Join IDA’s Virtual Marketplace

How is your company engaging prospects? Are you missing the chance to meet new clients?

Switch to the virtual world. IDA is here to help you!

We understand you have solutions to share and sales goals to meet. IDA offers new opportunities for you to engage during the virtual conference through an online marketplace.

Don’t worry, going virtual on October 6–8 will be new for everyone. We selected a platform with our corporate partners in mind and created ways for you to benefit from unprecedented member engagement. We’ll even train you how to use these online tools.

Act fast! Availability is limited and only 22 out of 50 spaces remain.

3 Easy Steps to Participate

1. Choose your level of engagement.
   - Virtual Presence with Expanded Outreach: $10,000
   - Virtual Presence with Toolbox & Advertisement: $5,000
   - Virtual Presence with Sales Toolbox: $2,500
   - Virtual Marketplace Presence: $1,000

2. Submit your application and payment.
3. Receive ROI checklist and exhibitor training.
EXPANDED OUTREACH

There's no need to wait for the virtual conference to jumpstart your outreach. Use IDA's trusted platform to expand your client base and take advantage of these never before offered tools.

- Email distribution with call to action linking directly to your site:
  - Highlight a resource, service or product or promote a new solution or feature.
  - Offer to setup an exploratory meeting or demo.
  - Invite the network to visit your virtual exhibit and drum up excitement.
  - Promote your upcoming webinar.
- Social media promotions (2 posts) highlighting a company resource, poll or raffle prize to increase visits to your exhibit.
- Description of solutions in the e-newsletter.
- Company profile and marketing as an exhibitor on IDA's website (downtown.org).
- One-year company listing in the searchable IDA Downtown Services Directory on IDA's website.

ELEVATED PRESENCE DURING VIRTUAL CONFERENCE

Marketing and promotion has never been so easy. Use IDA's virtual tradeshow platform, The Marketplace, to connect with highly-engaged city leaders.

- Rotating logo on virtual conference homepage and your choice of session sponsor, banner ad or host a group meeting.
- Lead retrieval so you can follow-up with anyone that clicked to learn more about your company and access to your clickthrough totals report.
- Linked logo on the IDA virtual conference page.
- Ability to chat in real-time and use the feature to setup meetings or follow-up post-event.
- Service tags so your company is quickly identified in searches.
- Collect information by posting a survey for attendees.
- Brand awareness through a dedicated landing page complete with company listing including name, logo, contact information and representative headshots.
- Captivate your audience by adding a video message to welcome visitors and introduce your company and solutions.
- Keep their attention by sharing insights on useful resources for attendees and elevate your position in the industry; include a demo or case study.
- Five registrations; any additional staff can register as a virtual attendee.

INVESTMENT

$10,000 USD

* Limit of 50 virtual booths max.
LEAD GENERATION, MARKETING & PROMOTION

- Lead retrieval to follow-up with anyone that clicked to learn more about your company and a clickthrough totals report.
- Dedicated landing page complete with company listing including name, logo, contact information and representative headshots.
- Description of solutions in the e-newsletter through an exhibitor highlight.
- Service tags so your company is quickly identified in attendee searches.
- Share tips by posting a useful resource to attract attendees.
- Collect information by posting a survey for attendees.
- Ability to chat in real time and setup meetings to fully utilize the ability to connect.
- Company profile and marketing as an exhibitor on IDA’s website (downtown.org).
- One-year company listing in the searchable IDA Downtown Services Directory on IDA’s website.
- Two registrations; any additional staff can register as a virtual attendee.

Gamification or advertising space upgrades available for a total fee of $5,000 USD.

MARKETING & PROMOTION

- Customizable landing page with company listing including name, description, logo, contact information and representative headshots.
- Chat with prospects or say hello to current clients in real-time and setup meetings to fully utilize the ability to connect.
- Company profile and marketing as an exhibitor on IDA’s website (downtown.org).
- One-year company listing in the searchable IDA Downtown Services Directory on IDA’s website.
- One full-access registration; any additional staff can register as a virtual attendee.

* Limit of 50 virtual booths max.
Looking to launch a new solution?

IDA connects you to local market experts who can ensure you go down the right path. Members are early adopters and are eager to learn about place enhancing products and innovative services.

Trying to capture more market share?

Designated marketplace hours are built into the agenda and attendees can also explore the marketplace at their leisure. Promote your company, showcase your solution and enjoy building your lead list virtually.

“IDA provides tremendous value to its sponsors. Our firm has been a supporter of IDA for years, and this relationship has translated into returns much greater than our investments — both in bottom-line business as well as professional and personal development. The staff is very responsive and will work with you to figure out what best suits your needs and positions you for true, lasting success in the world of downtowns and city centers.”

CHRIS BEYNON, AICP, PRINCIPAL, MIG, INC.
2020 Sponsorship Application

INTERNATIONAL DOWNTOWN ASSOCIATION

A. Select a Package

<table>
<thead>
<tr>
<th>Package</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIRTUAL PRESENCE PLUS EXPANDED OUTREACH</td>
<td>$10,000</td>
</tr>
<tr>
<td>VIRTUAL PRESENCE WITH SALES TOOLBOX + GAMIFICATION OR AD SPACE</td>
<td>$5,000</td>
</tr>
<tr>
<td>VIRTUAL PRESENCE WITH SALES TOOLBOX</td>
<td>$2,500</td>
</tr>
<tr>
<td>VIRTUAL MARKETPLACE PRESENCE</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

B. Media and Marketing

☐ Please send me Membership Information
☐ Please send me the Media Kit

C. Contact Information

Full Name
Title
Company
Address
City    State/Province  Postal Code
Country    Telephone
E-mail Address
Company Website

D. Payment Information

Submit payment with application (U.S. Funds). Payable to: International Downtown Association

Subtotal A + Subtotal B = Total

☐ Check Enclosed
☐ Visa  ☐ MasterCard  ☐ AmEx in the amount of $ __________________

Card Number   CVN   Exp. Date

Name (please print as it appears on card)

E. Agreement & Payment Authorization

I/we abide by all requirements, restrictions and obligations and accept the Terms & Conditions as posted on the IDA website, www.downtown.org, and agree to receive IDA communications. Space is limited and available on a first come, first served basis. Your virtual exhibit and/or marketing package is reserved once the payment is processed. All requests for cancellation must be made in writing by August 31, 2020. You must receive confirmation and a cancellation fee of 50% will be imposed. If written notice of cancellation is received after August 31, 2020, IDA will retain a cancellation fee equal to 100% of the total fee. Please be mindful IDA prohibits the direct selling of your solution in any chat function not affiliated with a Virtual Presence.

Authorized Signature   Date

F. Submit Signed Form & Payment

Mail to: IDA, 910 17th St., NW, Suite 1050, Washington, DC 20006
Questions? Contact Tracie Clemmer, Director of Corporate Relations
tracie@downtown.org or VM 202.798.5918