



2017 Annual WIAL-USA Conference
*Improving Performance -
The Neuroscience of Action Learning*
Sponsorship Packet

The Action Learning community supports:

- innovation
- organizational change
- high performance cultures
- methodology to solve complex organizational challenges

Here's your chance to network with practitioners who use action learning to **achieve** organizational and leadership goals. Sponsorship opportunities are provided to help your company increase visibility with attendees before, during and after the conference.

WHY BE A SPONSOR? The conference brings together business professionals, managers, entrepreneurs, human resource and organization development practitioners to focus on helping organizations simultaneously solve problems and build leaders through Action Learning techniques. Becoming a sponsor gives you a unique opportunity to gain exposure with your key customer audiences.

This is Your Opportunity to:

- **Reach an Influential Audience**
- **Launch new products and services**
- **Increased Visibility and Name Recognition**
- **Showcase new products and services to the people who use your products**
- **Enhance your bottom line**
- **Cultivate customer relationships**
- **Complimentary registration**

SPONSORSHIP OPPORTUNITIES



| Level | Quantity | Investment | Benefits |
|--------------------|----------|------------|---|
| Platinum | 3 | \$2500 | Keynote Speakers Sponsorship Level: <ul style="list-style-type: none"> • Recognition prior to the keynote address • Exhibit table • Logo recognition on relevant conference signage • Website ad • Full page conference program ad • 2 complimentary registrations |
| Gold | 2 | \$1500 | Power Meals Sponsorship Level: <ul style="list-style-type: none"> • Sponsor signage recognition during lunch • Website ad • ½ page conference program ad • 2 complimentary registrations |
| Silver | 4 | \$800 | Morning/Afternoon Breaks Sponsorship Level: <ul style="list-style-type: none"> • Sponsor signage recognition during Morning/Afternoon breaks • ¼ page conference program ad • 1 complimentary registration |
| Bronze | 4 | \$350 | Awards Ceremony Sponsorship Level: <ul style="list-style-type: none"> • Sponsor signage recognition during Awards Ceremony • ¼ page conference program ad |
| Promotional Insert | Multiple | \$200 | Place your message into the hands of all attendees. Your promotional flyer will be placed in each attendee's conference folder. |

For more information on sponsorship levels and exhibits, please contact:

Cheryl Thompson

cheryl.thompson@wial-usa.org or (703) 842-1818

The World Institute for Action Learning-USA (WIAL-USA) is a non-profit organization dedicated to the growth and advancement of Action Learning in business and government. WIAL-USA Certified Action Learning Coaches (CALCs) help organizations develop breakthrough thinking, solve problems, cultivate productive teams, and build leaders in real time. As organizations face new and increasing pressures, Action Learning is more relevant than ever as an effective solution for solving complex problems and building strong working teams.

SPONSOR APPLICATION & AGREEMENT FORM



COMPANY CONTACT INFORMATION

Company: _____

(Name of organization as you would like it to appear in print)

Address: _____

Telephone: _____

Contact Person *(to receive all information)*: _____

Title: _____

Email: _____

SELECT SPONSORSHIP OPPORTUNITIES

SPONSORSHIPS

| ITEM | PRICE | QUANTITY AVAILABLE | QUANTITY PURCHASED | TOTAL PRICE |
|--------------------|--------|--------------------|--------------------|-------------|
| PLATINUM | \$2500 | 3 | | |
| GOLD | \$1500 | 2 | | |
| SILVER | \$800 | 4 | | |
| BRONZE | \$350 | 4 | | |
| Promotional Insert | \$200 | Multiple | | |
| TOTAL SPONSORSHIP | | | | |

METHOD OF PAYMENT

SELECT ONE: VISA AMEX MC DISCOVER

Total amount to be charged: _____

Credit Card Number: _____ Expiration Date: _____

Name on Card (print): _____

Signature: _____ Date: _____

PAYMENT POLICY: Payment for all exhibit tables and sponsorships are due in full at the time of reservation.

CANCELLATION POLICY: Refund minus \$50 for written cancellations submitted no later than September 5. No refunds given once services are rendered.

LOGO RECOGNITION: Company agrees to submit logo to Cheryl Thompson via email at cheryl.thompson@wial-usa.org within one week of signing this agreement form. Due to the production schedule, there will be a fee for any logo changes. WIAL-USA cannot guarantee the logo can be changed.