ISPA
INTERNATIONAL SLEEP PRODUCTS ASSOCIATION

Corporate and Conference

Partnership Opportunities



YEAR-ROUND CORPORATE PARTNERSHIPS

CONFERENCE-SPECIFIC SPONSORSHIPS

Reach the sleep products industry's leading decision makers!

Leading mattress manufacturers, suppliers and retailers find their way to ISPA.

It's not by accident!

ISPA brings the sleep products industry together to address shared challenges, exchange ideas and build relationships that move the industry forward. As the Voice of the Mattress Industry®, we advocate for the industry, provide trusted information and create connections that strengthen your business. Corporate partnership gives your company year-round visibility with the people and companies shaping the industry.

Visibility

Build awareness with industry executives who influence product development, budgets and purchasing decisions.

Access

Engage with ISPA leadership, members and industry decision-makers.

Credibility

Show your company's commitment to the mattress industry and its continued growth.

Connection

Maintain a year-round presence across ISPA conferences, publications and communications.

Choose The Program That Fits Your Organization

Corporate Partnerships
give you sustained, year-round recognition

Conference Sponsorships
provide focused access, activation, and visibility at a specific event

Participate in a single program, leverage both, or design a custom solution that fits your goals.

ISPA's Corporate Partner Program — Year-Round Recognition

Build your company's presence across the mattress industry while supporting the work that moves it forward. A corporate partner receives visibility across our programs, communications and conferences, and their investment helps expand the advocacy, research, education and industry connections ISPA provides on behalf of the industry.



Premier Partnership

includes the following items

$25,000
3 AVAILABLE

- **3** **Complimentary registrations** to the ISPA Industry Conference
- **3** **Complimentary registrations** to the ISPA Sustainability Conference
- **1** Hosted Buyer **Event Pass**
- **1** **Partnered consumer facing post** on BSC social channels (or poll to industry)
- **4** **Partner-recognition posts** on ISPA social channels
- **1** **Corporate partner feature** in BedTimes or Sleep Savvy
- **4** **Banner ad placements** in the ISPA Insider member newsletter
- **1** **ISPA-hosted webinar** or moderated **virtual Q&A**, subject to editorial approval and scheduled outside ISPA event dates
- **1** **Partner-supplied promotional reel**, up to 30 seconds, shown during general break periods at ISPA conferences
- ✦ **Corporate partner recognition** from the stage and onsite signage at ISPA conferences
- ✦ **Year-round recognition** on the ISPA website
- ✦ Use of an **ISPA Premier Corporate Partner digital badge** during the partnership term
- ✦ **Inclusion in corporate partner ad** in BedTimes and Sleep Savvy

ISPA's Corporate Partner Program — continued



Signature Partnership

$18,000
5 AVAILABLE

Includes the following items

- **2** **Complimentary registrations** to the ISPA Industry Conference
- **2** **Complimentary registrations** to the ISPA Sustainability Conference
- **1** **Hosted Buyer Event Pass**
- ✦ **Corporate partner recognition** from the stage and onsite signage at both conferences
- **2** **Partner-recognition posts** on ISPA social channels
- **2** **Banner-ad placements** in ISPA Insider during the program year
- ✦ **Year-round recognition** on the ISPA website
- ✦ Use of an **ISPA Signature Corporate Partner digital badge** during the sponsorship term
- ✦ Inclusion in **corporate partner ad** in BedTimes and Sleep Savvy

Select Partnership

$10,000
UNLIMITED

Includes the following items

- **1** **Complimentary registrations** to the ISPA Industry Conference
- **1** **Complimentary registrations** to the ISPA Sustainability Conference
- ✦ **Corporate partner recognition** from the stage at both conferences
- **1** **Partner-recognition posts** on ISPA social channels
- **1** **Banner-ad placement** in ISPA Insider during the program year
- ✦ **Year-round recognition** on the ISPA website
- ✦ Use of an **ISPA Select Corporate Partner digital badge** during the sponsorship term
- ✦ Inclusion in **corporate partner ad** in BedTimes and Sleep Savvy

We can also design a custom solution to meet your needs.

Sponsorship Opportunities

ISPA Industry Conference

Prominently showcase your brand with bedding industry professionals before, during, and after the ISPA Industry Conference.



Conference Packages

Headline — $11,000
2 AVAILABLE

- **4** Complimentary room nights
- **2** Conference registrations
- **1** **BedTimes contributed article** (1 page)
- **2** **Social media posts** leading up to conference
- **ISPA Insider banner ad** (2 issues)
- **Conference website banner ad**
- **Sponsor signage recognition**
- **Tabletop exhibit**

Executive — $7,000
2 AVAILABLE

- **2** Complimentary room nights
- **2** Conference registrations
- **Sponsor signage recognition**

Supporting — $4,500
UNLIMITED

- **2** Conference registrations
- **Sponsor signage recognition**

Table Top — $4,900
UNLIMITED

- **2** Conference registrations
- **Tabletop exhibit**

All packages above include

Brand Awareness Benefits:

- **Additional registration rate ($799)**
- **Logo on event signage**
- **Linked logo on conference website**
- **Logo in event marketing**
- **Thank you social media post**
- **Logo and company description in March BedTimes**

Sponsorship Opportunities

ISPA Industry Conference

continued



Events *(Includes Brand-Awareness Benefits)*

- **Welcome Reception:** Opening-reception visibility while attendees mix and mingle — **$9,500**
- **Cocktail Reception & Dinner:** Includes exclusive recognition and signature branding — **$16,000**
- **After Party:** Put your brand at the center of this high-value networking experience — **$6,000**
- **Session Sponsor:** *Includes a three-minute opening speaking opportunity and exclusive digital room signage* — **$7,000**
- **Networking Breakfast & Lunch:** Build visibility during key networking moments with event signage, table recognition and company materials — **$6,500**

Promotional Items *(Includes Brand-Awareness Benefits)*

- **Portfolio-Style Notepads and Pens:** Sponsor-branded attendee notepads and pens — **$9,500**
- **Badge Lanyards:** Sponsor logo displayed on attendee lanyards — **$7,500**
- **Hotel Room Key Card:** Sponsor branding at check-in and with every room entry — **$5,500**
- **Chair Back Covers:** High-visibility branding throughout the session room — **$5,500**

A La Carte *(Includes logo on the conference website and event signage.)*

Add a tabletop to any package or item for **$1,500**

- **ISPA Women's Network Reception:** Includes conference website logo, event signage, and social promotion — **$4,000**
- **Hotel Room Drop:** Partner-provided item or printed piece placed in attendee hotel rooms — **$3,500**
- **Golf Headline:** Includes course signage, beverage-cart signage, and golfer-reception visibility — **$4,000**
- **Golfers' Gift Items:** Sponsor-provided or coordinated gifts for golfers — **$3,750**
- **Golf Hole:** Includes a high-visibility sign featuring your company logo — **$950**

Sponnsorship Opportunities

ISPA Sustainability Conference

Showcase your sustainability leadership to a targeted audience of industry experts—including manufacturers, retailers, and investors



Conference packages

Headline

$10,000
2 AVAILABLE

- **3** **Complimentary room nights**
- **2** **Conference registrations**
- **2** **Social media posts** leading up to conference
- **ISPA Insider banner ad** (2 issues)
- **Conference website banner ad**
- **Sponsor signage recognition**
- **Tabletop exhibit**

Executive

$6,000
2 AVAILABLE

- **1** **Complimentary room night**
- **2** **Conference registrations**
- **Tabletop exhibit**
- **Sponsor signage recognition**

Supporting

$4,000
UNLIMITED

- **1** **Conference registration**
- **Sponsor signage recognition**

Table Top

$4,000
UNLIMITED

- **1** **Conference registration**
- **Tabletop exhibit**

Table top plus a 5 minute product or service showcase **$4,500**
6 AVAILABLE
Includes a 5 minute speaking opportunity

All packages above include

Brand Awareness Benefits:

- **Logo on event signage**
- **Linked logo on conference website**
- **Logo in event marketing**
- **Thank-you social media post**

Sponnsorship Opportunities

ISPA Sustainability Conference, continued

Events *(Includes Brand-Awareness Benefits)*

- **Welcome Reception:** Connect your brand with one of the conference's primary networking events — **$5,000**
- **Session Sponsor:** Put your brand at the center of this high-value networking experience — **$4,000**
  Includes a three-minute opening speaking opportunity and exclusive digital room signage
- **Networking Breakfast & Lunch:** Build visibility during key networking moments with event signage, table recognition and company materials — **$3,000**

A La Carte

(Includes logo on the conference website and event signage.)
Add a tabletop to any package or item for **$1,500.**

- **Giveaway**: Put your brand in attendees' hands with a memorable conference item — **$5,000+**
- **Badge Lanyards:** Feature your company logo on the lanyards worn by attendees throughout the conference — **$4,500**
- **Hotel Room Key Card:** Keep your brand visible throughout the conference with custom hotel key cards — **$4,000**
- **Sustainability Insight:** Share your sustainability perspective with the industry through a sponsor-authored article featured in ISPA Insider, on the ISPA website for 120 days and across 2–3 ISPA social posts — **$4,000**
- **Social Media Package:** Three sponsor-created posts referencing conference participation, distributed using ISPA Facebook and LinkedIn channels — **$1,500**



ISPA Industry Impact Program

Hosted Buyer Program

$3,500

Create a meaningful event experience for a customer or prospect while helping broaden industry participation. Through this partnership, companies invite selected customers or prospects, while the association manages the program and delivers a professional, educational experience.

Partners strengthen important relationships, guests make valuable industry connections, and more voices become part of the event.

Partner benefits include:

- Recognition as an official **Hosted Industry Program Partner**
- Logo and recognition on program communications
- Recognition on the event website and onsite signage
- Invitations to a dedicated hosted participant reception or networking event
- Recognition during appropriate general sessions
- Post-event recognition

Build Connections. Strengthen Your Brand. Shape What's Next.

For more information, contact:
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