



## 2017 ADVERTISING OPPORTUNITIES GUIDE



For more information about our Conference Exhibitor and Sponsorship opportunities, please view our Exhibitor Prospectus.



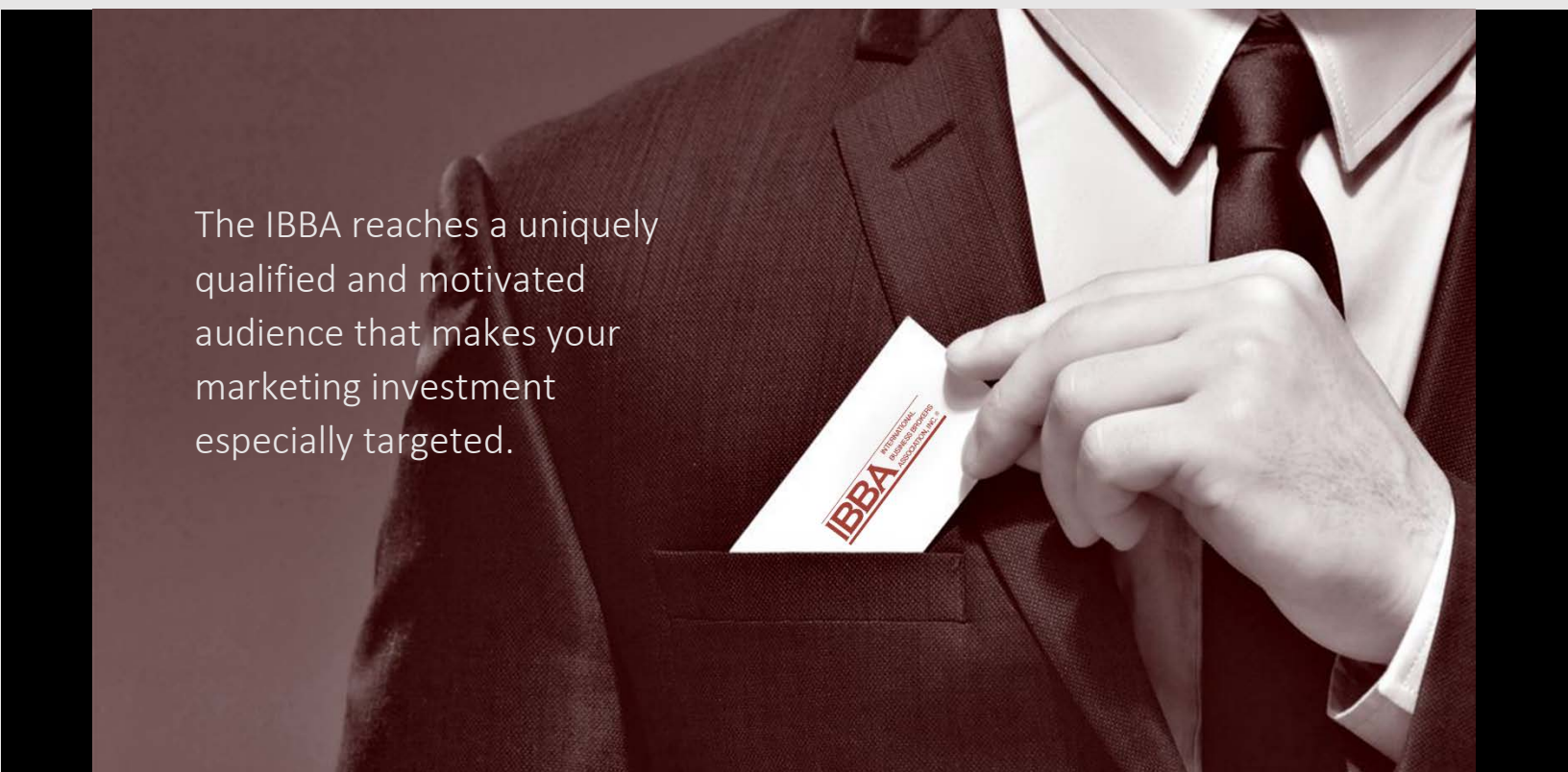
Ready to learn more? Call us at 888-686-4222.

# Reach business intermediaries, transaction advisors and small business owners with the IBBA's advertising solutions.

The IBBA is the world's largest non-profit organization for business intermediaries and transaction advisors. As the industry's authority on the sale of small and medium size businesses, sellers and buyers come to us and our members for answers, insights and opportunities.

Our affordable advertising options are a good fit if you:

- (1) Offer products/services directly to business brokers and related transaction advisors.
- (2) Offer products/services directly to business owners/sellers.
- (3) Offer products/services to assist buyers in making a business acquisition.



The IBBA reaches a uniquely qualified and motivated audience that makes your marketing investment especially targeted.



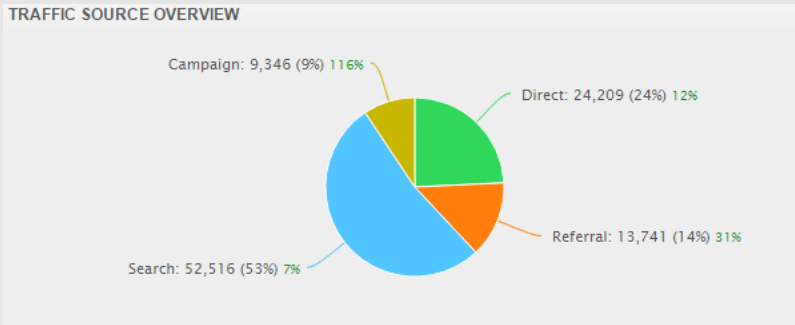
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# Our Channels Give You Targeted Exposure.

## IBBA.org

With a fresh design optimized to attract business buyers and sellers, [ibba.org](http://ibba.org) is becoming THE place to visit for those interested in selling or buying a business. IBBA members (brokers) and other transaction advisors also visit the site regularly for our research and news.

Website statistics January 1, 2016 - December 31, 2016



Average Time On Site: 3:37

Pageviews: 336,165

## IBBAUniversity.org

If you specifically want to reach and educate business brokers, there is no better option in the market than the IBBA's online learning website, [ibbauniversity.org](http://ibbauniversity.org). We attract thousands of member and non-member professionals with our growing inventory of online courses.

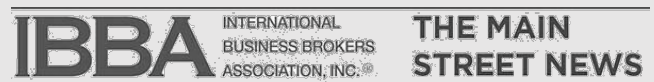
## We're Social!

Many of our advertising options include cross promotion on the IBBA's social channels, where we're building and engaging with a rich community of business owners and advisors.



## The Source For News & Insights

With a database of over 5,000 recipients, our quarterly Main Street News e-newsletter is a must-read in the Inbox of many, and boasts strong open and click thru rates.



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# Our Choices Make It Easy & Affordable.

## IBBA.org Website Advertising Options

### IBBA WEBSITE EDITORIAL NEWS ARTICLE

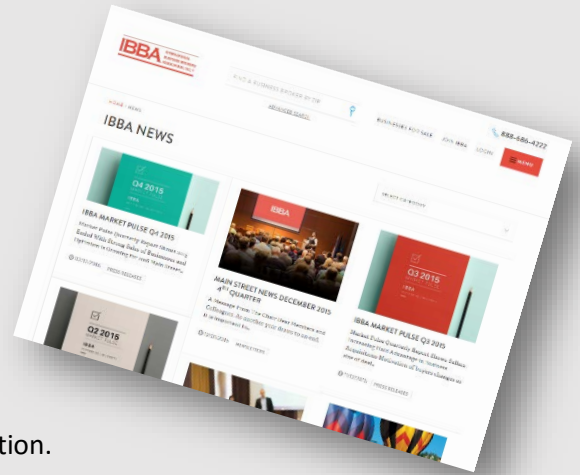
1 FEATURE ARTICLE = \$950

3 FEATURE ARTICLES = \$2,565 (10% savings)

6 FEATURE ARTICLES = \$4,560 (20% savings)

#### Details:

- Submit a feature, EDUCATIONAL article for the IBBA.org News section.
- Includes archival on the IBBA website for at least one year.
- Each new article is also promoted to IBBA’s online social community.
- Article is subject to character limits and IBBA staff approval (promotional or offensive content will be rejected).

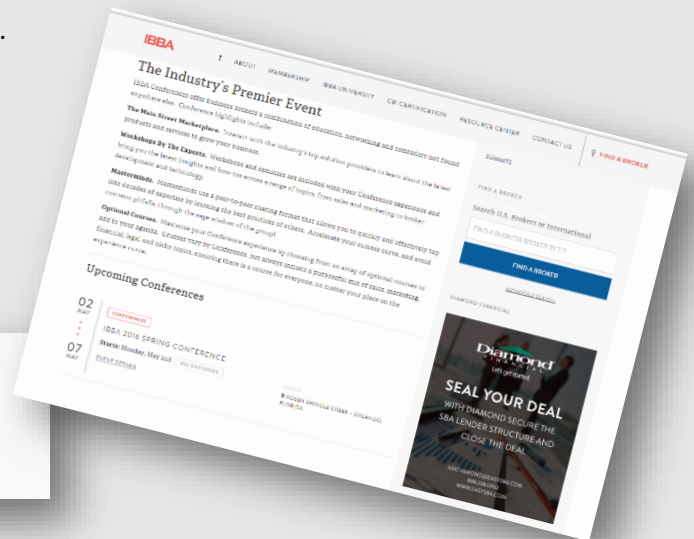


### IBBA WEBSITE DISPLAY AD

	3 MONTHS	6 MONTHS	1 YEAR
1 CATEGORY	\$750	\$1,350 (10% savings)	\$2,400 (20% savings)
2 CATEGORIES	\$1,350 (10% savings)	\$2,160 (20% savings)	\$3,780 (30% savings)
3 CATEGORIES	\$1,800 (20% savings)	\$2,880 (20% savings)	\$5,040 (30% savings)

#### Details:

- Up to two ads possible per Category, first come first served.
- Also includes logo + link on the IBBA.org sponsor rotator.



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## IBBAUniversity.org Advertising Opportunities

### ONLINE EDUCATION PORTAL SPONSOR

6 MONTHS = \$8,500

1 YEAR = \$15,000

Details:

- Claim 1 of 3 **EXCLUSIVE** advertising spots on learners' home page screen, putting your message front and center each time they login to IBBA-U online.
- Positions are available on a first come, first served basis.
- Also includes logo + link on the IBBA.org sponsor rotator.

LIMITED AVAILABILITY

### ONLINE EDUCATION CONTENT SPONSORSHIP

6 MONTHS = \$5,000

1 YEAR = \$8,500

Details:

- Pick a subject matter that strategically aligns with your product/service.
- Sponsorships are **EXCLUSIVE** – only one is offered per course.
- Exposure includes:
  - *“This course is made possible through the generous support of our sponsor, YOUR COMPANY.”* on the course introduction module, including a slide for the company's name, logo, brief description, contact details and special offer (optional).
  - Short version of the message above will also appear in the Course Description on the course home page, providing repeated exposure each time a learner engages with the course.
  - Also includes logo + link on the IBBA.org sponsor rotator.

EXCLUSIVE OPPORTUNITY



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## IBBA Main Street News Advertising Opportunities

### NEWSLETTER EDITORIAL ARTICLE

1 ARTICLE = \$750

4 ARTICLES = \$2,550

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**THE MAIN  
STREET NEWS**

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#### Details:

- Submit an EDUCATIONAL article for the IBBA quarterly newsletter, distributed to more than 5,000 individuals involved with the business transaction industry.
- Includes archival on the IBBA website for at least one year.
- Each new newsletter is also promoted to IBBA's online social community.
- Article is subject to character limits and IBBA staff approval (promotional or offensive content will be rejected).



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# Savings Packages

## Sponsorship Packages

For maximum year-round exposure at a significant savings, select one of our premium Education, Advertising or Conference Packages, located on pages 6 - 13. Our marketing and/or event teams will coordinate with you to plan and execute your package elements seamlessly and cohesively.

## Education Packages

Education is the IBBA's primary mission. Support our cause while promoting your company to the thousands of students that partake of the IBBA's online learning opportunities throughout the year.



### Option 1: Platinum Education Sponsor Package - \$17,500 (30% SAVINGS)

*ONLY 2 AVAILABLE!*

LIMITED AVAILABILITY

Position your firm as the IBBA's premier educational supporter with this package opportunity that provides of layers of repeat exposure to eager learners everywhere. This package includes:

- **Online Education Portal Sponsorship**

Put your message on the home screen of every IBBA-University online learner for one year with this high profile sponsorship opportunity! Most students access their course multiple times, and take multiple courses, giving you the highest level of repeat exposure IBBA has to offer.

- **Online Education Course Sponsorship**

Really maximize your exposure by claiming an IBBA-U course to sponsor for the year. Course sponsorships are exclusive and provide a great opportunity to feature an extended message and/or special Call-To-Action. You'll appear on the course home page, and within the actual course content. Course sponsorship also offers the unique opportunity to feature an audio/narrative recording rather than just a static ad or text.

- **2 Online Educational Webinars**

IBBA educational webinars are promoted to our 5,000 database AND archived on myibba.org in our Learning Library. Time your webinars to strategically align with your overall marketing plan. PLUS, we'll even send a post webinar follow up email to all the registrants on your behalf!

- **Logo + Link on IBBA.org Sponsor Rotator for 1 Year**

You'll be displayed as one of our most important supporting firms on IBBA.org for a full year!



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## Option 2: Gold Education Sponsor Package - \$7,400 (20% SAVINGS)

*ONLY 2 AVAILABLE!*

Gain incredible opportunity to engage in content marketing while staying on budget with our Gold Packages.

LIMITED AVAILABILITY

- **Online Education Course Sponsorship**

Course sponsorships are exclusive and provide a great opportunity to feature an extended message and/or special Call-To-Action. You'll appear on the course home page, and within the actual course content. Course sponsorship also offers the unique opportunity to feature an audio/narrative recording rather than just a static ad or text.

- **1 Online Educational Webinar**

IBBA educational webinars are promoted to our 5,000 database AND archived on myibba.org in our Learning Library. Time your webinar to strategically align with your overall marketing plan. PLUS, we'll even send a post webinar follow up email to all the registrants on your behalf!

- **Logo + Link on IBBA.org Sponsor Rotator for 1 Year**

You'll be displayed as one of our most important supporting firms on IBBA.org for a full year!

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## Advertising Packages

Our Advertising Packages provide multi-channel exposure over an extended period, giving you multiple audience touchpoints. Planned strategically together, they form a cohesive and consistent marketing plan to generate leads for your business.

### Option 1: Premium Exposure Package - \$5,800 (25% SAVINGS)

For the highest level of exposure and frequency, go Premium and combine static and dynamic elements to educate and convey your value proposition.

- **2 Category Website Display Ads For 1 Year**

Keep your name in front of thousands of IBBA.org website visitors each month with 2 display ads in 2 categories, for a full year! You can have two different ads/messages/CTAs AND update them as often as you like.

- **3 Editorial News Articles**

We all know education is the best form of marketing! Entrepreneurs, business brokers and related transaction professionals all trust the IBBA for valuable and timely insights. You'll have 3 feature articles on IBBA.org, at any timing of your choice over the course of 12 months, that give you a prime opportunity to position your company as a credible and authoritative solution source.

- **2 Online Educational Webinars**

IBBA educational webinars are promoted to our 5,000 database AND archived on myibba.org in our Learning Library. Time your webinars to strategically align with your overall marketing plan. PLUS, we'll even send a post webinar follow up email to all the registrants on your behalf!

- **Social Promotion**

Get in front of IBBA's robust online social community as we repeatedly promote your company's articles and webinars to IBBA followers, friends and connections.

### Option 2: Advanced Exposure Package - \$4,000 (20% SAVINGS)

The Advanced Exposure Package has all the same elements as the Premium, but just with lower frequency for those with smaller budgets.

- **1 Category Website Display Ads For 1 Year**

Keep your name in front of thousands of IBBA.org website visitors each month with a display ad in 1 category, for a full year! Update your ad as often as you like with timely CTAs that align with the rest of your marketing activities.

- **2 Editorial News Articles**

We all know education is the best form of marketing! Entrepreneurs, business brokers and related transaction professionals all trust the IBBA for valuable and timely insights. You'll have 2 feature articles on IBBA.org, at any timing of your choice over the course of 12 months, that give you a prime opportunity to position your company as a credible and authoritative solution source.

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- **1 Online Educational Webinar**

IBBA educational webinars are promoted to our 5,000 database AND archived on myibba.org in our Learning Library. Time your webinar to strategically align with your overall marketing plan. PLUS, we'll even send a post webinar follow up email to all the registrants on your behalf!

- **Social Promotion**

Get in front of IBBA's robust online social community as we repeatedly promote your company's articles and webinar to IBBA followers, friends and connections.



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## Conference Packages

The IBBA 2018 Annual Conference will be May 4-7 in New Orleans.

This is THE business broker event of the year, drawing nearly 400 of the industry's best performers. If your ideal marketing is done face-to-face and by building relationships, this is a can't-miss event for your company!



### Option 1: Platinum Conference Sponsor Package - \$15,000 (23% SAVINGS)

Educate and build awareness of your company before, at and after the IBBA Conference with this high-profile, **exclusive** sponsorship package that includes:



- **Member Excellence Awards Dinner Sponsor**

As the Awards Dinner Sponsor, your logo and information will be featured prominently throughout the gala on signage and electronic displays; you'll have a 10 minute speaking feature during the program and the option to place a branded product on each table; and we'll have the venue design a signature drink in your name, served with cocktail napkins branded with your logo.

- **Double-Wide Preferred Booth + Additional Exhibitor Passes**

Enjoy a commanding presence in the Main Street Marketplace with preferred booth placement and two additional exhibitor passes so you can manage all the traffic coming your way.

- **Full Size, Full Color Conference Program Advertisement**

Feature your brand and call-to-action in the go-to resource attendees refer to repeatedly throughout their Conference experience.

- **Conference Website Display Ad**

Put your message in front of every person who visits [ibbaconference.com](http://ibbaconference.com) to learn about the Conference program, register and sign up for courses. People visit multiple times, giving you repeat audience exposure.

- **2 Online Educational Webinars**

IBBA educational webinars are promoted to our 5,000+ database AND archived on [myibba.org](http://myibba.org) in our Learning Library. Time your Webinars before and/or after the Conference to strategically align with your overall marketing plan. PLUS, we'll send a post-webinar follow up email to all registrants on your behalf after each one.

- **1 Editorial Article on IBBA.org**

Thousands of business brokers, business owners and would-be entrepreneurs visit [IBBA.org](http://IBBA.org) every month. Boost your subject authority and credibility with an educational article that highlights your expertise. Best part: Your article will stay up for a full year.

- **1 IBBA Main Street News Article**

Submit an article for a quarterly edition of the Main Street News and you'll land in the Inbox of more than 5,000 people. This is a great pre or post Conference exposure opportunity to enhance your time at the Conference!

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- **Social Promotion**

Get in front of IBBA's robust online social community as we repeatedly mention your company's Platinum status, your conference booth, your webinars and your articles.

- **Logo + Link on IBBA.org Sponsor Rotator for 1 Year**

You'll be displayed as one of our most important supporting firms on IBBA.org for a full year!



## Option 2: Gold Conference Sponsor Package - \$10,500 (23% SAVINGS)

Stand apart from the crowd during the Main Street Marketplace Cocktail Reception as people mix, mingle and network in a relaxed and fun atmosphere featuring drinks and entertainment! This **exclusive** package includes:

**EXCLUSIVE OPPORTUNITY**

- **Cocktail Reception Sponsor**

As the Cocktail Reception Sponsor, your logo and information will be featured prominently throughout the event on signage and electronic displays; you'll have a 5 minute speaking feature in the Conference program; and we'll have the venue design a signature drink in your name, served with cocktail napkins branded with your logo.

- **Preferred Booth Placement + Additional Exhibitor Pass**

As our Gold Sponsor, you'll be awarded with a preferred booth location in one of the highest traffic areas within the Main Street Marketplace, plus one additional exhibitor pass.

- **Full Size, Full Color Conference Program Advertisement**

Feature your brand and call-to-action in the go-to resource attendees refer to repeatedly throughout their Conference experience.

- **Conference Website Display Ad**

Put your message in front of every person who visits [ibbaconference.com](http://ibbaconference.com) to learn about the Conference program, register and sign up for courses. People visit multiple times, giving you repeat audience exposure.

- **1 Online Educational Webinar**

IBBA educational webinars are promoted to our 5,000 database AND archived on [myibba.org](http://myibba.org) in our Learning Library. Time your webinars before or after the Conference to strategically align with your overall marketing plan. PLUS, we'll send a post-webinar follow up email to each registrant on your behalf.

- **Social Promotion**

Get in front of IBBA's robust online social community as we repeatedly mention your company's Gold status, your conference booth, and your educational webinar.

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### Option 3: Bronze Conference Sponsor Package I - \$7,500 (18% SAVINGS!)

*Only 2 Available!*

Help kick off the Conference as one of our Keynote Sponsors and you'll gain added exposure while on a budget!

LIMITED AVAILABILITY

- **Conference Keynote Sponsor**

As a Conference Keynote Sponsor, your logo and information will be featured on electronic display prior to the Keynote presentation, and you'll have a 5 minute speaking feature as part of the Keynote program.

- **Preferred Booth Placement**

As a Bronze Sponsor, you'll be awarded with a preferred booth location in one of the highest traffic areas within the Main Street Marketplace.

- **Conference Website Display Ad**

Put your message in front of every person who visits [ibbaconference.com](http://ibbaconference.com) to learn about the Conference program, register and sign up for courses. People visit multiple times, giving you repeat audience exposure.

- **1 IBBA Main Street News Article**

Submit an article for a quarterly edition of the Main Street News and you'll land in the Inbox of more than 5,000 people. This is a great pre or post Conference exposure opportunity to enhance your time at the Conference!

- **Social Promotion**

Get in front of IBBA's robust online social community as we repeatedly mention your company's Bronze status, your conference booth, and your article.

- **Logo + Link on IBBA.org Sponsor Rotator for 1 Year**

You'll be displayed as one of our most important supporting firms on [IBBA.org](http://IBBA.org) for a full year!



### Option 3: Bronze Conference Sponsor Package II - \$7,500 (18% SAVINGS!)

*Only 2 Available!*

Gain added exposure while attendees sit down to 'break bread' over lunch, without taking a big bite out of your marketing budget!

LIMITED AVAILABILITY

- **Conference Lunch Sponsor**

As a Conference Lunch Sponsor, your logo and information will be featured on electronic display during the lunch program, and you'll have a 5 minute speaking feature during the lunch hour.

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- **Preferred Booth Placement**

As a Bronze Sponsor, you'll be awarded with a preferred booth location in one of the highest traffic areas within the Main Street Marketplace.

- **Conference Website Display Ad**

Put your message in front of every person who visits [ibbaconference.com](http://ibbaconference.com) to learn about the Conference program, register and sign up for courses. People visit multiple times, giving you repeat audience exposure.

- **1 IBBA Main Street News Article**

Submit an article for a quarterly edition of the Main Street News and you'll land in the Inbox of more than 5,000 people. This is a great pre or post Conference exposure opportunity to enhance your time at the Conference!

- **Social Promotion**

Get in front of IBBA's robust online social community as we repeatedly mention your company's Bronze status, your conference booth, and your article.

- **Logo + Link on IBBA.org Sponsor Rotator for 1 Year**

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