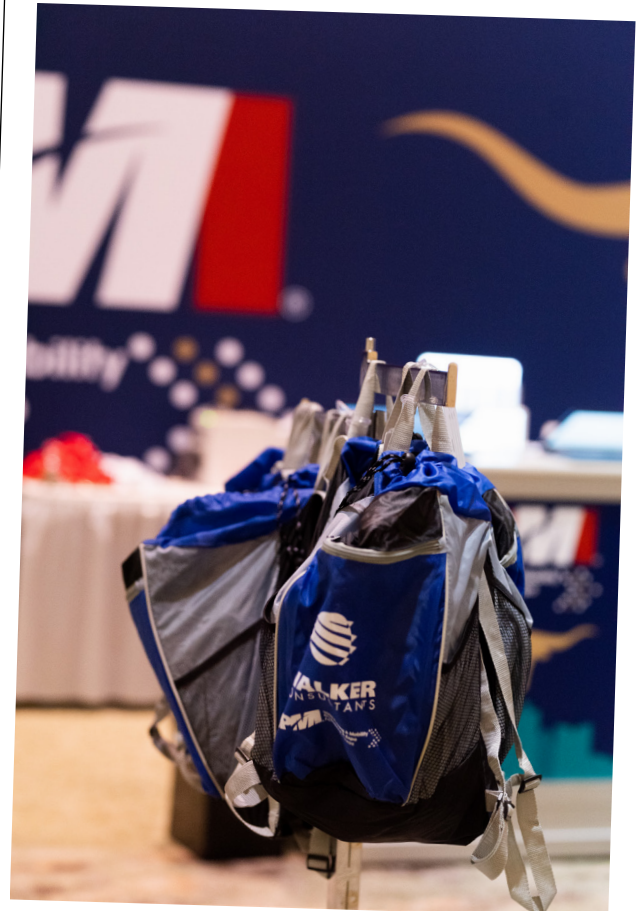
COST: \$7,500 | Max 1

Your company name/logo (one color imprint) presented on IPMI selected notebook distributed to every attendee.

ATTENDEE WATER BOTTLE

COST: \$7,500 | Max 1

Help attendees stay hydrated during the Conference by sponsoring the official, durable, and reusable water bottle. Each attendee will receive an environmentally friendly water bottle to carry with them throughout the Conference.



FOOD AND BEVERAGE SPONSORSHIP

Contact us to discuss your ideas for other unique sponsorship opportunities.

AFTERNOON BREAK IN IPMI LANE

COST PER DAY: \$10,000
(select: Monday or Tuesday) | Max 2
EXCLUSIVE AVAILABLE FOR \$18,000

Benefits include:

- Prominent signage and branded packaging at break with your logo.
- Your logo on email to all attendees in the "Planning Your 2024 IPMI Conference Experience" communication.
- Recognition in schedule-at-a-glance, both online and onsite.
- Recognition in the mobile app the day of your sponsorship. IPMI to create messaging.



Contact us to see if your sponsorship makes you eligible for unique advertising discounts. See the 2024 Marketing & Media listings beginning on page 5 for more opportunities.

ADDITIONAL VISIBILITY

PHOTO BOOTH SPONSORSHIP

COST: \$5,000 | MAX 1

Say cheese! Get recognized as our official digital photo booth sponsor. Attendees will have the opportunity to take photos with your branded photo frame to be shared through their social media platforms or email for extended post-event recognition.

Benefits include:

- Logo recognition on the digital photo frame.
- Featured conference sponsor listing on the Conference website.
- IPMI to provide lead retrieval unit to scan all participant badges. Reporting provided post Conference.



CONFERENCE WEBSITE BANNER AD

COST: \$1,000 | MAX: 5

Gain additional visibility with your interior banner ad on the conference website. Banner ads will run from the time you provide to us through show dates. Dimensions are 725x725 px and must be static ads. Linked to the URL of your choice. Please supply google tag URL if you would like statistics on your ad.

HOTEL KEYS

COST: \$6,500 | Max 1

Your artwork, including your corporate logo imprinted on hotel keys, distributed to conference attendees staying at all IPMI contracted hotels.

EXHIBIT HALL AISLE SIGNS

COST PER SIGN: \$1,500 | MAX: 10

Your company logo on one aisle sign in the exhibit hall. Placement of the sign is at IPMI's discretion. Plus includes one interior page digital banner ad on the event website with a link to your virtual booth. Dimensions of banner ad: 725x725px.

DELEGATE BAG INSERTS

COST: \$1,000 | MAX: 5

Allows for one item (print or non-print) by your company. Note: Quantity of 2,000.

FLOOR PATH MARKERS

COST: \$300

Drive Booth Traffic – Oversized floor decals, customized with your content including logo and booth number, lay the pathway for attendees to find your booth. Foot Path and Floor Markers are ideal for “sequential messaging,” as guests follow the path your message unfolds. Will be placed inside the exhibit hall in IPMI predetermined locations. Decal design should be no larger than 24” x 48”. Files due to IPMI on May 6. Max 3 per exhibitor/organization.

Contact us to see if your sponsorship makes you eligible for unique advertising discounts. See the 2024 Marketing & Media listings beginning on page 5 for more opportunities.

EXCLUSIVE

GOLF TOURNAMENT SPONSOR

COST: \$15,000 | MAX: 1
(Must be secured by October 20, 2023)

Join us for the Annual CAPP Classic Golf Tournament. An attendee favorite, proceeds from the event and these sponsorships provide funding for the CAPP Scholarship Fund and CAPP Program

Benefits:

- Your logo exclusively on all Golf event signage.
- Your logo on rotating slides during Opening General Session.
- Your logo on printed material, dedicated email promoting golf event, conference website, mobile app and conference signage where golf tournament is mentioned.
- One rotating ad on Conference website subpage (725x725.)
- Two push messages in the mobile app.
- One rotating banner ad in mobile
- Your logo on two pin flags (association's choice of location).
- Customized golf towel with your logo.
- Customized to-go drink cup with your logo.
- One free foursome registration for the golf tournament.
- Table at dedicated hole for your staff person to welcome attendees.



William M. Voigt

CAPP CLASSIC

Benefitting the IPMI CAPP Scholarship Fund

CAPP CLASSIC SIGNATURE SPONSOR

COST: \$2,500 | MAX: 5
(Available after October 20, 2023)

Benefits:

- Two free player entries
- Maximum visibility signage at tournament.
- One "hole" pin flag or sign with your logo (association's choice.)
- Recognition in the targeted pre-Conference messaging related to this event, event signage, and at tournament.
- Sponsorship also includes logo in targeted emails to attendees promoting the event.

CAPP CLASSIC SPONSOR

COST: \$1,200 | Max 6
(Available after October 20, 2023)

Benefits:

- Two free player entries
- Special signage at the tournament
- One pin flag or "hole" sign (association's choice)
- Recognition in the targeted pre-show messaging related to this event, event signage, and at tournament.



Contact us to see if your sponsorship makes you eligible for unique advertising discounts. See the 2024 Marketing & Media listings beginning on page 5 for more opportunities.

CAPP CLASSIC GOLF CUSTOM DRINK STATION SPONSOR

COST: \$3,000 | Max 2

You'll be set up on a golf hole to greet each foursome and offer a beverage while players tee off. This is a great opportunity to be a part of the event and talk with all the players.

Benefits:

- Two free player entries
- Special signage at the tournament
- One pin flag or "hole" sign (association's choice)
- Recognition in the targeted pre-show messaging related to this event, event signage, and at tournament.

Specialty drink selection to be made at a later date.

CAPP CLASSIC GOLF BREAKFAST SPONSOR

COST: \$2,000 | Max 1

Benefits:

- Recognition in the targeted pre-show messaging related to this event, event signage, and at tournament.
- Your logo on branded napkins.

CAPP CLASSIC GOLF LUNCH SPONSOR

COST: \$2,000 | Max 1

Benefits:

- Recognition in the targeted pre-show messaging related to this event, event signage, and at tournament.
- Your logo on branded napkins.

Contact us to see if your sponsorship makes you eligible for unique advertising discounts. See the 2024 Marketing & Media listings beginning on page 5 for more opportunities.

CAPP CLASSIC GOLF BEVERAGE CART SPONSOR

COST: \$1,500 | Max 2

Put wheels to your company's visibility with custom signage on every cart on the course.

Benefits:

- Recognition in the targeted pre-show messaging related to this event, event signage, and at tournament.
- Your logo on beverage cart signage.

GOLF PIN FLAG SPONSORSHIP

COST: \$350 | Max 15

Share your support for the CAPP Scholarship and CAPP Community with custom pin flag sponsorship. Bonus – you get to take the flag with you! Hole selection assigned by golf course.



GOLF MERCH

GOLF BALLS & GOLF TEES

COST: \$3,500 | MAX 1



Provide every player with branded golf balls and tees. Includes one free player entry plus recognition on event signage.

The logo features the year '2024' in a light gray sans-serif font. The '0' is replaced by a stylized graphic of three people in black, red, and blue, appearing to be in motion or interacting. To the right of the year is the acronym 'IPM' in a bold, blocky font, with 'IP' in red and 'M' in blue. Below these elements, the words 'LEADERSHIP SUMMIT' are written in a bold, sans-serif font, with 'LEADERSHIP' in red and 'SUMMIT' in blue.

2024 IPM LEADERSHIP SUMMIT

FEBRUARY 27-29, 2024

2024
LEADERSHIP SUMMIT
Visibility & Branding
Opportunities



Scan the QR Code or [Click Here](#) to reserve your sponsorship today!
For more information please email Tina at taltman@parking-mobility.org

EXCLUSIVE

PREMIER EVENT SPONSOR

COST: \$17,500 | MAX: 1 **Only available through September 15, 2023!**

Our premier, exclusive sponsorship provides maximum event exposure and makes your company shine as a leader in education for industry professionals.

Exclusive benefits include:

- Brand recognition on all IPMI platforms: maximum visibility of your company's logo in all digital and print communication, marketing materials, signage, sponsor listings, and on program screens.
- **Exclusive** logo placement on IPMI Leadership Summit advertisements in *Parking & Mobility* magazine, the *Parking & Mobility* digital platform, and the IPMI Leader e-newsletter.
- **Exclusive premium placement** banner ad on event website/registration page from contract start through March 1, 2024.
- **Exclusive premium placement** banner ad on all marketing emails to promote the event. Banner ad to be included on a minimum of three emails.
- Your **exclusive** logo on the official delegate bag, co-branded with the Leadership Summit logo. Provided to all attendees at registration.
- Opening Session Welcome, Video, and Collateral Opportunity:
 - Two-minute speaking opportunity to welcome attendees during the opening session.
 - Looping promotional videos on screens during select networking and break times.
 - Your branded promotional item at the opening session on Wednesday morning, provided by the sponsor (estimated quantity 250).

Event Benefits

- Four complimentary registrations (\$1,800 value!)
- One Ask the Experts Answer Bar table and signage (\$2,000 value). Your subject matter experts staff your table during dedicated times to answer attendee questions on your area of expertise and selected topic area.
- Your full-page ad sharing your Ask the Experts in Program Guide distributed to attendees.
- One additional reserved table for marketing materials, banner stands, or other collateral in the foyer. Door prize/raffle giveaway opportunity (item to be provided by sponsor).

Post-Event Benefits

- **Exclusive** dedicated email blast to attendees, content provided by the sponsor and sent by IPMI.
- One free full-page advertisement in the Best of 2023 edition of *Parking & Mobility*. This print edition will be mailed to all members in January 2024, as well as promoted via blast email and the digital platform. (Valued at \$4,500)
- Special recognition with your logo on one slide in the Opening General Session at the 2024 IPMI Parking & Mobility Conference June 2024.



Scan the QR Code or [Click Here](#) to reserve your sponsorship today!

For more information please email taltman@parking-mobility.org

SUMMIT SUPPORTER

COST: \$7,500 | MAX: 3
available after September 15, 2023

Summit supporters will gain high-level visibility on all platforms through a comprehensive benefit package. Although this opportunity is NOT exclusive, it is limited to three progressive industry innovators dedicated to supporting cutting-edge education and our professional community.

Benefits

- Your company's hyperlinked logo in digital communication and marketing.
- Your full-page ad in the Program Guide distributed to attendees.
- Two complimentary registrations (\$900 value!)
- One reserved table for marketing materials, banner stands, or other collateral in foyer. Door prize/ raffle give-away opportunity (item to be provided by sponsor).
- One free full-page advertisement in the Best of 2023 edition of *Parking & Mobility*. This print edition will be mailed to all members in January 2024 and promoted via blast email and the digital platform. (Valued at \$4,500)



KEYNOTE SPEAKER: Emilie Aries

EXCLUSIVE

OPENING KEYNOTE SPONSOR

COST: \$5,000 | MAX: 1

Place your company front and center at the opening keynote session.

Benefits include:

- Opportunity to introduce the keynote speaker, script to be provided by IPMI.
- One complimentary registration (\$450 value!)
- Logo and link on dedicated email promotion where keynote is mentioned.
- Logo and link on event website.
- Two featured social media posts.
- Company listed on website and in pre-event emails.
- One item placed in delegate bag (may be printed material or giveaway item, max two printed pages.)
Note: Quantity of 250.

EXCLUSIVE

HYDRATION STATION SPONSOR

COST: \$5,000 | MAX: 1

Each attendee will raise a glass to you as they stay hydrated during the event. A tablecloth with branding will be provided underneath sponsor provided water bottles sporting your logo. IPMI to provide separate stickers for attendees to personalize their water bottle!

Benefits include:

- One complimentary registration (\$450 value!)
- Your company logo on tablecloth at station and space for your staff to greet attendees and hand out bottles/stickers.
- Your company logo on tablecloth at welcome desk and space for your staff to greet attendees and hand out gift. Your logo on water bottles.
- Sponsor provides a branded gift or piece of marketing collateral that will be delivered to each guest room in IPMI's hotel block. Note: Quantity of 250.

EXCLUSIVE

WELCOME GIFT SPONSOR

COST: \$5,000 | MAX: 1

Be the first to greet Leadership Summit attendees with a gift delivered at check-in.

Benefits include:

- One complimentary registration (\$450 value!)
- Your company logo on tablecloth at welcome desk and space for your staff to greet attendees and hand out gift.
- Sponsor provides a branded gift and piece of marketing collateral that will be delivered to attendee at registration.



Scan the QR Code or [Click Here](#) to reserve your sponsorship today!

For more information please email taltman@parking-mobility.org

EXCLUSIVE

WELCOME RECEPTION SPONSOR

COST: \$5,000 | MAX: 1

Sponsor the opening reception with the IPMI Board of Directors, speakers, and attendees at the opening cocktail party.

Benefits include:

- One complimentary registration (\$450 value!)
- Logo displayed at food & beverage stations.
- Logo and link on dedicated email promotion where reception is mentioned.
- Logo and link on the event website.
- Two featured social media posts.
- Company listed on the website and in pre-event emails.
- One Item placed in delegate bag (may be printed material or giveaway item, max two printed pages.)
Note: Quantity of 250.

EXCLUSIVE

GAME NIGHT MIXER

COST: \$5,000 | MAX: 1

This is a perfect opportunity to connect with attendees in a casual, fun-filled environment.

Benefits include:

- One complimentary registration (\$450 value!)
- Logo displayed at food & beverage stations.
- Logo and link on dedicated email promotion where reception is mentioned.
- Logo and link on the event website.
- Two featured social media posts.
- Company listed on the website and in pre-event emails.
- One Item placed in delegate bag (may be printed material or giveaway item, max two printed pages.)
Note: Quantity of 250.

EXCLUSIVE

EDUCATION SPONSOR

COST: \$5,000 | MAX: 1

Sponsor the entire Leadership Summit education program! Opportunity for your company representative to introduce each session with your logo on the rotating marquee PowerPoint deck.

Benefits include:

- Two complimentary registrations (\$900 value!)
- Chair drop of your promotional item in all education sessions (excluding the opening general session and keynote).
- Logo and link on the event website and in the printed onsite guide
- Two featured social media posts.
- Company listed in pre-event emails.

EXCLUSIVE

HEADSHOT ALLEY SPONSOR

WEDNESDAY ONLY | COST: \$3,500 | MAX: 1

Attendees will have the opportunity for an abbreviated headshot session with our professional photographer. Sponsors will be featured on signage in the lounge and in the email to attendees with their images.

Benefits include:

- One complimentary registration (\$450 value!)
- Logo and link on the event website and in the printed onsite guide
- One featured social media post.
- Company listed in pre-event emails.



Scan the QR Code or [Click Here](#) to reserve your sponsorship today!

For more information please email talman@parking-mobility.org

EXCLUSIVE

EVENT NOTEBOOK

COST: \$2,500 | MAX: 1

Your logo will be at the top of everyone's list as they jot down notes on these event notepads. The sponsor may provide pens to be used.



GUEST ROOM DROP SPONSOR

TUESDAY NIGHT OR WEDNESDAY NIGHT

COST: \$2,500 | MAX: 2

Attendees won't expect a surprise waiting for them when they return from our evening events. The sponsor provides a branded gift or piece of marketing collateral that will be delivered to each guest room in IPMI's hotel block. Give each attendee a midnight snack before the next day of sessions! Note: Quantity of 250.

ATTENDEE BAG SPONSOR

COST: \$1,500 | MAX: 1

available after September 15, 2023

Put your company name and logo on the highly visible attendee bag. This bag will contain all the conference information and is distributed to every attendee at registration. Quantity of 250 to be provided.

ASK THE EXPERTS

ANSWER BAR EXPERT SPONSORSHIP

COST: \$2,000 | MAX: 5

Ask the Experts! Answer Bar Table and Dedicated Time.

Engage directly with attendees in our Answer Bar area. Several dedicated times are scheduled for attendees to meet with your company's experts. Invite attendees to meet with your team to get the latest industry information and expertise on subjects like electric vehicles, planning and design, accessibility needs, curb management, and technology innovation. You name your area of expertise and provide your subject matter experts— we provide the setup, special times, and marketing!

Benefits include:

- Dedicated answer bar table during the event.
- Your logo on one pre-event email to registered attendees announcing Ask the Experts participants and schedule.
- Company logo on Conference guide, distributed to all attendees onsite.
- Your selected material (brochure, giveaway, or gift bag provided by sponsor) is provided at the Answer Bar station. *

*Marketing collateral subject to IPMI approval. IPMI reserves the right to deny any material that is not suitable. The sponsor is responsible for shipping items to IPMI by the predetermined date.

EXCLUSIVE

WELLNESS SPONSOR

COST: \$1,250 | MAX: 1

Share your commitment to our community's health, wellness, and balance! Your support will be shared through scheduled opportunities to get your stretch on through yoga on the beach (weather permitting!).

Provide a keepsake promotional item - towel, water bottle, or other ideas welcome! Sponsor to provide 250 to be distributed in delegate bags to all attendees!

EXCLUSIVE

HOTEL KEY SPONSOR

COST: \$2,000 | MAX: 1

Your artwork, including your corporate logo imprinted on hotel keys, will be distributed to all attendees staying at the event property.

DOUBLE-SIDED METER BOARD

COST: \$500 | MAX: 5

Your company's message will be on display with this full-color double-sided sign. Placed in a key high-traffic location, this sign is sure to draw attendees to your company.



Scan the QR Code or [Click Here](#) to reserve your sponsorship today!

For more information please email taltman@parking-mobility.org