



The Association of  
Accountants and  
Financial Professionals  
in Business

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, set against a bright blue sky with light clouds. The perspective creates a sense of height and ambition.

# DREAM BIG

IMA'S STUDENT LEADERSHIP CONFERENCE

## SPONSOR & EXHIBIT OPPORTUNITIES

November 9-11, 2017 // Marriott Marquis Houston // Visit [www.IMASLC.org](http://www.IMASLC.org)

# SPONSOR & EXHIBIT OPPORTUNITIES

## IMA's STUDENT LEADERSHIP CONFERENCE

### About the Conference

IMA® (Institute of Management Accountants) invites you to join our Student Leadership Conference. This unique IMA event brings together accounting, finance, and information technology students and educators to network and learn about industry trends, the power of CMA® (Certified Management Accountant) certification, ethics, leadership, and professional career management and opportunities.

### Recruitment and Talent Acquisition:

The Conference also functions as a "recruitment fair" for public and private corporations as well as government agencies and nonprofits. The students in attendance are highly motivated and are at the top of their class. They are primarily juniors, seniors, and graduate students who are keenly interested in learning about internships and other career opportunities that you have available. Our event will help you find and fill your talent pipeline.

### Audience

IMA's Student Leadership Conference has been growing annually. Last year's Conference attracted more than 600 students, many with diverse backgrounds, from 110 colleges and universities across 35 states and several countries.

### Sponsorships

There is a wide variety of sponsorship opportunities from which to select. We can help you design a customized, exclusive package or help you choose from single items that extend your branding. We appreciate your support of our Conference and will work creatively with you to help meet your marketing objectives while staying within budget.

### Sponsorship Contact Information

We're here to help you meet your marketing goals and create the best value for your budget. Please contact Sue Khawaja, IMA Business Development Manager, at (800) 638-4427, ext 1571 or [skhawaja@imanet.org](mailto:skhawaja@imanet.org).

# SPONSOR & EXHIBIT OPPORTUNITIES

## IMA's STUDENT LEADERSHIP CONFERENCE

### Sponsorship Packages

#### Platinum Sponsor Package: \$10,000

- Pre- and post-event email (sent by IMA on your behalf) to registrants and attendees with your customized message and links
- Centrally located tabletop in the exhibit hall
- Three complimentary registrations for booth staff
- Private "interview" room for onsite internship/job candidate interviews
- One table sponsorship during the Career Round Table session for your company to engage more directly with students and answer questions
- "Platinum Sponsor" recognition on IMA's Student Leadership Conference website, app, and event signage

#### Gold Sponsor Package: \$7,000

- Exclusive sponsorship of the Conference lanyard worn by all attendees throughout the duration of the Conference or other exclusive giveaway to each attendee
- Pre- or post-event email (sent by IMA on your behalf) to registrants or attendees with your customized message and links
- Centrally located tabletop in the exhibit hall
- Three complimentary registrations for booth staff
- "Gold Sponsor" recognition on IMA's Student Leadership Conference website, app, and event signage

---

#### Silver Sponsor Package: \$1,500

- Tabletop located within the exhibit hall
- Your hyper-linked company name included with all other Silver sponsors in an email sent to all registrants as a pre-event promotional communication
- Two complimentary registrations for booth staff
- Recognition on IMA's Student Leadership Conference - website, app, and event signage

#### Tabletop Exhibit: \$750

- One (1) six-foot draped table with two chairs
- Two complimentary registrations for booth staff
- Recognition on IMA's Student Leadership Conference website, app, event signage, and all promotional marketing outreach to students

# EXHIBITOR RULES & REGULATIONS

IMA's STUDENT LEADERSHIP CONFERENCE // Marriott Marquis Houston

1. Tabletop space will be allocated by IMA staff as appropriate. Priority will be determined by date of receipt of application for space accompanied by required payment.
2. Application for space must be accompanied by the full fee in order to guarantee reservation. Tabletops for which payment has not been received in full will not be set up. All payments must be received by October 20, 2017.
3. Written notice of cancellation must be received by October 20, 2017. A refund of 50%, less the cost of any sponsorship production costs, will be given. No refunds will be made for cancellations received after that date.
4. The standard tabletop size is six feet in length. All exhibits must fit within the confines of their assigned space so as to not impede traffic flow, infringe on the space of other exhibitors, or violate the emergency exit routes set forth by the fire marshal. Therefore, exhibits can be displayed on and behind your table only. Standard equipment includes draped table and two chairs. Area is carpeted.
5. Exhibitors will have a minimum of one staff person at their tables during exhibition hours.
6. Exhibitors agree to abide by the installation and dismantling times set by IMA.
7. No exhibitor shall assign, sublet, or share the whole or any part of the space contracted to them. Exhibitors agree to limit the service and/or materials displayed in their exhibit area to those purveyed by the exhibitor, with the exception that other proprietary equipment may be used solely for the purpose of demonstrating the materials or services of the exhibitor.
8. IMA reserves the right to impose limitation on noise levels and any other method of operation that becomes objectionable.
9. Any distribution of literature or samples shall be limited to the exhibitor's tabletop.
10. IMA reserves the right to rearrange the final floor plan based on unsold or unoccupied exhibit space.
11. In the event that no representative of an exhibiting company has claimed its space by 4 p.m. on November 9, 2017, IMA has the right to reallocate the exhibit space.
12. If IMA should be prevented from holding the exhibition for any reason beyond IMA's control (such as, but not limited to, damage to the building, riots, strikes, acts of government, or acts of God) or if an exhibitor cannot occupy the assigned exhibit space due to reasons beyond IMA's control, then IMA has the right to cancel the exhibition or any part thereof, with no further liability to the exhibitor other than a refund of exhibit space fee, less a proportionate share of the exposition cost incurred.
13. Neither the management of the Marriott Marquis Houston nor IMA shall be liable for the damage, loss, or destruction to the exhibits by reason of fire, theft, accident, or other destructive causes. Exhibitor shall lease tabletop(s) at its sole risk. Neither the management of the Marriott Marquis Houston, IMA, nor any of their agents, servants, or employees will be accountable or liable for accidents to exhibitors, their agents, or employees.
14. The exhibitor shall be liable to the host facility and/or IMA for any damage to the building and/or the furniture and fixtures contained therein, which shall occur through acts or omissions of the exhibitor.
15. Exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, defend, and hold harmless IMA, Marriott Marquis Houston, their officers, employees, and agents against all claims, losses, and damages to persons and property, governmental charges or fines, and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or any part thereof, including any outside exhibit areas.
16. Exhibitor acknowledges that IMA does not maintain and is not responsible for obtaining insurance covering exhibitor's property. Exhibitors are advised to obtain business interruption and property damage and loss insurance to cover such occurrences.
17. No photography of the exhibits is allowed without the permission of the exhibiting company's staff and/or show manager.
18. Badge required for Conference and/or exhibit area.

# EXHIBITOR AGREEMENT

IMA's STUDENT LEADERSHIP CONFERENCE // Marriott Marquis Houston

## ORGANIZATION INFORMATION

Organization (as should appear in marketing materials)

Contact

Title

Address

City, State

Zip

Phone

Fax

E-Mail

Please provide a 35-word description of your company/products for inclusion in our marketing materials, along with your company's URL and phone number

URL: \_\_\_\_\_ Phone number: \_\_\_\_\_

## EXHIBIT SPACE INFORMATION

Please reserve \_\_\_\_\_ tabletop exhibit at \$750 each

### SPONSORSHIP OPPORTUNITY REQUESTED:

### EXHIBIT SCHEDULE:

Move In:

November 9, 2017, 2 p.m. - 4 p.m.

Space must be claimed by 4 p.m.

Show Hours:

November 9, 2017, 4:30 p.m. - 7 p.m.

November 10, 2017, 8 a.m. - 11 a.m.

Move Out:

November 10, 2017, 11 a.m. - 11:45 a.m.

## PAYMENT INFORMATION

Tabletop Fee: \$ \_\_\_\_\_ Sponsorship Fee Total: \$ \_\_\_\_\_ TOTAL: \$ \_\_\_\_\_

- Check (Payable to the Institute of Management Accountants)
- Credit (IMA is PCI compliant. Please Call Denise Huckins at (201) 474-1598 to convey card number for payment.)

The undersigned agrees to abide by IMA's Student Leadership Conference 2017 Exhibitor Rules & Regulations.

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_