



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 exclusive program offers 4 levels of participation, each with limited availability.

B2B PLATINUM (1 available) - \$15,000 yr

1. Two FULL PAGE ads per year in The Illinois Manufacturer quarterly magazine**
2. Top advertisement 1 day per week in Morning Digest for one quarter (3 consecutive months)
3. 4 seats at Annual Luncheon
4. Two seats at the IMA Business Day
5. One registration at unrestricted IMA seminars
6. Sponsorship for 3 webinars/events***
7. Inclusion in online B2B Premiere Partnership Directory*
8. Opportunity to submit educational articles for publication and topics for webinars/events***

B2B GOLD (7 available) - \$7,500 yr

1. One HALF PAGE ad per year in The Illinois Manufacturer quarterly magazine**
2. One month of middle ad or bottom ad space (5 days per week) in Morning Digest**
3. Opportunity to attend or sponsor premiere IMA events
4. One registration for 6 IMA seminars
5. Sponsorship for 2 webinars/events***
6. Inclusion in online B2B Premiere Partnership Directory*
7. Opportunity to submit educational articles for publication and topics for webinars/events***

B2B SILVER (12 available) - \$5,000 yr

1. One QUARTER PAGE ad per year in The Illinois Manufacturer quarterly magazine**
2. Sponsorship for 1 webinar/event***
3. Opportunity to attend or sponsor premiere IMA events
4. Inclusion in online B2B Premiere Partnership Directory*
5. Opportunity to submit educational articles for publication and topics for webinars/events***

B2B BRONZE (20 available) - \$2,500 yr

1. One registration for 2 IMA seminars
2. Inclusion in online B2B Premiere Partnership Directory*
3. Opportunity to submit educational 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.

** All advertisements must be submitted within the first month of partnership, effective on membership start date.

Advertisements not received and scheduled within the first 30 days of partnership cannot be guaranteed to be run within partnership year.

*** 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 Editor and Manager of Publications, the Director of Programming, and IMA management.