



I A V M GUESTX

GUEST EXPERIENCE & CROWD MANAGEMENT

The Ohio State University | January 24 - 26, 2027 | Columbus, OH

Turn Your Solutions Into Must-Have Strategies for Top Venues

If your products or services elevate the guest experience – keeping it seamless, safe, and unforgettable – **GUESTX** is where you need to be. This dynamic event connects you directly with 200+ decision-makers and influencers responsible for event services, guest operations, and venue security at some of the most iconic facilities in the country.

Face-to-face access. Real buying power. The chance to showcase your solutions to the leaders who shape how millions of fans, patrons, and attendees experience live events every year.

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 to reserve your sponsorship today!
To learn more about IAVM, please visit iavm.org.

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Designed for impact, **GUESTX** brings together 200 of the industry's most influential venue professionals for two days of learning, exchange, and connection at the highest level.

Attendees dive into every stage of the guest journey with insights from leading experts — covering crowd management, safety innovations, and service excellence. The result: practical strategies and fresh perspectives they can apply immediately in their venues.

For sponsors, **GUESTX** is front-row seat to the conversations shaping the industry. Build relationships, spotlight your solutions, and align your brand with the leaders setting the standard for guest experience.

Sponsorship Opportunities

Distribution of Marketing Collateral and/or Promotional Product

Member: \$900 | Non-Member: \$1,260

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

Education Session or Town Hall Sponsor

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

Includes (1) complimentary registration

Sponsor a GUESTX session with educational content related to your product or service or kick off one of the two Town Halls. Your marketing collateral and/or promotional product will be placed on attendees' seats prior to the session starting, you'll receive up to 2-minutes of mic time to introduce the session while your company logo is displayed onscreen.

Lanyards

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

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.

Opening Keynote

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

Includes (1) complimentary registration

Be the organization to welcome all GUESTX participants at the Opening Keynote! As the session begins, your company representative gets up to 2-minutes of mic and/or video time. Additionally, your marketing collateral and/or promotional item will be placed on all attendees chairs prior to the session beginning.

Pre- or Post-eBlast

Member: \$900 | Non-Member: \$1,260

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 25 and Tuesday, January 26. All marketing collateral and contents should be displayed on the table top. Pull up banners and customized table covers are encouraged.

Exclusive Breakfast or Lunch Host (Monday or Tuesday)

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

Includes (1) complimentary registration

Make an impression on all GUESTX participants as the breakfast or 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 the meal.

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 Ohio State University Stadium and Nationwide Arena.

Interested in opportunities in addition to those listed in this prospectus? Let's collaborate to create a sponsorship just for you. Contact us at sales@iavm.org to schedule a meeting today.

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
- **GUESTX Know Before You Go** email to all attendees
- Social media posts