

AUGUST 23-26, 2017 / VANCOUVER, BRITISH COLUMBIA

# EXHIBITOR AND SPONSORSHIP PROSPECTUS







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# 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 86<sup>th</sup> 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 345,000 strong in 142 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 2017 offer flexibility and can be tailored to fit your needs.

Visit [www.toastmasters.org/convention](http://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**



**2,000+**  
ATTENDEES

**122,000+**  
SOCIAL FOLLOWERS

**30**



COUNTRIES  
REPRESENTED

**\$\$\$**

**24%**

HOUSEHOLD INCOME OF  
**\$100,000+**

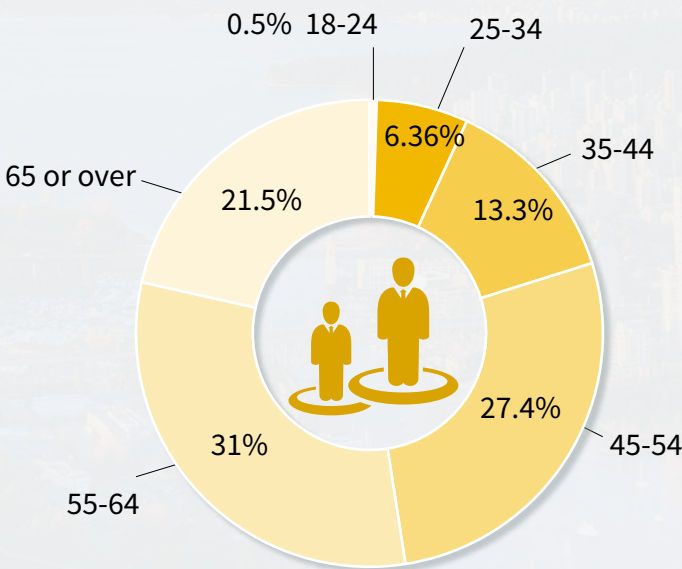




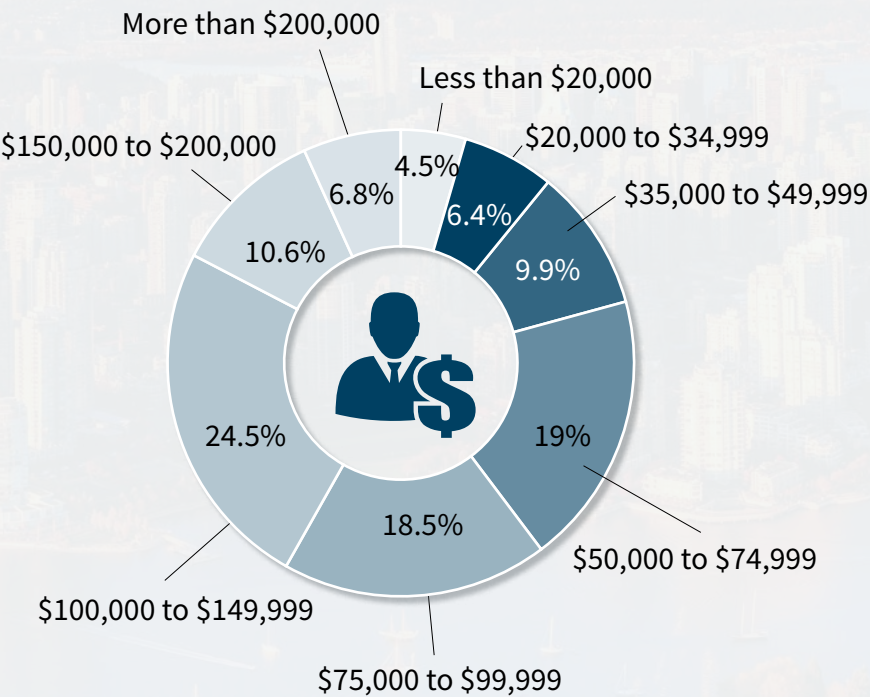
# Attendee Demographics



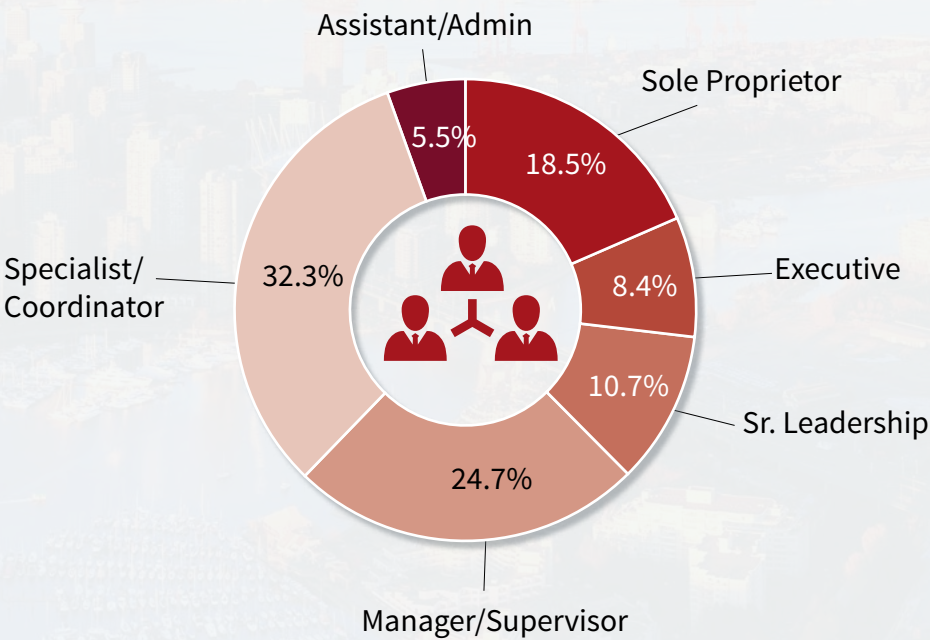
AGE



INCOME



JOB LEVEL

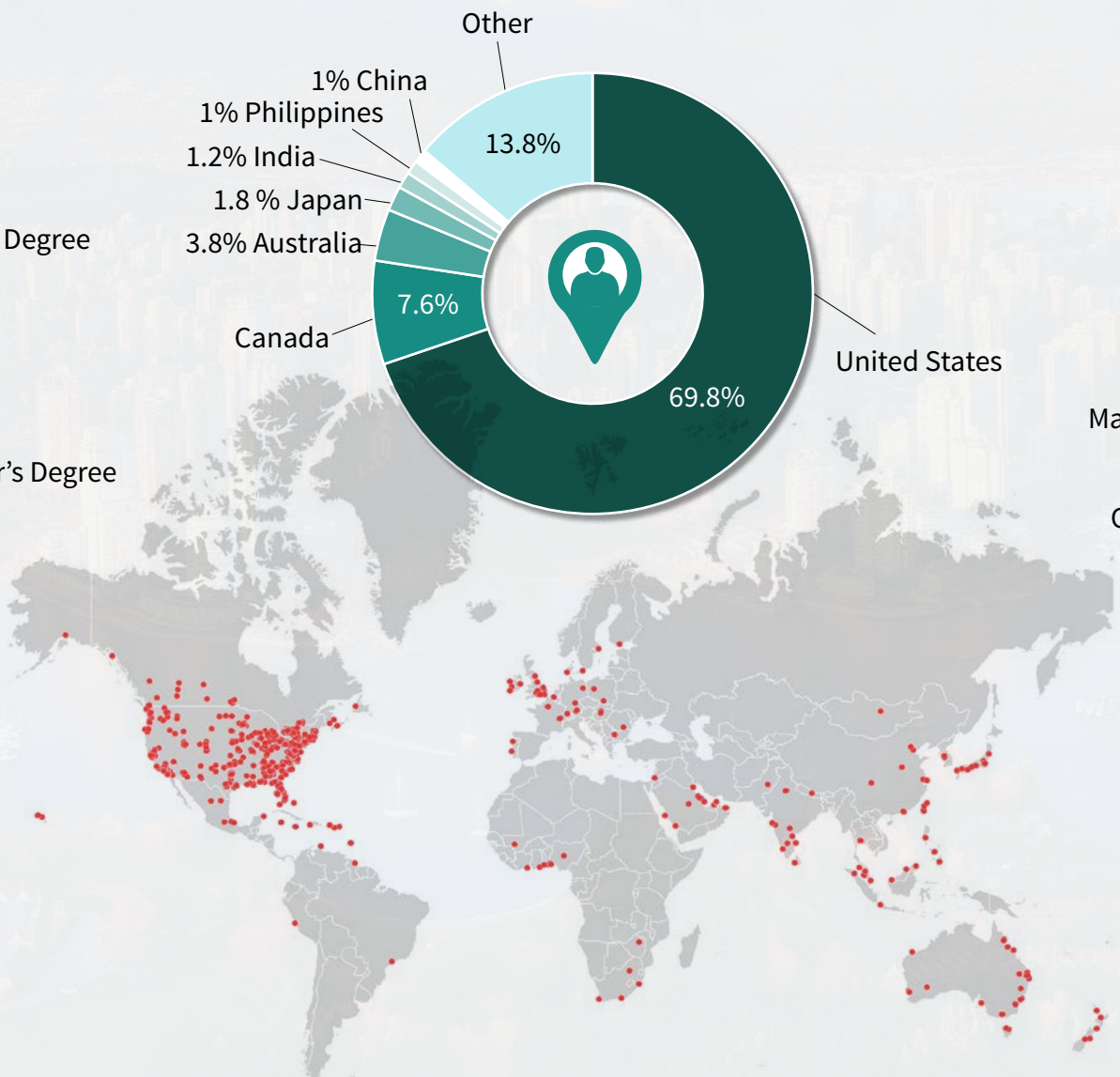




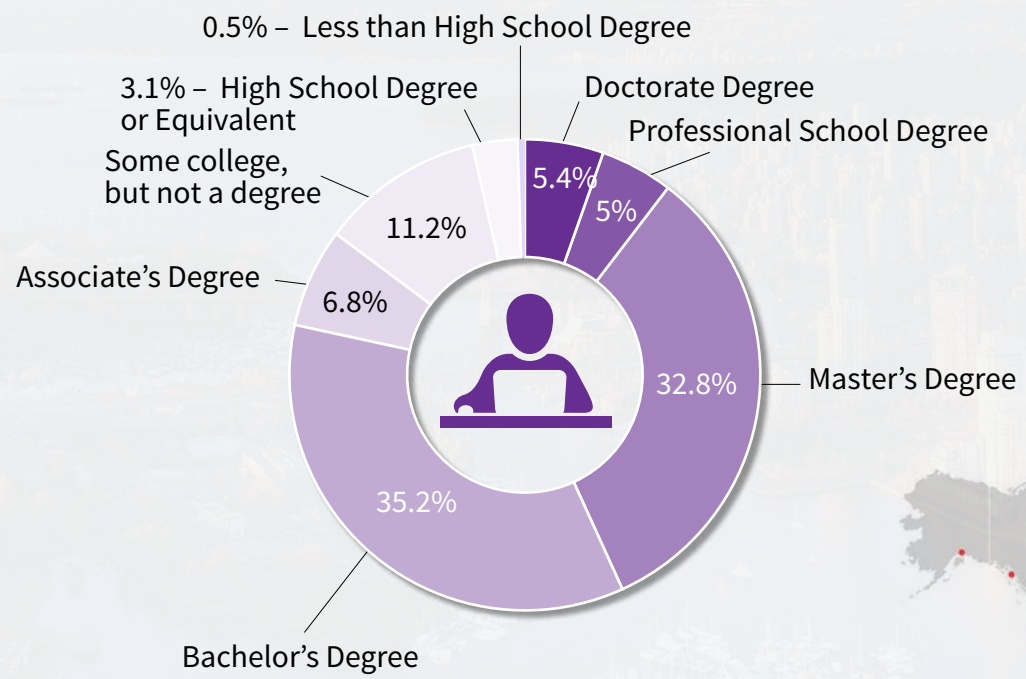
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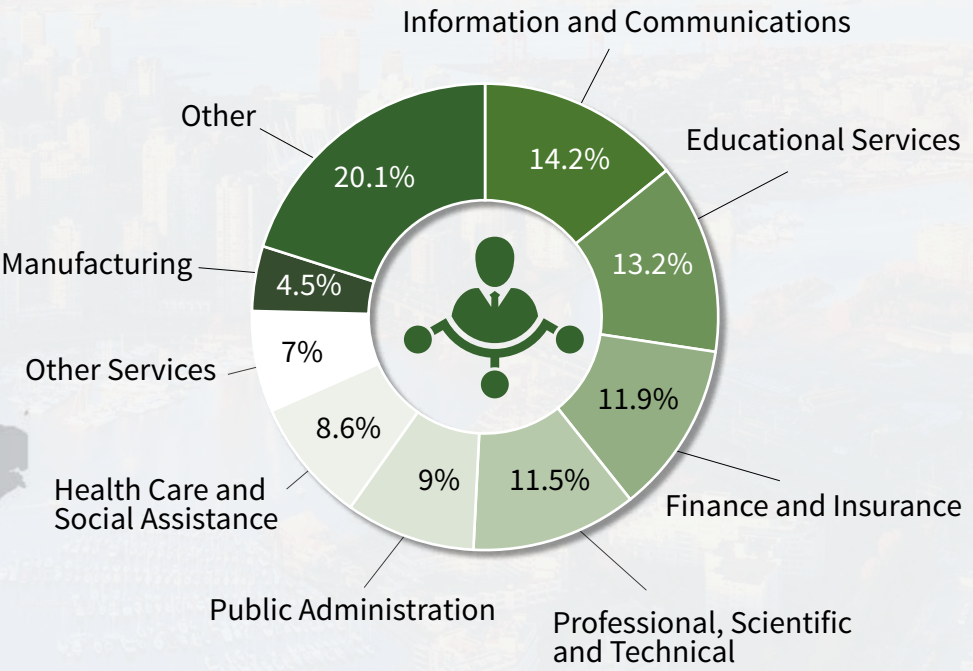
## GEOGRAPHICS



## EDUCATION



## INDUSTRIES





# Exhibitor and Sponsorship Packages



|   | PLATINUM | GOLD    | SILVER  | EXHIBITOR | AUTHOR'S CORNER* |
|---|----------|---------|---------|-----------|------------------|
| Premium Booth Size 10' x 20'  | \$4,250  | \$3,250 | \$2,250 | \$1,500   |                  |
| Standard Booth Size 10' x 10'   | \$3,750  | \$2,750 | \$1,750 | \$1,000   |                  |
| Table Top   |          |         |         |           | \$500            |
| 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                      | ✓        | ✓       | ✓       | ✓         | ✓                |
| Your logo with exhibitor/sponsor-level recognition on digital signage   | ✓        | ✓       | ✓       | ✓         | ✓                |
| Your company description on the convention mobile app                   | ✓        | ✓       | ✓       | ✓         | ✓                |
| 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                    | ✓        |         |         |           |                  |
| Pick Your Perk (perks increase your visibility to all 2,000+ attendees) | 3        | 2       | 1       | 0         | 0                |

\*Exclusive for authors.

| PERKS   |
|---|
| <b>Attendee bags*</b><br><i>Your logo prominently featured on the outside of all attendee bags.</i>   |
| <b>Digital signage</b><br><i>Your ad will be displayed throughout the venue on the digital signage monitors.</i>  |
| <b>Photo booth*</b><br><i>Your logo will be included on the photo jacket that 2,000+ attendees receive to put their photo in. Your logo will also be prominently displayed as a sponsor at the photo booth.</i>   |
| <b>Charging station*</b><br><i>Your logo will be prominently displayed on the charging station.</i>   |
| <b>Full-page program guide ad</b><br><i>Your ad will be included in the convention program guide that is distributed to all attendees.</i>  |
| <b>Convention mobile app ad</b><br><i>Your ad will be featured on the exclusive Convention mobile app that thousands of members use to connect with each other.</i>   |
| <i>*A minimum of four sponsors need to participate to activate this perk.<br/>Note: Perks are offered at a discounted rate from À La Carte pricing and some are co-branded with sponsors' and Toastmasters logos. You can add more perks at a cost of \$750 each.</i> |





# PLATINUM Sponsorship

PREMIUM — \$4,250

STANDARD — \$3,750

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 (\$575 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
- Your company logo with exhibitor/sponsor-level recognition on digital signage
- Your company description on the convention mobile app
- 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
- Three perks of your choice

“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

PREMIUM — \$3,250

STANDARD — \$2,750

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

- 6' table with skirt, two chairs, draped backdrop and side walls
- One complimentary convention registration (\$575 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
- Your company logo with exhibitor/sponsor-level recognition on digital signage
- Your company description on the convention mobile app
- 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
- Two perks of your choice

“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

PREMIUM — \$2,250

STANDARD — \$1,750

Gain value and exposure with a variety of opportunities, including one perk, 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
- Your company logo with exhibitor/sponsor-level recognition on digital signage
- Your company description on the convention mobile app
- Your logo featured on Toastmasters' social media channels
- Your company description on our website with a link to your website
- One perk of your choice

“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

PREMIUM — \$1,500

STANDARD — \$1,000

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
- Your company logo with exhibitor/sponsor-level recognition on digital signage
- Your company description on the convention mobile app

“Worth every minute to network, learn and enjoy Toastmasters from 142 countries!”

— Sharon, 2016 Toastmasters International Convention Attendee







# AUTHOR'S CORNER Sponsorship

**TABLE TOP — \$500**  
*Exclusive offer for 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
- Your company logo with exhibitor/sponsor-level recognition on digital signage
- Your company description on the convention mobile app

“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*





# À La Carte Sponsorships

*Note: Some À La Carte sponsorships will be co-branded with other sponsors.*



| SPONSORSHIPS  |                                    | PRICE   | DESCRIPTION  |
|---|------------------------------------|---------|--|
|    | Half-page ad in convention program | \$500   | Your half-page ad will be included in the convention program guide that is distributed to all attendees.   |
|    | Full-page ad in convention program | \$1,000 | Your ad will be included in the convention program guide that is distributed to all attendees.   |
|    | Digital signage (per ad)           | \$1,000 | Your ad will be displayed throughout the venue on the digital signage monitors.  |
|   | Attendee bags                      | \$1,500 | Your logo will be prominently featured on the outside of all attendee bags.  |
|  | Charging station                   | \$1,500 | Your logo will be prominently displayed on each charging station.  |
|  | Photo booth                        | \$1,500 | Your logo will be included on the co-branded photo jacket that 2,000+ attendees receive to put their photo in. Your logo will also be prominently displayed as a sponsor at the photo booth station. |



# À La Carte Sponsorships

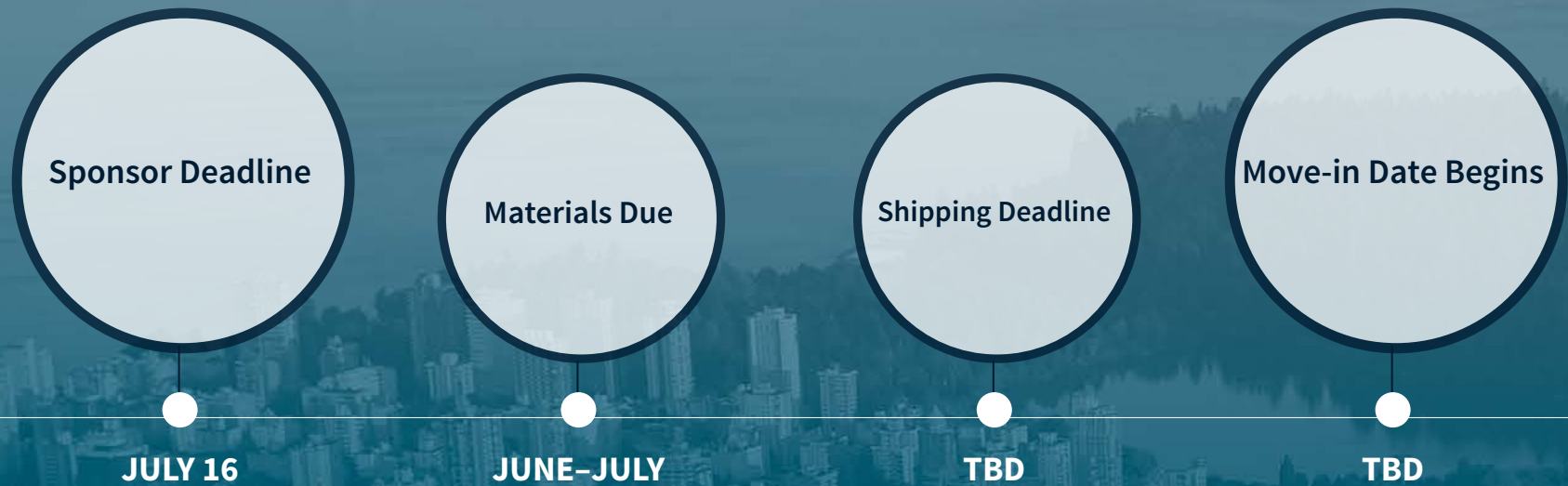
*Note: Some À La Carte sponsorships will be co-branded with other sponsors.*



| SPONSORSHIPS  |   | PRICE    | DESCRIPTION   |
|---|---|----------|---|
|    | Glass window ads (six available)          | \$1,500  | Promote your company in this high-traffic, prime location on the interior glass window.   |
|    | Column wraps (five available)             | \$1,500  | Advertise your company on one of the columns throughout the convention area.  |
|    | Attendee lanyards (single sponsor)        | \$3,000  | EXCLUSIVE OFFER: This is an exclusive sponsorship for your company name or logo to be displayed on each attendee's lanyard.                             |
|   | Photo booth (single sponsor)              | \$8,500  | EXCLUSIVE OFFER: 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 (single sponsor) | \$10,000 | EXCLUSIVE OFFER: This is an exclusive sponsorship for your company logo to be displayed on each Helping Hands volunteer vest throughout the convention. |



# The Countdown to the 86<sup>th</sup> 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.

## Join us today

If you have any questions, please call Alex at 949-858-8255, ext. 226.  
Email your sponsorship agreement to Alex Gorrell [agorrell@toastmasters.org](mailto:agorrell@toastmasters.org).

Want to catch the excitement? Watch this [video](#) to see what attendees have to say.

