



Sponsorship & Advertising Opportunities

2011 IMIA International Conference on Medical Interpreting

Client Education - Everyone's Responsibility

September 30th - October 2nd, 2011

The Joseph B. Martin Conference Center at Harvard Medical School
Boston, Massachusetts USA

The IMIA is holding its 2011 International Conference on Medical Interpreting from September 30th - October 2nd, 2011 at The Joseph B. Martin Conference Center at Harvard Medical School in Boston, MA. Our theme is **Client Education - Everyone's Responsibility**. Sponsor/Exhibitor tables will be auspiciously located in high traffic areas and we will actively work to send attendee traffic to all table locations.

Who will attend? Interpreters: spoken language & ASL, medical & legal / Interpreter educational programs, educators, trainers, and language coaches / Interpreting Companies, agencies, local, national, and international / Coordinators and Managers of Hospital Interpreter Services from across the country / Providers / Hospital Administrators / State Interpreter Associations / Risk Managers / Attorneys / Health Insurance Organizations / Patient Advocates and Advocacy Groups / Government Agencies / Regulatory.

I also wanted to take this opportunity to introduce myself. My name is Kyra Marino, I am the IMIA Administrator and more importantly, I will be this year's Sponsor Liaison. In the next few months I look forward to working with you to make this year's Conference a rewarding experience for you and your organization. Please take some time to look over the following Sponsor Package and if at any time you have any questions or comments, please don't hesitate to contact me at IMIAConference@imiaweb.org.

Sponsorship registration forms may be submitted on line at the link provided below. In order to secure a spot at the Conference and to ensure your organization is listed in the program, sponsorships are due by August 31st 2011.

Regards,
Kyra Marino
IMIA Sponsor Liaison/Administrator
IMIAConference@imiaweb.org

2011 Sponsor Registration Form:

<http://www.imiaweb.org/conferences/sponsor2011.asp>

2011 IMIA Conference Information:

<http://www.imiaweb.org/conferences/2011conference.asp>

2011 IMIA Conference Schedule At A Glance:

<http://www.imiaweb.org/conferences/scheduleataglance.asp>



2011 SPONSORSHIP/EXHIBITOR PACKAGES

All Sponsorship packages include an Exhibitor Table and a Program Book Listing.
The following are included according to package:

Major Sponsor: \$25,000

- Full page ad in the IMIA program book*
- 1-year IMIA Corporate membership
- 7 IMIA 1-year individual memberships
- 1 Conference Registration for person manning the table
- 6 additional Conference Registrations
- General Assembly Platform Acknowledgment

Flagship Sponsor: \$10,000

- Full page ad in the IMIA program book*
- 1-year IMIA Corporate membership
- 5 IMIA 1-year individual memberships
- 1 Conference Registration for person manning the table
- 4 additional Conference Registrations
- General Assembly Platform Acknowledgment

Platinum Sponsor: \$5,000

- Full page ad in the IMIA program book*
- 6 IMIA 1-year individual memberships
- 1 Conference Registration for person manning the table
- 3 additional Conference Registrations

Gold Sponsor: \$3,000

- ½ page black/white horizontal ad in the IMIA program book*
- 4 IMIA 1-year individual memberships
- 1 Conference Registration for person manning the table
- 1 additional Conference Registration

Silver Sponsor: \$2,000

- ½ page black/white horizontal ad in the IMIA program book*
- 3 IMIA 1-year individual memberships
- 1 Conference Registration for person manning the table
- 1 additional Conference Registration

Bronze Sponsor: \$1,500

- 2 IMIA 1-year individual memberships
- 1 Conference Registration for person manning the table
- 1 additional Conference Registration

Blue Sponsor: \$1,000

- 1 IMIA 1-year individual membership
- 1 Conference Registration for person manning the table
- 1 additional Conference Registration

Green Sponsor: \$610 (for Hospital Interpreter Services Departments only)

- 1 Conference Registration for person manning the table
- 1 additional Conference Registration

IMPORTANT: Additional company representatives attending the conference [apart from 1) the person manning the booth and 2) any conference registrations included in the Sponsorship package] must pay a conference registration fee.

*Black and white ads are due September 14, 2011 – see next page for ad specifications.

ADVERTISING INFORMATION

Ad appears in program booklet at Conference and in online booklet for approximately a year.

Ad options:

- \$100 for ¼ (quarter) page b+w (vertical only - 4.75" x 3.5" print area)
- \$150 for ½ (half) page b+w (horizontal only - 7.5 " x 4.75" print area)
- \$300 for full page b+w (7.5" x 10", print area)
- \$500 for insert in tote bags (you print and ship inserts to IMIA)
- \$600 for insert in tote bags and full page in booklet (print and on line; you print and ship inserts to IMIA)

Ad Specifications:

- Black and white
- No bleeds
- Absolutely no white text/graphics on large black or dark backgrounds
- 1/2 inch print margin

Advertising only orders may be submitted on line at: *(Link coming soon)*. Please submit ads in high resolution JPEG format to IMIAConference@imiaweb.org. Deadline for Ad submissions is September 14th, 2011.

PLEASE NOTE: If you are from an organization that will be participating as a Sponsor at the 2011 IMIA Conference and have not submitted a Sponsorship registration form yet, you do not need to submit your ad order separately – you may select and pay for your advertising choices as part of the Sponsor registration form (<http://www.imiaweb.org/conferences/sponsor2011.asp>).

PAYMENT INFORMATION

**SPONSORSHIP PAYMENTS MUST BE PAID IN FULL BY OR BEFORE
SEPTEMBER 14TH, 2011 IN ORDER TO EXHIBIT AT THE CONFERENCE**

An invoice will be generated upon submission of your online Sponsorship Registration form and will be emailed to the organizational contact. Once payment is received, Exhibitors will be emailed a floor plan/exhibitor map to pick table preferences.

Online payment is highly recommended to ensure timely payment and to guarantee your spot at the conference and/or placement of your ad in the Conference booklet.

- 1) Pay online quickly and securely at <http://www.imiaweb.org/ecom/pay.asp>.
- 2) Checks should be made payable to the IMIA and mailed with the completed form to:
IMIA
800 Washington Street, Box 271
Boston MA 02111-1845

Details regarding Shipping and Receiving are available at http://www.imiaweb.org/uploads/pages/524_2.pdf. Please do not hesitate to contact me for further information or assistance.

Kyra Marino,
IMIA Exhibitor Liaison
IMIAConference@imiaweb.org