

7th ANNUAL CONFERENCE

April 15-18, 2012
Houston, Texas



INTERNATIONAL
OMBUDSMAN
ASSOCIATION

Support, Advertising and Exhibiting Opportunities



Join the Conversation: Learn. Share. Grow.



The Premiere Provider of Professional Development
for Ombudsman Practitioners



INTERNATIONAL
OMBUDSMAN
ASSOCIATION

The International Ombudsman Association (IOA) is a tax-exempt organization under IRS Section 501(c)6. All contributions to the IOA are deductible as business expenses (not as charitable contributions) and are dedicated to advancing the mission of the association.

Dear IOA Supporter:

We are pleased to announce our Support, Advertising, and Exhibiting opportunities for the IOA 7th Annual Conference, taking place April 13-18, 2012 in Houston, TX! We have enclosed descriptions of all of the available opportunities for your consideration. With the IOA Board of Directors approval, the Conference Committee created several imaginative ways to contribute to the growth of the organization. We hope that we can count on your support at this year's meeting. The support received from our generous sponsors provides educational opportunities to our members throughout the year and enhances our ability to promote the Ombudsman* role and profession to a variety of constituencies. We are sure there are several other ways to show one's support not included in this list, so please share with us your suggestions and comments.

The International Ombudsman Association (IOA) is an international organization of over 600 professional ombudsmen. IOA works to enhance the quality and value of the Ombudsman profession by: establishing and communicating IOA's Code of Ethics and Standards of Practice; developing and disseminating ethical guidelines; training new and experienced ombudsmen in techniques of dispute resolution; teaching principles of best practice; providing information on current developments in the profession; and promoting communication through networking opportunities.

In addition to monetary funding, the Conference Committee thanks all members who have donated their time, experience, and wisdom to benefit the profession and IOA. We recognize that individual contributions appear in many different forms. Thank you to our faculty, committee members, committee chairs, board of directors, conference participants and anyone we may have unintentionally excluded. You are all appreciated!

Thank you for helping IOA reach its goals!

Thank you in advance for your support. If you have questions regarding any of the above opportunities please contact the IOA office at info@ombudsassociation.org or +1 (908) 359-0246.

Sincerely,

The Conference Committee and IOA Board

Enclosures

*The term ombudsman is used to communicate to the widest possible community and is not intended to discourage others from using alternatives. IOA respectfully acknowledges that many practitioners use alternative forms of this word."



Exhibiting Opportunities at the conference

IOA invites vendors to exhibit at the Annual Conference. Exhibitors are expected to promote products and services appropriate to the practice of organizational ombudsmen. IOA reserves the right to limit the number of exhibitors; placement is at the discretion of IOA and IOA reserves the right to refuse any exhibitor for any reason. The exhibitor agrees to hold IOA harmless from any and all claims or suits. IOA assumes no liability, including but not limited to, compensatory or consequential damages, or any errors or omissions in any printed material.

The exhibitor rate is \$150 per day per tabletop. This includes:

- One 6' draped table and a chair
- One Exhibitor Pass, which includes breakfast, coffee breaks and lunch for the day exhibiting. This does not include access to educational sessions. *Additional exhibitor passes may be purchased for \$50 per person per day.
- An attendee roster onsite that includes mailing address, email, phone and FAX (please note the attendee roster may be available prior to the conference upon request if exhibitor is paid in full).
- This exhibit fee does not include audio visual or electrical which the exhibitor may order separately through the hotel.

Exhibit Hours will be

Monday, April 16, 2012 Exhibit hours will be 7:30 am – 5:00 pm

Tuesday, April 17, 2012 Exhibit hours will be 7:30 am – 5:00 pm

Wednesday, April 18, 2012 Exhibit hours will be 7:30 am – 3:30 pm

Although exhibit hours are listed for the entire time the conference is in session, exhibitors are allowed to use discretion on exactly when to staff the exhibit. Suggested times are during breakfast, breaks, lunch, and at day's end. Please note that during educational sessions, most attendees will be attending sessions and may not be visiting exhibits.

Exhibit Policies:

Applications to exhibit are subject to specified criteria as well as review and approval by IOA. Exhibits may not be inconsistent with the professional nature and goals of the event.

Approval criteria includes:

- Exhibit fees must be paid in full prior to the conference.
- No recruiting agencies are permitted to exhibit.
- IOA reserves the right to request a description of each exhibitor as well as information/materials intended to exhibit.

Exhibit space is not intended for publicizing views of a controversial social, political, or professional issue. In addition, the Association reserves the right to decline exhibit requests from companies exhibiting products and services that could be considered competing with the intent of the event. Potential exhibitors are advised that contests, lotteries, raffles, and games of chance may not be conducted without prior approval of the Association.

CONTRACTUAL AGREEMENT

It is agreed that an exhibitor will abide by the rules and regulations cited during and after the exhibit and by other reasonable rules considered necessary by the Association or Hotel provided these rules do not materially alter the exhibitor's contractual rights. All matters and questions not covered by these regulations are the decision of Conference Management. These regulations may be amended at any time by the Association, and all amendments shall be equally binding upon publication on all parties affected by them, as are the original regulations.

Disclaimer: All matters and questions not covered by this prospectus are at the discretion of, and may be amended at any time, by the Association executive office. Exhibitors agree to adhere to the space restrictions as defined in the 'Exhibit Fees' section of this Exhibitor Prospectus. Failure to comply may result in the termination of Exhibit privileges, at the discretion of Conference Management. In such cases, no refund of Exhibitor fees will be offered.



Advertising Opportunities in the program book

Deadline: Ads due by: Monday, February 27, 2012 for the 2012 Conference Program Book

Ad Size: Full page Ad live area: 7.5" wide x 10" high; no bleeds Cost: \$500.00
Half-page Ad live area: 7.5" wide x 4.75" high; no bleeds Cost: \$250.00

Orientation: Portrait

Digital File Requirements:

Platforms and Programs:

Ads must be provided in black and white or the 2 colors designated and must be supplied on disk. Macintosh is the preferred platform, but we can accept PC files as long as they are of compatible software. QuarkXPress 7.5 or 8 is the recommended page layout program for Macintosh and Windows. Other acceptable programs are Adobe Illustrator CS4 and Adobe Photoshop CS4. ***InDesign, PageMaker or Microsoft Word documents cannot be accepted.*** A high resolution PDF (minimum 300 dpi) may be supplied as long as it is black and white/grayscale. All fonts must be embedded. Any full color PDF's sent will be converted and print in black and white only.

Fonts: All fonts must be included (both screen and printer fonts). Use Type 1 fonts only. True type fonts are not acceptable and will be replaced if sent. Note: Non-Mac fonts will be replaced with similar fonts.

Color: Ads supplied must be composed and provided as directed below. No CMYK or RGB Ads or any components within will be accepted. **This Program Book will print in 2-color: PMS 259 Purple and Black and must be supplied composed in one or both of these two colors. Any ads supplied in 4-color process will be converted to black and white/grayscale to print.**

Graphics /Resolution: All graphics should be supplied in TIFF or EPS format. Resolution must be minimum 300 dpi. No GIF or PNG images are acceptable.

Transfer Media: A color proof **MUST** accompany your submitted materials. Accepted media: CD or DVD. No high-resolution materials should be emailed unless supplied through an ftp site or similar high file size site such as "yousendit."

We cannot accept responsibility if the above specs are not followed.

Copy and Contract Regulations

- A. The advertiser agrees to indemnify the publisher against any and all claims or suits arising out of the publication of this advertising.
- B. All copy is the responsibility of the advertiser.
- C. Advertising placement is subject to the editor's discretion.
- D. Ads are non-commissionable to agencies and payment is the ultimate responsibility of the advertiser.
- E. IOA assumes no liability, including but not limited to, indirect, special or consequential damages, or for any errors or omissions in connection with any ad. IOA reserves the right to reject any ad.
- F. Advertising rates are based on camera-ready copy. A \$50 hourly charge will be assessed for non-camera-ready copy.

Note: IOA has the right to refuse any proposed advertisement unsuitable for publication.



Support Opportunities

We hope you will participate in the IOA Annual Conference as one of our valued supporters.

Platinum Supporters for \$15,000 receive the following benefits:

- Three (3) complimentary registrations either to the annual conference OR (3) complimentary registrations for a one day specialized training course
- Complimentary full-page advertisement in conference program book
- Recognition in pre-conference publicity, including organization logo
- Recognition in the conference program book, including organization logo
- Recognition with signage at the conference, including organization logo
- Recognition in the IOA newsletter
- Recognition on the IOA web site

Gold Supporters for \$10,000 receive the following benefits:

- Complimentary full-page advertisement in conference program book
- Recognition in pre-conference publicity
- Recognition in the conference program book
- Recognition with signage at the conference
- Recognition in the IOA newsletter
- Recognition on the IOA web site

Silver Supporters for \$5,000 receive the following benefits:

- Complimentary half-page advertisement in conference program book
- Recognition in pre-conference publicity
- Recognition in the conference program book
- Recognition with signage at the conference
- Recognition in the IOA newsletter
- Recognition on the IOA web site

Bronze, Diamond, Emerald, Ruby, and Sapphire Supporters receive the following benefits:

- Recognition in pre-conference publicity
- Recognition in the conference program book
- Recognition with signage at the conference
- Recognition in the IOA newsletter

Please note that your contribution may be tax-deductible as an ordinary business expense. Contributions are not deductible as charitable contributions.

Yes I wish to support IOA

Please check below which opportunities you wish to select.

SUPPORT OPPORTUNITIES

- | | | | |
|---|----------|---|----------|
| <input type="checkbox"/> Platinum Supporter | \$15,000 | <input type="checkbox"/> Emerald Supporter | \$ 1,000 |
| <input type="checkbox"/> Gold Supporter | \$10,000 | <input type="checkbox"/> Ruby Supporter | \$ 750 |
| <input type="checkbox"/> Silver Supporter | \$ 5,000 | <input type="checkbox"/> Sapphire Supporter | \$ 500 |
| <input type="checkbox"/> Bronze Supporter | \$ 3,000 | <input type="checkbox"/> Patron of IOA | \$ 250 |
| <input type="checkbox"/> Diamond Supporter | \$ 2,000 | <input type="checkbox"/> Individual "Ombuddy" Supporter | \$ _____ |

Your Personal Contribution is greatly appreciated.

ADVERTISING OPPORTUNITIES IN THE PROGRAM BOOK

- | | |
|---------------------------------------|--------|
| <input type="checkbox"/> Full Page Ad | \$ 500 |
| <input type="checkbox"/> Half Page Ad | \$ 250 |

EXHIBITING OPPORTUNITIES AT THE CONFERENCE

- The exhibitor rate is \$150 per day per tabletop.
- This includes a 6' draped table and a chair, plus breakfast, breaks, and lunch for one person per day. This does not include access to educational sessions.
- This table fee does not include av or electrical which can be ordered through the hotel.

	Check the following days you will be exhibiting	Additional conference passes may be purchased for \$50 per person per day
Monday, April 16, 2012 Exhibit hours will be 7:30 am – 5:00 pm	\$150.00	_____
Tuesday, April 17, 2012 Exhibit hours will be 7:30 am – 5:00 pm	\$150.00	_____
Wednesday, April 18, 2012 Exhibit hours will be 7:30 am – 3:30 pm	\$150.00	_____

Name _____

Organization _____

Address _____

City _____ State _____ Postal Code _____

Country/Province _____ Email _____

Telephone (_____) _____ Fax (_____) _____

IOA Federal Tax#: 54-1785444

Method of Payment:

- Amex
 MasterCard
 Visa
 Discover
 Please Invoice
 Check Enclosed

Total Amount \$ _____

Credit Card # _____ Expiration Date _____

Card Holder's Name _____

**Return this form to the office: International Ombudsman Association, 390 Amwell Road, Suite 402, Hillsborough, NJ 08844 USA
OR Fax to: +1 (908) 842-0376**

