



**I A**  
**V M** **GUESTX**  
GUEST EXPERIENCE & CROWD MANAGEMENT

*January 26 - 28, 2025 | Charlotte, NC*

If you help venues provide an exceptional and safe guest experience, join us as a sponsor of **GUESTX** to engage with 150 professionals whose job titles include:

Director of Event Services

Director of Guest/Patron Services

Director of Security

Event Manager

Events Administrator

Guest Experience/Services Manager

Operations Manager

Patron Services Manager

Safety & Security Manager

Security Operations Manager

Senior Director of Guest Services

Vice President, Event Operations

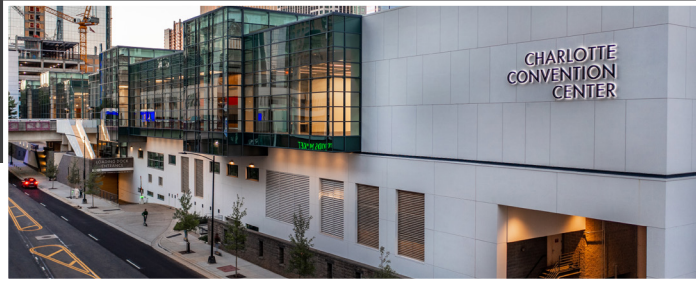
Contact us at [sales@iavm.org](mailto:sales@iavm.org) to reserve your sponsorship today!  
To learn more about IAVM, please visit [iavm.org](http://iavm.org).

# I A V M GUESTX

GUEST EXPERIENCE & CROWD MANAGEMENT

## Overview

Welcome to **GUESTX**. Interactive and intimate, this IAVM conference offers its 150 attendees insider perspectives on how all facets of a venue impact the overall guest experience. With educational content shaped and developed by today's industry experts, **GUESTX** teaches best practices and how to address the ever-evolving challenges of the guest experience and crowd management.



## Sponsorship Opportunities

### Distribution of Marketing Collateral and/or Promotional Product at Registration

**Member: \$750 | Non-Member: \$1,050**

Sponsor provides marketing collateral material and/or promotional product for all GUESTX attendees to receive at registration.

### Education Session Sponsor

**Member: \$2,000 | Non-Member: \$2,800**

*Includes (1) complimentary registration*

Sponsor a GUESTX session with educational content related to your product or service. Your marketing collateral and/or promotional product will be placed on attendees' seats prior to the session starting, you'll receive 1-minute of mic time to introduce the session while your company logo is displayed onscreen.

### Lanyards

**Member: \$2,000 | Non-Member: \$2,800**

*Includes (1) complimentary registration*

Put your brand front & center while wrapping your company logo around the necks of all GUESTX participants. Lanyards are distributed at registration.

### Pre- or Post-eBlast

**Member: \$750 | Non-Member: \$1,050**

Prior to or following GUESTX, IAVM's marketing team will send an email blast on your behalf to all registered attendees.

### Tabletop Display

**Member: \$3,000 | Non-Member: \$4,200**

*Includes (1) complimentary registration, (1) 6' table & (2) chairs*

Host a 6' tabletop display during programming hours Monday, January 27 and Tuesday, January 28. All marketing collateral and contents should be displayed on the table top. Pull up banners and customized table covers are encouraged.

### Monday or Tuesday Lunch Host

**Member: \$4,000 | Non-Member: \$5,600**

*Includes (1) complimentary registration*

Make an impression on all GUESTX participants as the lunch host. Your marketing collateral and/or promotional product will be placed on participants' chairs, and sponsor signage will be displayed. If you choose, space for a tabletop display will be provided for your company representatives to network with attendees before and after lunch.

### Water Bottles

**Member: \$2,500 | Non-Member: \$3,500**

*Includes (1) complimentary registration*

Color customized and co-branded with your logo and IAVM's, the water bottles are repeatedly used throughout GUESTX. Great on-the-go, the bottles give you continued exposure long after participants return to work at their venues. As an added touch, include a marketing message inside each bottle that's certain to be read.

### Venue Tour Host

**Member: \$4,000 | Non-Member \$5,600**

*Includes (1) complimentary registration*

Lead the way on one of the two GuestX venue tours! All GuestX attendees will tour the Charlotte Convention Center and the Blumenthal Performing Arts Center.

### Sponsor recognition includes corporate logo prominently displayed on/in:

- **GUESTX** website to include a hyperlink to your homepage or unique landing page
- All onsite and onscreen sponsor signage
- Program agenda