

▶ PARTNER PROGRAM

The IRF Partner Program is a year-long partnership that includes research, event participation, marketing, and other activations. Interested in securing your 2024 Partner Program? [Click here](#) to complete our Partner Program Interest Form.

	Platinum	Gold	Silver	Bronze
Available 2024 Packages	2	4	6	8
Package Cost	\$58,000	\$31,000	\$18,000	\$13,000
Research and Marketing Assets				
Research Paper Sponsorship - From existing research slate	✓	–	–	–
Logo Visibility on the IRF Website	✓	✓	✓	✓
Spotlight - Monthly spotlight on the IRF website in prominent location	✓	✓	–	–
Promotional Email (per year)	3	2	1	–
Social Media Posts (per year)	12	6	4	2
Video Advertisement - Film an IRF partner testimonial on-site at the 2024 Invitational	✓	–	–	–
Invitational Assets				
Guaranteed Event Registrations	Up to 6*	Up to 4*	2	1
Add-On Invitational Registrations - Opportunity to purchase additional registration spaces for - the 2024 Invitational at the rate of \$4,500	Up to 4	Up to 2	–	–
Invitational Stage Time - Includes up to 3 minutes of stage time at mutually agreed upon time and location. All content and remarks are subject to IRF approval.	✓	–	–	–
Invitational Signage & Mainstage Screen Recognition - Logo size representative of Partner Program level	✓	✓	✓	✓
Recognition Reception with IRF Board of Trustees - Exclusive invitation for up to 2 partner representatives to attend a reception with the IRF Trustees, expected to occur the evening before the Invitational	✓	–	–	–
Invitational Activation - Valued up to \$3,000 - Be the first to select from the available list of on-site activations and visibility opportunities	✓	Available for Purchase	–	–
Education Breakout Session Sponsor - Opportunity for up to 1 minute of stage remarks + opportunity to provide materials and/or gifts to session attendees	✓	✓	–	–
Bonus Assets Available Exclusively for Platinum and Gold Partners Platinum - choose 3; Gold - choose 1				
Attend 2024 Leadership Insights Forum - Flexibility to allocate your registration spaces between the 2024 Invitational and 2024 Leadership Insights Forum (LIF). Platinum - up to 2 LIF spaces; Gold - 1 LIF space				
Opportunity to Host Winter Board Meeting - First right of refusal granted. Location and proposal must align with IRF strategy.				
New to IRF Reception - Exclusive invitation for up to 1 partner representative to attend an Invitational reception for first-time attendees and the IRF Board of Trustees - includes pairing with a first-time buyer				
Live Auction Guest Emcee - If your donation is selected for the IRF Live Auction, this opportunity allows you up to (2) minutes of stage time to introduce your package				
Auction Night Reserved Table - VIP table with reserved logo signage - includes the opportunity to invite up to 5 buyers to sit with you				
Auction Donation Requirement - All Invitational partners are required to donate an auction package with a minimum \$3,000 FMV or pay a \$1,500 cash buy-out fee. This is a free pass to waive this requirement for you.				



Incentive Research Foundation

2024 PARTNERSHIP OPPORTUNITIES

EVENT PARTNERSHIP - INVITATIONAL

▶ **THE IRF'S 2024 EDUCATION INVITATIONAL**
MAY 28 – 31, 2024 • NASSAU, BAHAMAS
GRAND HYATT, ROSEWOOD, SLS BAHAMA MAR

The IRF's Annual Education Invitational is a proven and valuable business-networking event, attracting the top decision makers in the incentive and motivation industry. Year after year the Invitational has provided to the partner organizations tangible new leads and business developed from the connections made through the senior decision makers who attend.

The Education Invitational will offers maximum visibility in front of the best representation and cross-section of the Incentive Travel Industry - including direct access to over 190 of the most influential senior level Corporate and Incentive industry buyers/decision makers in the world.

The Invitational is spread over 3 days and 3 nights to experience the beauty that exists in Baha Mar. The program includes networking breakfasts, receptions and dinners, two half days of cutting-edge educational sessions presented by the IRF, incredible destination experiences, and IRF's premier Cabana Day networking event.

	Large Hotel Chain Partner 151+ Hotels in Portfolio	Small Hotel Chain Partner 25-150 Hotels in Portfolio	Independent Partner Less than 25 Hotels in Portfolio & Non-Hotelier Industry Suppliers
Cost Per Representative	\$4,800	\$4,700	\$4,500
Invitational Spaces	10-17	4-7	1-3
Invitational Activation - Valued up to \$3,000 Select from the available list of on-site activations and visibility opportunities	✔	Available for Purchase	
Auction Donation - Each individual Invitational partner representative is required to donate an auction package with minimum \$3,000 FMV or pay a \$1,500 cash buy-out fee.	Required for each	Required for each	Required for each
All Invitational Partners to receive the following Benefits <ul style="list-style-type: none"> - Pre-event release of Invitational attendee list - Post-event attendee list, including contact information - Opportunity to participate in on-site Partner Town Hall - Accredited education sessions featuring the latest IRF research, case studies, and industry trends - Networking and hosted meal functions for up to 3 nights - Up to three (3) nights room accommodations at your choice of Baha Mar resort at the discounted room rate of \$350.00 USD per night, inclusive of resort fees and taxes, during the program dates - Right to use the IRF logo on your company website year-round - Company recognition under partner level on the IRF Invitational website - Logo recognition and company information in the mobile app - Recognition for auction donation(s) in printed auction catalog on-site - Recognition for auction donation(s) in the online bidding site and mobile app 			

How can I sign-up for the Invitational?

On Wednesday, September 13, 2023 we will launch the 2024 Invitational Partnership Interest Form. Mark your calendar to complete the form ASAP - from there partnership contracts will be distributed on a first-come, first-served basis.

How can I guarantee my spot at the Invitational?

Check out our year-round Partner Program on page 1.

▶ LEADERSHIP INSIGHTS FORUM
DATES TBD • LOCATION TBD

The IRF Leadership Insights Forum is targeted to an elite group of C-suite incentive house and end-user executives with responsibilities for engagement and motivation programs. During the two day experiential event, 100 attendees will have access to pre-released IRF research and participate in insightful facilitated discussions. You'll have the opportunity to discuss best practices, access top research, and collaborate with your peers to elevate your programs using design and data.

Benefits	<ul style="list-style-type: none"> • One (1) registration to the event • Logo recognition on event webpage and registration thank-you email • Logo recognition on onsite Partner signage • Access to the detailed Attendee List
Cost	\$5,000

How can I sign-up for Leadership Insights Forum?

Partnership spaces for LIF are extremely limited. The LIF Partnership Interest Form will open in Spring 2024.

How can I host the Leadership Insights Forum?

Make a lasting impression on qualified buyers by hosting an IRF event. Create experiences showcasing your property, services, event space, food and beverage, and activities that will inspire incentive professionals to bring their groups back to your property. Contact Sheila Mires, Senior Director of Partnerships for The IRF at sheila.mires@theIRF.org.



▶ RESEARCH ADVOCACY PARTNER

Supporting the IRF's research is a great opportunity for your company to receive extensive exposure around one of the IRF's research releases.

<p>2024 Research Slate</p>	<ul style="list-style-type: none"> • Reoccurring Topics to include: <ul style="list-style-type: none"> - The IRF 2024 Trends Report - Incentive Travel Industry Index - 2025 Outlook: Merchandise and Gift Card • Slate to be finalized November 2023
<p>Benefits</p>	<ul style="list-style-type: none"> • Logo recognition with link to company site on the research study webpage • Logo recognition and 50-word company description on dedicated research announcement sent to IRF's full mailing list (approximately 8,000) • Logo recognition and 50-word company description on research announcement posted on IRF's Media Center • Logo recognition with link to company site on IRF Featured Partners webpage • Text recognition in dedicated research press release sent via PRWeb • Weekly Social Media Posts within the month of release on LinkedIn • Verbal thank you and logo recognition on IRF webinar in support of research study • Logo recognition on any dedicated research infographic or webinar recording pages
<p>Cost</p>	<p>\$13,500</p>



▶ **DESTINATION PAPER**

Destination Papers are a fantastic opportunity to combine the value of a familiarization trip with education and facilitated roundtables from the IRF. This event provides both direct destination experience for a group of targeted buyers and the long-term benefits of a white paper on a mutually agreed-to topic. To ensure high levels of exposure and high-quality buyers, we only offer two Destination Paper opportunities annually.

Destination to Provide	<ul style="list-style-type: none"> • Airfare for 8-10 buyers, whom are determined by Destination • Hotel accommodations for 8-10 buyers, 2 IRF staff for up to 2 nights • On-site and airport transportation for 8-10 buyers • Food & Beverage throughout the event for all attendees • Destination experience and activities, as determined by the Destination, in consultation with IRF
IRF to Provide	<ul style="list-style-type: none"> • Assist in recruiting qualified buyers to attend the event • Design and facilitate roundtable discussion in consultation with the Destination • Write and publish a white paper • Host a webinar based on event / roundtables with speaking opportunity, logo presence and mentions of Destination at open and close • Promote the event, white paper and webinar via social media • Distribute white paper to our database via email with logo recognition for Destination
Cost	\$28,000

