The Information Architecture Institute

Information Architecture Institute
100 Cummings Center
Suite 111J
Beverly, MA 01915

IA Institute Event Promotion Agreement

Thank you choosing to promote your event through the Information Architecture Institute. This letter outlines our proposal for a Community Partner promotional arrangement. Please direct all questions to events@IA Institutenstitute.org.

The IA Institute agrees to provide the following:

- 1 full page listing in our event calendar (your event information, logo, and URL)
- 1 small logo on IA Institute home page rotating sponsor box (125 X 125 pixels)
- Listing in monthly newsletter promoting your event
- Twitter announcement of your event

In exchange, your organization will provide:

- Registration discount of 15% or greater off total cost for IA Institute members
- List and link IA Institute logo and description on organization or event website

Additional "In-kind" promotion opportunities:

- We can provide IA Institute membership benefit flyers and mentoring handouts for inclusion with registration materials, if desired.
- Table trade opportunities may be available with our upcoming conferences and events, pending availability.
- If you provide us with a full access Press Pass, we will send a member to cover the event on Twitter and for our newsletter.

General notes:

- Sponsorship agreement will run from today's date – date of event.
- Registration discount is not required if your event is local in nature and charges a nominal fee; however, we may request a free pass if you are otherwise unable to afford a discount.
- You can also promote your event through the IA Institute discussion lists and LinkedIn groups if you are a member. We prefer that events promote themselves in these channels to increase their visibility.
- Participating events will receive IA Institute's webinar and event promotion policy with instructions on adding events to calendar and statistics on IA Institute's members and community.

www.IAInstitute.org