



# B2B Partner Program

The Illinois Manufacturers' Association strives to provide partners with timely, accurate and relevant information on a regular basis. IMA programming, emails and publications provide an excellent opportunity to reach more than 5,000 Illinois business leaders and manufacturing executives.

The **IMA B2B Partner Program** offers non-manufacturing companies the opportunity to participate in the communications and programs offered by the Illinois Manufacturers' Association. B2B Partners also have the opportunity to sponsor Lunch Breaks, submit topics for webinars and events and receive discounted "member" pricing on registration for IMA meetings and events. This program offers 4 levels of participation, each with limited availability.

## **B2B PLATINUM** (5 available) - \$15,000 yr (Retail value \$20,000)

1. Two FULL PAGE ads per year in The Illinois Manufacturer quarterly magazine
2. Top advertisement 1 day per week in Morning Digest
3. Exhibitor table and 4 seats at Annual Luncheon
4. Two seats at the IMA Business Day
5. One registration at all regular IMA seminars
6. Sponsorship for 3 webinars/events\*\*
7. Inclusion on B2B Partners web page\*
8. Opportunity to submit articles for publication and topics for webinars/events\*\*

## **B2B GOLD** (10 available) - \$7,500 yr (Retail value \$9,000)

1. Two HALF PAGE ads per year in The Illinois Manufacturer quarterly magazine
2. One month of middle ad space in Morning Digest
3. Two seats at the IMA Annual Luncheon
4. One seat at the IMA Business Day
5. One registration for 6 IMA seminars
6. Sponsorship for 2 webinars/events\*\*
7. Inclusion on IMA B2B Partners web page\*
8. Opportunity to submit articles for publication and topics for webinars/events\*\*

## **B2B SILVER** (10 available) - \$5,000 yr (Retail value \$6,000)

1. Two QUARTER PAGE ads per year in The Illinois Manufacturer quarterly magazine
2. Sponsorship for 1 webinar/event\*\*
3. Two seats at the IMA Annual Luncheon
4. One seat at the IMA Business Day
5. Inclusion on IMA B2B Partners web page\*
6. Opportunity to submit articles for publication and topics for webinars/events\*\*

## **B2B BRONZE** - \$1,500 yr

1. One registration for 2 IMA seminars
2. Inclusion on IMA B2B Partners web page\*
3. Opportunity to submit articles for publication and topics for webinars/events\*\*

\* Includes Company logo plus 200 characters of description. Your logo will be linked to the webpage of your choice.

\*\* Article submissions and program ideas must be informational and of value to the manufacturing community. While we encourage submitters and presenters to present the material as 'an expert' on the subject, the content itself cannot be an advertisement for any one company or provider. All submissions and program ideas are subject to approval by the Director of Publications, the Director of Programming, and IMA management.