

AUGUST 22–25, 2018 / CHICAGO, ILLINOIS

EXHIBITOR AND SPONSORSHIP PROSPECTUS

Overview – 3

Convention Highlights – 4

Attendee Demographics – 5

Attendee Demographics – 6

Exhibitor and Sponsorship Packages – 7

Platinum Sponsorship – 8

Gold Sponsorship – 9

10 – Silver Sponsorship

11 – Exhibitor Sponsorship

12 – Author's Corner Sponsorship

13 – Book Seller Sponsorship

14 – À La Carte Sponsorships

15 – Exhibitor Timeline

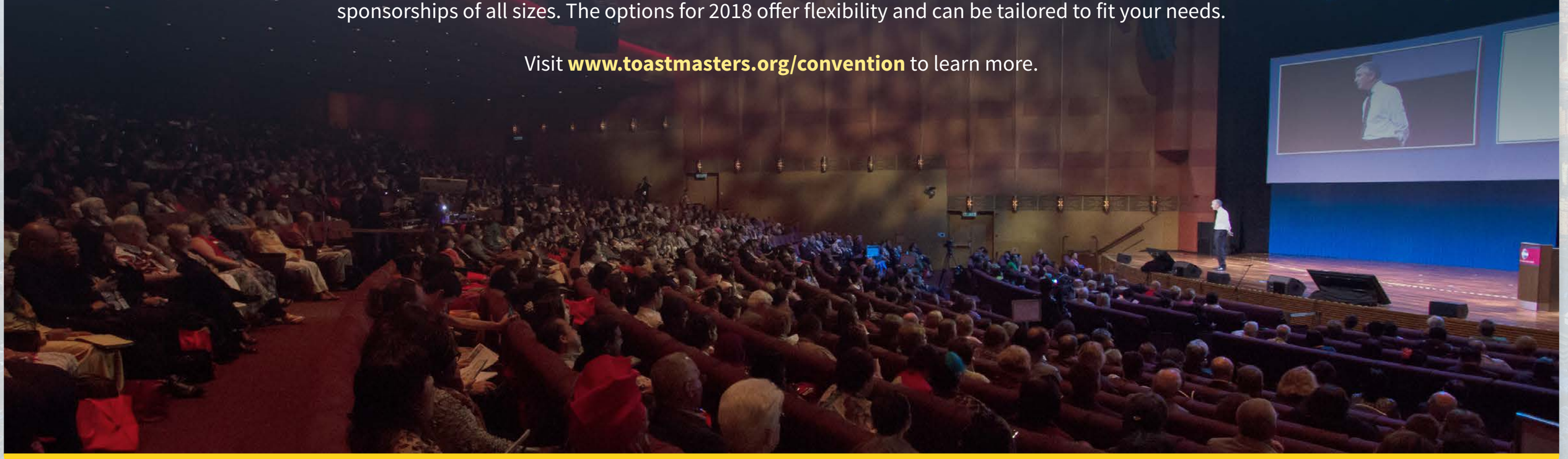
16 – Contact Us

Make meaningful connections with hundreds of influencers

Meet face-to-face and showcase your solutions to more than 2,000 members and influencers who are passionate about leadership and communication. The 87th Annual Toastmasters International Convention is your opportunity to share, promote and sell your products and services to Toastmasters from all over the world.

Toastmasters International is a nonprofit educational organization with membership that is 352,000 strong in 141 countries. Tap into our global network of clubs to generate leads and sell more product. Choose the package that's right for you — we value sponsorships of all sizes. The options for 2018 offer flexibility and can be tailored to fit your needs.

Visit **www.toastmasters.org/convention** to learn more.



Toastmasters International Convention Highlights



90%
OF ATTENDEES ARE
LEADERS IN OUR ORGANIZATION

93%
OF ATTENDEES VISIT THE
EXHIBITOR AREA



1,694
ATTENDEES

122,000+
SOCIAL FOLLOWERS

64

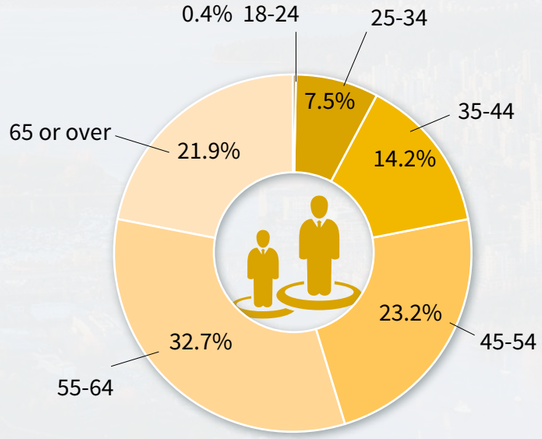


COUNTRIES
REPRESENTED

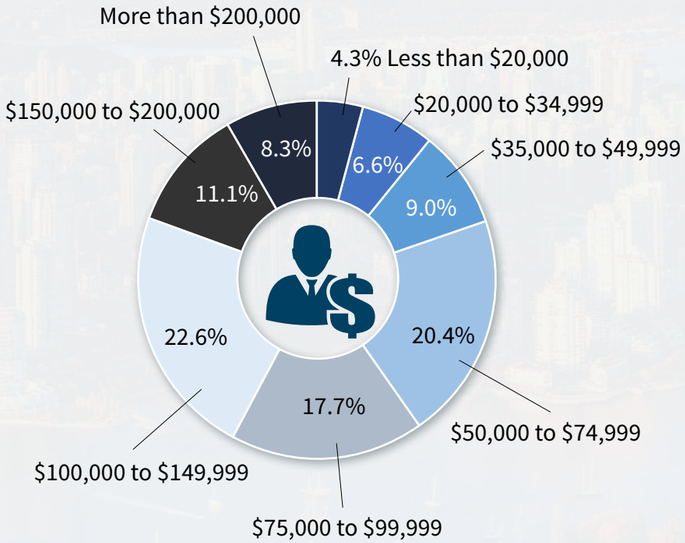
$$$
24%
HOUSEHOLD INCOME OF
$100,000+

Attendee Demographics

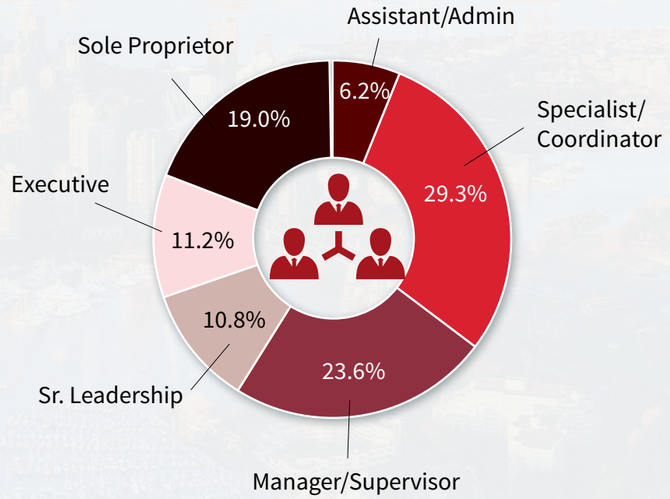
AGE



INCOME

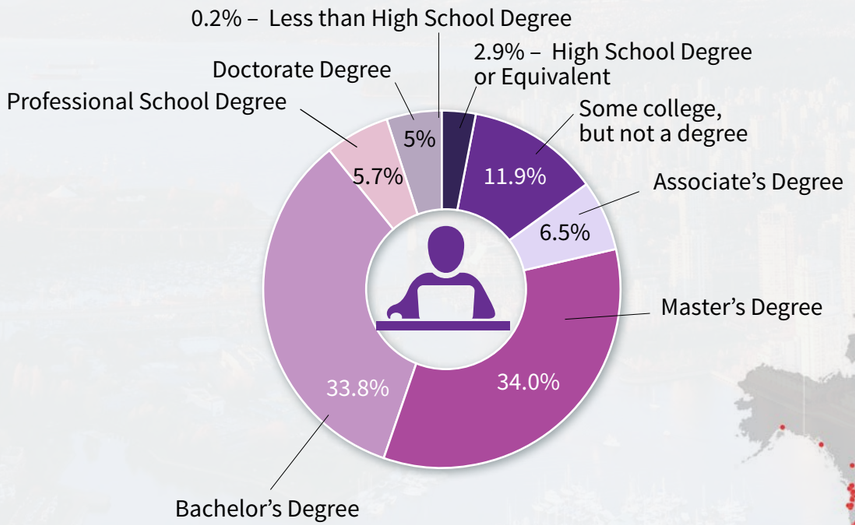


JOB LEVEL

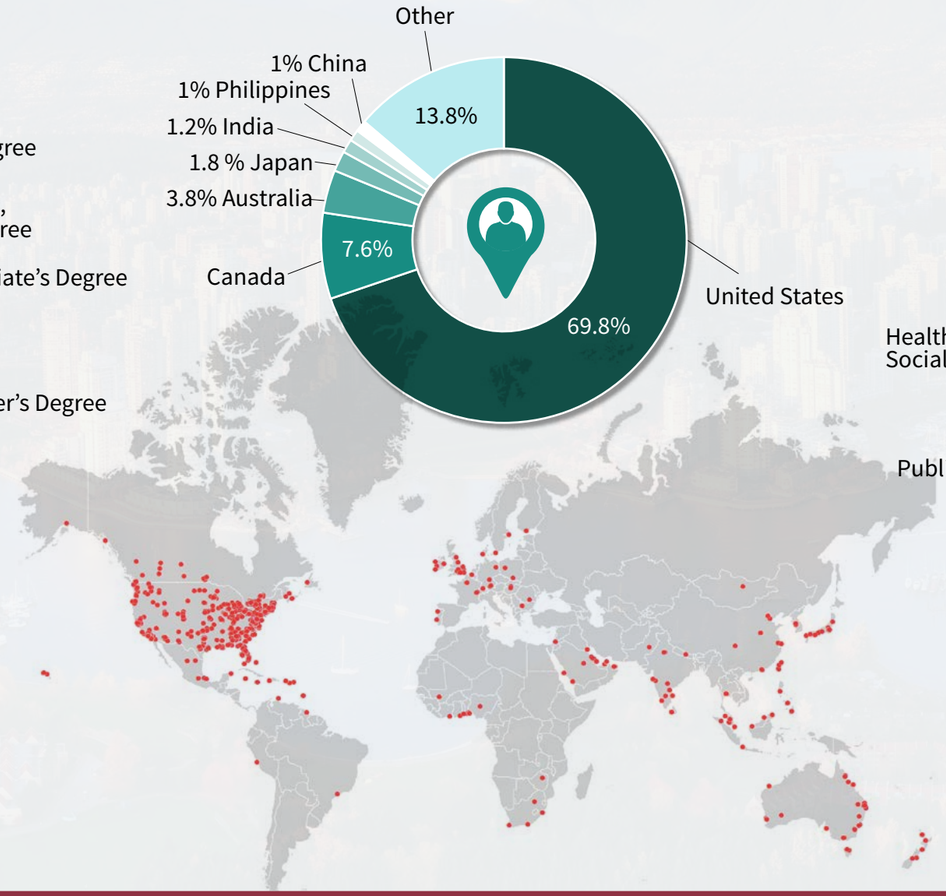


Attendee Demographics

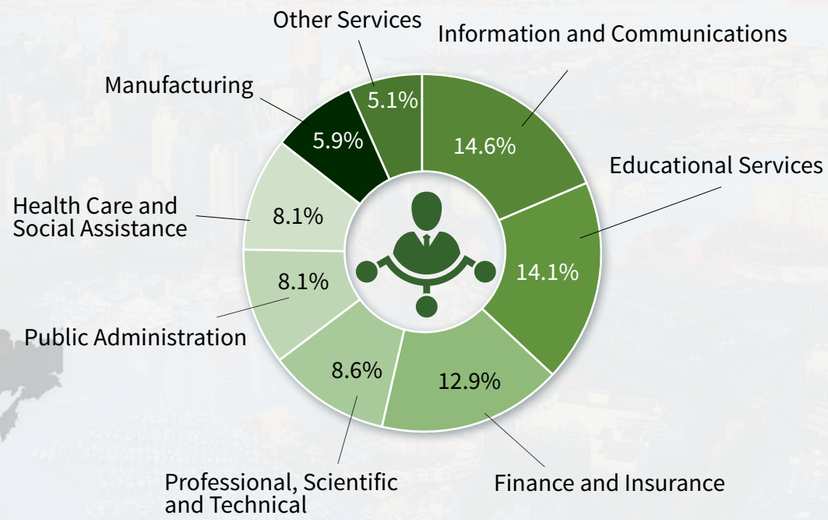
EDUCATION



GEOGRAPHICS



INDUSTRIES



Exhibitor and Sponsorship Packages

	PLATINUM	GOLD	SILVER	EXHIBITOR	AUTHOR'S CORNER*	BOOK SELLER
Premium Booth Size 10' x 20'	$4,350	$3,350	N/A	N/A	N/A	N/A
Standard Booth Size 10' x 10'	$3,850	$2,850	$1,850	$1,100	N/A	N/A
Table Top					$600	25% of net sales
One complimentary convention registration ($600 value)	✓	✓				
One complimentary World Championship of Public Speaking general admission ticket ($75 value)			✓	✓	✓	
Your logo on the convention website	✓	✓	✓	✓	✓	✓
Your logo in the convention program guide	✓	✓	✓	✓	✓	✓
Your logo on convention event signage	✓	✓	✓	✓	✓	
Your logo featured in pre-event promotional emails	✓	✓	✓	✓	✓	✓
Convention mobile app exclusive advertisement	✓	✓	✓			
Your logo featured on Toastmasters' social media channels	✓	✓	✓			
Your company description on our website with a link to your website	✓	✓	✓			
Your company featured on Toastmasters' social media channels	✓	✓				
Half-page ad in the convention program guide		✓				
Full-page ad in the convention program guide	✓					
World Championship of Public Speaking® advertisement	✓					

**Exclusive for book authors.*

PLATINUM Sponsorship

10 X 20 BOOTH – $4,350

10 X 10 BOOTH – $3,850

Gain maximum exposure and visibility with a variety of opportunities offered through the Platinum Sponsorship:

- 6’ table with skirt, two chairs, draped backdrop and side walls
- One complimentary convention registration ($600 value)
- Two booth personnel registrations (access to Convention Exposition only)
- Your company logo on the convention website
- Your company logo in the convention program guide
- Your company logo on convention event signage
- Your company logo featured in pre-event promotional emails
- Convention mobile app exclusive advertisement
- Your logo featured on Toastmasters’ social media channels
- Your company description on our website with a link to your website
- Your company featured on Toastmasters’ social media channels
- Full-page ad in the convention program guide
- World Championship of Public Speaking® advertisement



“It was a fabulous mix of personal development, meeting new friends and celebrating success. Great choice of location, the convention fully met my expectations and I will do it again!”

– Sandra, 2016 Toastmasters International Convention attendee

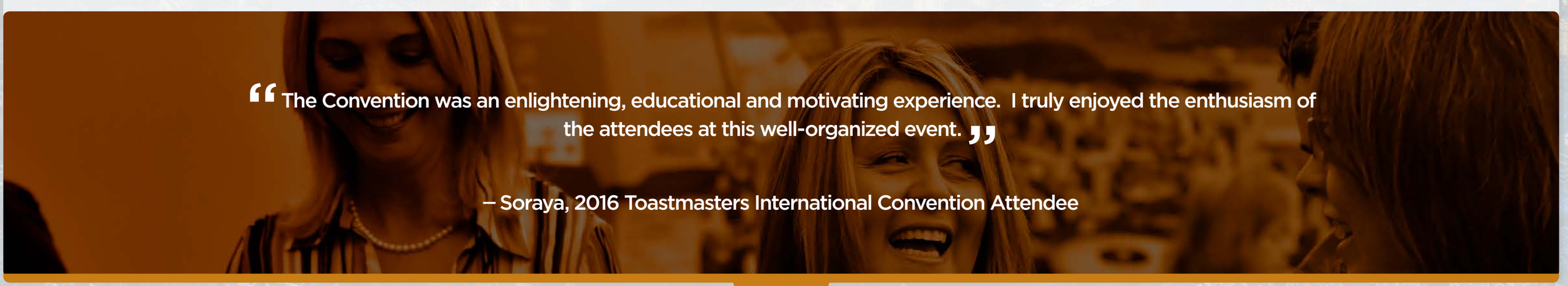
GOLD Sponsorship

10 X 20 BOOTH – $3,350

10 X 10 BOOTH – $2,850

Increase your exposure and visibility with a variety of opportunities offered through the Gold Sponsorship:

- 6’ table with skirt, two chairs, draped backdrop and side walls
- One complimentary convention registration ($600 value)
- Two booth personnel registrations (access to Convention Exposition only)
- Your company logo on the convention website
- Your company logo in the convention program guide
- Your company logo on convention event signage
- Your company logo featured in pre-event promotional emails
- Convention mobile app exclusive advertisement
- Your logo featured on Toastmasters’ social media channels
- Your company description on our website with a link to your website
- Your company featured on Toastmasters’ social media channels
- Half-page ad in the convention program guide



“The Convention was an enlightening, educational and motivating experience. I truly enjoyed the enthusiasm of the attendees at this well-organized event.”

– Soraya, 2016 Toastmasters International Convention Attendee

SILVER Sponsorship

10 X 10 BOOTH – $1,850

Gain value and exposure with a variety of opportunities offered through the Silver Sponsorship:

- 6’ table with skirt, two chairs, draped backdrop and side walls
- One complimentary World Championship of Public Speaking general admission ticket ($75 value)
- Two booth personnel registrations (access to Convention Exposition only)
- Your company logo on the convention website
- Your company logo in the convention program guide
- Your company logo on convention event signage
- Your company logo featured in pre-event promotional emails
- Convention mobile app exclusive advertisement
- Your logo featured on Toastmasters’ social media channels
- Your company description on our website with a link to your website



“Attending the convention is an exhilarating experience. Along with meeting people from all over the world, we get to experience an event that deserves an international audience. The sessions are great learning tools and the contests are the pinnacle of the event.”

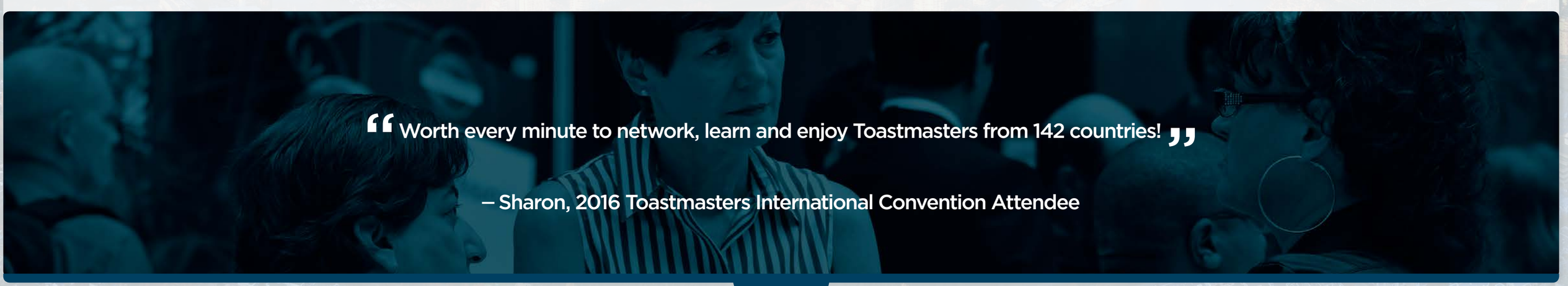
– Stephen, 2016 Toastmasters International Convention Attendee

EXHIBITOR Sponsorship

10 X 10 BOOTH – $1,100

Take advantage of a variety of opportunities through the Exhibitor Sponsorship:

- 6’ table with skirt, two chairs, draped backdrop and side walls
- One complimentary World Championship of Public Speaking general admission ticket ($75 value)
- Two booth personnel registrations (access to Convention Exposition only)
- Your company logo on the convention website
- Your company logo in the convention program guide
- Your company logo on convention event signage
- Your company logo featured in pre-event promotional emails
- Convention mobile app exclusive advertisement



AUTHOR'S CORNER Sponsorship

TABLE TOP — $600
Exclusive offer for book authors

Sell more books and gain exposure through the Author's Corner Sponsorship:

- 6' table with skirt and two chairs
- One complimentary World Championship of Public Speaking general admission ticket ($75 value)
- Two booth personnel registrations (access to Convention Exposition only)
- Your company logo on the convention website
- Your company logo in the convention program guide
- Your company logo on convention event signage
- Your company logo featured in pre-event promotional emails
- Convention mobile app exclusive advertisement



"As an exhibitor at the 2016 Toastmasters International Convention, I was able to connect directly with my target market and build awareness for my brand in dozens of countries around the world."

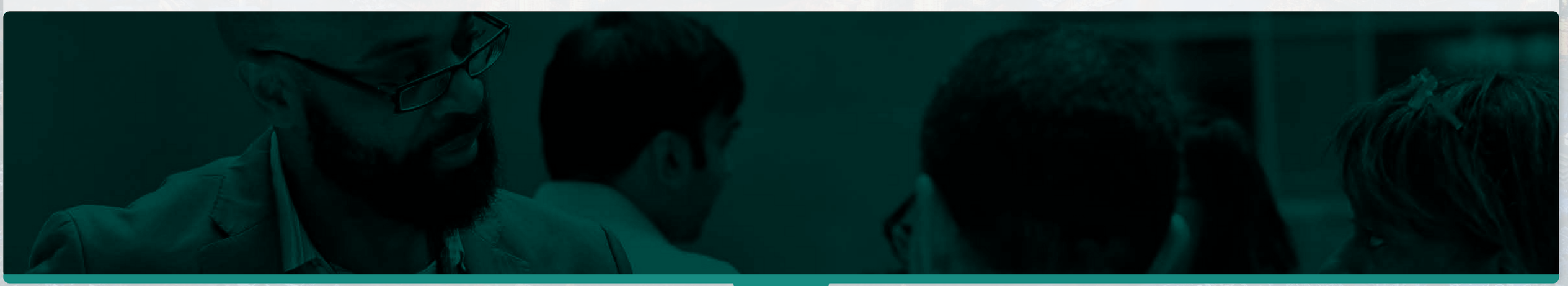
– Patrick Schwerdtfeger, author of *Keynote Mastery, The Journey of a Professional Speaker*

NEW! BOOK SELLER Sponsorship

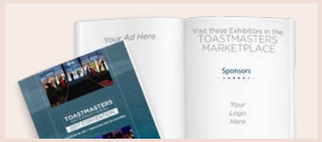
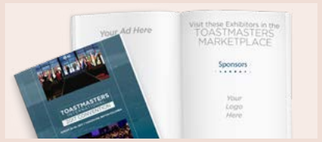
Exclusive offer for book authors

Now you can sell your book at the Convention Store and gain additional exposure to attendees. This is a great opportunity, even if you won't be able to attend the convention. All book authors can take advantage of this new sponsorship!

- Your logo on convention website
- Your logo in convention program guide
- Your logo featured in pre-event promotional emails
- A minimum of 150 books are required to be available for sale
- Your books will be displayed during all open hours of the Convention Store
- All sales will be handled by Toastmasters International
- Participation fee: 25% of net sales

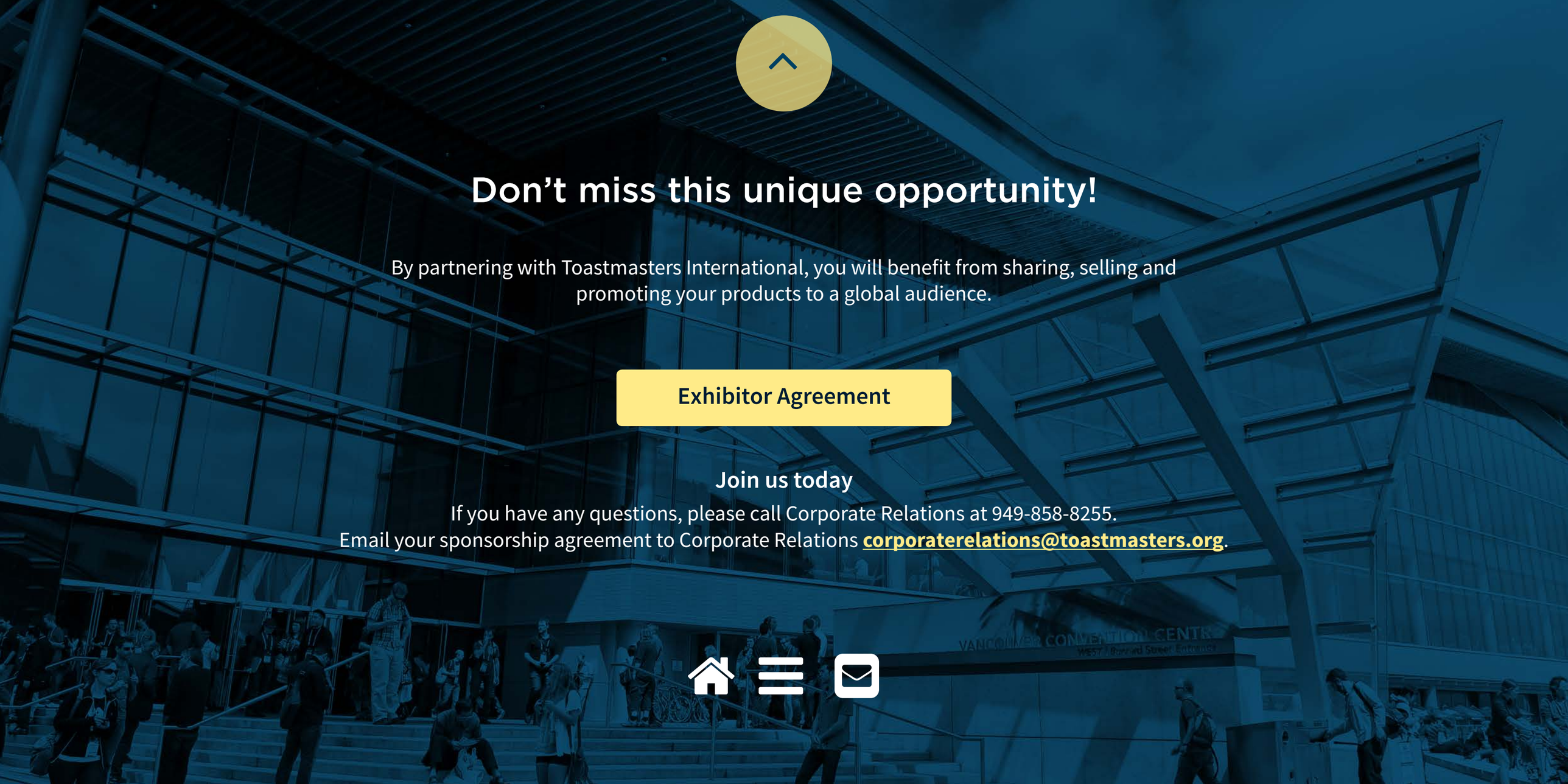


À La Carte Sponsorships

SPONSORSHIPS		PRICE	DESCRIPTION
	Half-page ad in convention program	$600	Your half-page ad will be included in the convention program guide that is distributed to all attendees.
	Full-page ad in convention program	$1,100	Your ad will be included in the convention program guide that is distributed to all attendees.
NEW 	Attendee bags	$1,600	Your logo will be prominently featured on the outside of all attendee bags.
	Attendee lanyards	$3,100	This is an exclusive sponsorship for your company name or logo to be displayed on each attendee's lanyard.
	Photo booth	$8,600	Your logo will be printed on each photo that attendees take. Plus, your logo will be prominently displayed on the photo booth.
	Helping Hands Volunteers	$10,100	EXCLUSIVE OFFER: This is an exclusive sponsorship for your company logo to be displayed on each Helping Hands volunteer vest that are worn throughout the convention. Includes your company logo featured on Toastmasters® website and social media channels.

The Countdown to the 87th Annual Toastmasters International Convention





Don’t miss this unique opportunity!

By partnering with Toastmasters International, you will benefit from sharing, selling and promoting your products to a global audience.

Exhibitor Agreement

Join us today

If you have any questions, please call Corporate Relations at 949-858-8255.
Email your sponsorship agreement to Corporate Relations **corporaterelations@toastmasters.org**.