

TURN

CONNECTIONS





INTO

NEW BUSINESS



IDA PLACE MATTERS SPONSORSHIPS

MARCH 10-12, 2027 | OAKLAND, CA
MAY 25-27, 2027 | COLUMBIA, SC

IDA
INSPIRED LEADERS
SHAPING CITIES

INVEST IN CONNECTIONS TO GROW BUSINESS

Gain access to city leaders and community managers who want to learn about products and services.

Sponsorship of **IDA Place Matters** puts you in front of the leaders driving economic vitality, urban development, and downtown transformation. Engage with city leaders actively seeking products, services, and solutions to strengthen their communities.

Place management organizations in the top 20 North American cities generate more than $813M in annual revenue. They partner with the private-sector to enhance public spaces, support local businesses, improve safety, activate downtown districts, and create vibrant destinations.

Whether your goal is lead generation, solution awareness, or strategic relationship-building, IDA Place Matters provides unmatched access to the professionals investing in stronger, more resilient, and more vibrant communities.

Enjoy a presence and generate new leads as an industry partner at one or both of these events.

48% of organizations have a budget over $2.5 million

118 cities across North America attended last year

REPRESENTATIVE ATTENDEE LIST

DOWNTOWN MANAGER
DIRECTOR OF ECONOMIC DEVELOPMENT
DIRECTOR OF POLICY AND PLANNING
EVENTS AND PROGRAM DIRECTOR
EXECUTIVE DIRECTOR
MARKETING AND COMMUNICATIONS MANAGER
MEMBER SERVICES MANAGER
OPERATIONS DIRECTOR
PLACEMAKING MANAGER
PRESIDENT & CEO
RESEARCH DIRECTOR
TRANSPORTATION PLANNER
URBAN PLANNER
VP OF PUBLIC SAFETY/OPERATIONS DIRECTOR

RECENT SPONSORS AND EXHIBITORS

Alexander Company
District360
DATAFY
HOLIDAY COLLECTIVE
Jia
MIG
mri REAL ESTATE SOFTWARE
PROGRESSIVE URBAN MANAGEMENT ASSOCIATES P.U.M.A.
Vibemap

URBAN CHAMPION

INVESTMENT
$12,000 USD

CHOOSE ONE OPPORTUNITY

MORNING TOUR	Invite attendees to see your expertise in action by providing a tour at your office or on the ground to share your impact in the community. A customized message introducing your company with URL will be sent in the confirmation message to all attendees to heighten awareness of your work early in the campaign.
PLENARY	Say hello to current clients and introduce your company to new prospects by addressing this powerful audience! Share your solutions and industry impact with full audience (2-minute remarks on stage) and enjoy company promotion on each attendee table.
DEMONSTRATION SPACE	Show attendees your innovative solution through a dedicated demo area. Answer questions and capture leads to help you develop your new business and strengthen relationships with existing clients. Your solution will be prominently showcased in front of decision makers throughout the event.
SERVICE ADVISORY SESSION	Present insights and share your success stories to develop new business and collect industry-specific feedback. Your session will be added to the official agenda on the afternoon of the first day. Select a branded promotion (such as the app advertisement) to heighten awareness of your services and promote your company throughout the event.

PRE, POST AND ON-SITE RECOGNITION AS A SUPPORTER

- Offer for attendees to set up appointments with you through an IDA electronic communication with your company description.
- Podium recognition of your support by IDA leadership during the event.
- Five (5) complimentary registrations to attend the event and network with prospective and current clients.
- Linked logo on IDA event page and e-promotions alongside the sponsored event.
- Logo recognition on event signage, plenary screens and e-communications.
- Company profile with logo, website, description and company reps in the event app.



DISTRICT ADVOCATE

INVESTMENT
$8,000 USD

CHOOSE ONE EXCLUSIVE OPPORTUNITY

WELCOME DESK	Be the first to greet attendees and offer refreshments at the welcome desk near registration. Enjoy access to develop new relationships with city leaders.
CONTINENTAL BREAKFAST	Welcome attendees to a private area with places to mingle over coffee and bites while you meet new prospective clients.
OPENING RECEPTION	Position your company at the center of the conference experience. Enjoy a table-top at the reception and recognition before and during the event, aligning with one of the most anticipated networking experiences.
NETWORKING MIXER WITH EXHIBIT	Close the deal with relationships developed throughout the event while attendees gather to socialize before heading home.
APP ADVERTISEMENT	Be the sole advertiser in the event app to increase awareness throughout the event and drive traffic to your company profile.
TOUR DAY	Start making connections early with a branded water and snack table to welcome attendees as they meet for tours and enjoy 2 tour tickets to join them and continue building relationships.
INVITATION TO YOUR LUNCH & LEARN	The event ends at lunchtime so let us help you capture their attention by extending an invitation to your special luncheon presentation at a nearby location.
BRANDED KEY CARDS	Leave a lasting impression upon arrival and leverage the high-frequency interaction to build your brand's awareness.
DINNER INVITATION	Connect with a select group of place management leaders for an informal dinner designed to build relationships and strengthen connections. Once you identify the desired audience, IDA will extend your invitations.

PRE, POST AND ON-SITE RECOGNITION AS A SUPPORTER

- Company description in electronic communication.
- Three (3) registrations to attend the event and network with prospective and current clients.
- Linked logo on IDA event page.
- Logo recognition on event signage, plenary screens and e-communication.
- Company profile with logo, website, description and company reps in the event app.
- Table-top exhibit or semi-private meeting space option (based on availability).

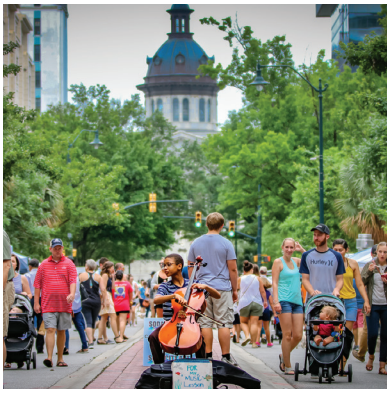
AMBASSADOR

INVESTMENT
$4,000 USD

PRE, POST AND ON-SITE RECOGNITION AS A SUPPORTER

- Two (2) full conference registrations to participate and network with attendees.
- Table-top exhibit to share company information (based on availability) or a third registration.
- Logo recognition on event webpage, e-communications, signage and plenary screens.
- Company profile with logo, website, description and company reps in the event app.

LET IDA'S TRUSTED PLATFORM







HELP YOU MEET PROSPECTS







TO EXPAND YOUR BUSINESS

2027 IDA Place Matters

INSPIRED LEADERS
SHAPING CITIES

A. Select an Event

- ☐ **IDA + CDA Place Matters | Oakland, CA (March 10-12, 2027)**
- ☐ **IDA Place Matters | Columbia, SC (May 25-27, 2027)**

B. Select a Marketing Package

- ☐ **Urban Champion: $12,000 USD Investment**

  Choose one:

  - ☐ Plenary
  - ☐ Service Advisory
  - ☐ Demo Space
  - ☐ Morning Tour

- ☐ **District Advocate: $8,000 USD Investment**

  Choose one:

  - ☐ Welcome Desk
  - ☐ Continental Breakfast
  - ☐ Opening Reception
  - ☐ Tour Day
  - ☐ Networking Mixer
  - ☐ App Advertisement
  - ☐ Dinner Invitation
  - ☐ Invitation to Lunch & Learn
  - ☐ Branded Key Cards

- ☐ **Ambassador: $4,000 USD Investment**

  Choose one:

  - ☐ Table-top exhibit
  - ☐ Third Registration

C. Contact Information

Full Name

Company | Title

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.

TOTAL
$

☐ ACH payment (preferred) ☐ Check enclosed

Please charge my ☐ Visa ☐ MasterCard ☐ AmEx in the amount of $ _____.

Name *(please print as it appears on card)*

Card Number | CVN | Exp. Date /

E. Agreement & Payment Authorization

A 3% service fee will be applied to all payments made by credit card. I/we abide by all requirements, restrictions and obligations and accept the Terms & Conditions as posted on the IDA website, downtown.org. As benefits begin immediately, sponsorship cancellations are not permitted.

Authorized Signature

Date

F. Submit Signed Form & Payment

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