



# EMERGENCE

Where innovation sparks discovery.

# SPONSORSHIP PROSPECTUS 2026

November 2-5, 2026

Arlington, VA

Crystal Gateway Marriott

*Produced by:*

**asi** ADVANCED  
SOLUTIONS  
INTERNATIONAL

**iUG**  
IMIS USERS GROUP

# EMERGENCE

## *The iMIS Ecosystem is Entering a New Era*

The association technology landscape is evolving rapidly. Organizations are investing more deeply in data, automation, member engagement, and digital transformation.

For the first time, ***the entire iMIS ecosystem is coming together in one unified event.***

EMERGENCE merges the Advanced Solutions International iINNOVATIONS Conference and the iMIS Users Group Annual Conference to create the largest gathering of iMIS users, partners, consultants, and technology providers.

For organizations serving the association community, this is where the future of the ecosystem will take shape.

## About Us

Emergence brings two groundbreaking conferences into one transformative experience. Merging the Advanced Solutions International (ASI) iINNOVATIONS conference and the iMIS Users Group (iUG) Annual Conference will facilitate a space where collaboration sparks innovation and new possibilities take shape. Emergence is more than a conference. It's a catalyst for growth. Join us as we redefine what is possible with iMIS, explore new strategies to empower your mission, and accelerate your organization's path into the future.

### Our Vision

To create a unified, collaborative experience where the iMIS community comes together to spark innovation, share knowledge, and shape the future of the iMIS ecosystem.

### Our Mission

To connect iMIS users and partners through meaningful education, collaboration, and discovery that empowers organizations to maximize the value of iMIS and advance their missions.

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## Why Sponsor?

EMERGENCE brings together the full iMIS ecosystem for the first time in a unified experience, connecting iMIS users, Authorized iMIS Solution Providers (AiSPs), Authorized iMIS Consultants (AiCs), and technology partners in one powerful setting.

Sponsors gain direct access to an audience actively seeking solutions, insights, and strategic partnerships to help their organizations grow and succeed.

More than a traditional conference, EMERGENCE is designed to create meaningful moments where discovery turns into conversation, collaboration turns into partnership, and connections turn into long-term business opportunities.

If your organization serves the association community, **this is where your brand needs to be.**

### VALUE SNAPSHOT!

EMERGENCE offers sponsors direct access to one of the most engaged communities in the association technology space.

#### What makes this audience valuable:

- 225–300 highly engaged iMIS professionals
- 70% association professionals actively managing membership, fundraising, events, and operations
- Direct access to technology decision-makers and influencers
- 2.5 days of exhibitor engagement time
- Opportunities to build long-term partnerships within the iMIS ecosystem

At EMERGENCE, sponsors aren't just gaining visibility — they are building relationships with organizations actively investing in technology, strategy, and innovation.



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## How Sponsors Connect with Attendees

Sponsors connect with attendees through a variety of structured and organic engagement opportunities including:

- Exhibit hall networking
- Sponsor speed networking sessions
- General session recognition
- Event mobile app visibility
- Sponsored educational webinars
- Targeted marketing before and after the event



### Number of Exhibiting Hours:

3-4 days  
(day 4 is optional)

### Number of Exhibitors:

20 - 30

## What Makes the iMIS Community/Our Attendees Unique

Most conferences attract association professionals using many different AMS platforms. That means only a small portion of the audience may actually be your ideal customer.

**EMERGENCE is different.**

Through the iMIS Users Group, sponsors gain direct access to a highly targeted audience already invested in the iMIS ecosystem.

### What makes this audience so valuable:

- **100% iMIS-focused community** – not a mix of multiple AMS platforms
- **Highly engaged users** actively seeking tools, integrations, and services
- **Decision-makers and technology leaders** responsible for system strategy
- A collaborative community that **shares solutions and adopts innovation quickly**

# EMERGENCE

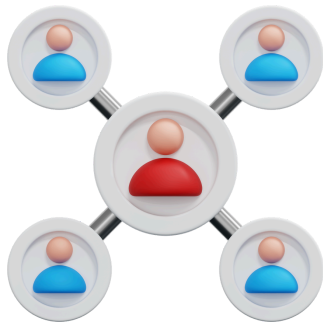
## LIMITED SPONSORSHIP OPPORTUNITIES

To ensure meaningful engagement between sponsors and attendees, the number of sponsorship opportunities is intentionally limited. In addition, **all vendor and AiSP, AiC and consultants must purchase a sponsorship package to receive a ticket to attend or permit staff attendance.** A minimum of at least one complimentary registration is included in your sponsorship package. Sponsoring will also enable your coworkers to attend the event at the user rate - no higher rates will apply.

*This creates a focused environment where partners receive greater visibility and stronger connections with attendees.*



- Spark Level Sponsorship Package **Limited Availability**
- Ignite Level Sponsorship Package **10 Available!**
- Catalyst Level Sponsorship Package **10 Available!**
- Visionary Level Sponsorship Package **ONLY 6 Available!**



BUYER

PERSONAS

**Expected Attendance:** 225 - 300  
Association Professionals

EMERGENCE attracts professionals responsible for managing technology, operations, member engagement, finance, events and many other areas of association management.

**Ratio of Attendees:**  
Association Professionals: 70%  
Vendors: 30%

### WHO ATTENDS:

- IT Professionals
- C Level Professionals
- Membership Professionals
- Database Admin Professionals
- Events Professionals
- Fundraisers Professionals
- Finance Professionals
- Education/Programs Professionals

# Sponsor Packages

**EMERGENCE** sponsorship is more than brand placement, it is a strategic partnership opportunity. Whether you choose to Spark new connections or lead as a Visionary Partner, each tier is intentionally designed to expand your reach, elevate your influence, and align your organization with innovation, leadership, and the continued growth of the iMIS community.

## SPARK - Package

You're here to spark new connections and introduce your brand to engaged iMIS professionals ready to discover fresh solutions. As a Spark Sponsor, you ignite initial awareness while helping us fuel meaningful conversations across the community.

**\$1,500**

## IGNITE - Package

You don't just show up — you ignite momentum. As an Ignite Sponsor, your brand becomes part of the energy driving EMERGENCE forward, helping accelerate innovation while positioning your organization as a trusted partner to forward-thinking iMIS users.

**\$3,500**

## CATALYST - High Impact Package

Catalysts create transformation. As a Catalyst Sponsor, you actively drive progress within the iMIS ecosystem - elevating your brand as a strategic force while helping shape deeper collaboration, smarter strategies, and stronger community growth.

**\$5,500**

## VISIONARY - Extreme Impact Package

Visionaries don't follow trends — they define what's next. As our highest-level partner, you align your brand with leadership, innovation, and long-term impact, helping shape the future of the iMIS community while gaining premier visibility and influence among decision-makers.

**\$8,500**

# EMERGENGE

## SPONSORSHIP PACKAGES & BENEFITS

Benefit	Visionary	Catalyst	Ignite	Spark
45-minute Breakout Session	✓			
Attendee List	✓	✓	✓	
Exhibit Table/Booth Space	✓ PREMIUM	✓ ENHANCED	✓ STANDARD	
Complimentary Registrations	✓ TWO	✓ ONE	✓ ONE	✓ ONE
Half Price Registrations	✓ ONE	✓ ONE		
Participation in the Sponsor Speed Networking Session w/ Attendees	✓	✓		
Banner Ad in Mobile App	✓	✓		
Marketing Brochure in Mobile App	✓ 10 PAGES	✓ 7 PAGES	✓ 5 PAGES	✓ ONE PAGE
Push Notifications to Attendees	✓ TWO	✓ ONE		
Logo/Listing on Signage/Conference Website & PPT Template	✓ LOGO	✓ LOGO	✓ LOGO	✓ LISTING
Social media mentions	✓ MIN of FOUR	✓ MIN of THREE	✓ MIN of TWO	✓ MIN of ONE
Sponsored Webinar with the iMIS Users Group	✓			
Banner Ad on iUG Home Page	✓ ONE MONTH			
Eligible for Optional Add-On Options	✓	✓	✓	✓

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## Sponsorship Packages

### ■ Spark Level Sponsorship Package

Limited Availability



- ONE Complimentary Full Conference Registration @ EMERGENCE
- Listed as a Sponsor on the PPT Template for EMERGENCE
- Listed as a Sponsor on the conference Website

\$1,500

### ■ Ignite Level Sponsorship Package:

10 Available!



- ONE Complimentary Full Conference Registration @ EMERGENCE
- Company Logo on Conference Website
- EMERGENCE Conference Registration List
- Logo on Sponsor Signage at Conferences
- Logo Placement as Sponsor on EMERGENCE PPT Template
- Logo Placement on Marketing Materials/Emails
- Marketing Piece/Brochure in Event Mobile App
- Social Media Posts Recognition
- Tabletop Exhibit/Booth Space with Extreme Level Exposure & Placement

\$3,500



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## Sponsorship Packages

### Catalyst Level Sponsorship Package: **10 Available!**



- ONE Complimentary Full Conference Registration @ EMERGENGE
- ONE Half-Price Conference Registration @ EMERGENGE
- Banner Ad in EMERGENGE Mobile App
- Company Logo on Conference Website
- EMERGENGE Conference Registration List
- Logo on Sponsor Signage at Conferences
- Logo Placement as Sponsor on EMERGENGE PPT Template
- Logo Placement on Marketing Materials/Emails
- Marketing Piece/Brochure in Event Mobile App
- Participation in the Sponsor Speed Networking Session w/ Attendees
- Social Media Posts Recognition
- Sponsored Webinar with the iMIS Users Group - Topic of Your Choice Marketed to both ASI & iUG iMIS Users
- Tabletop Exhibit/Booth Space with Extreme Level Exposure & Placement
- One push notification on the EMERGENGE mobile app

**\$5,500**

### Visionary Level Sponsorship Package: **ONLY 6 Available!**



- TWO Complimentary Full Conference Registrations @ EMERGENGE
- ONE Half-Price Conference Registration @ EMERGENGE
- Banner Ad in EMERGENGE Mobile App
- Banner Ad on iUG Home Page (one month)
- Company Logo on Conference Website
- EMERGENGE Conference Registration List
- 45-minute Breakout Session
- Logo on Sponsor Signage at Conferences
- Logo Placement as Sponsor on EMERGENGE PPT Template
- Logo Placement on Marketing Materials/Emails
- Marketing Piece/Brochure in Event Mobile App
- Participation in the Sponsor Speed Networking Session w/ Attendees
- Social Media Posts Recognition
- Sponsored Webinar with the iMIS Users Group - Topic of Your Choice Marketed to both ASI & iUG iMIS Users
- Tabletop Exhibit/Booth Space with Extreme Level Exposure & Placement
- Two push notifications on the EMERGENGE mobile app

**\$8,500**



# AMPLIFY

# YOUR BRAND EXPOSURE!

## Additional Branding Opportunities

iMIS Users Group events bring together the most engaged iMIS decision-makers in one powerful setting... but what about all of the other events and advertising opportunities available through iUG?

Add-Ons give you premium visibility, stronger brand positioning, and more meaningful touchpoints before, during, and after the event.

If you want more than just a logo placement - if you want attention, traffic, and follow-up conversations, these enhancements are where the real momentum happens.

The brands that stand out are the ones that lean in.

### Additional EMERGENCE Add-Ons Available

iUG offers a wide range of high-impact branding opportunities designed to help you stand out and connect with the right audience. Below you'll find details and pricing for each available option. Have a creative idea or want to explore a custom activation? Let's talk. Reach out to Michele Morgan and we'll brainstorm how to make your brand shine

- |   |              |
|---|--------------|
| • EMERGENCE Conference Lanyards                           | <b>\$700</b> |
| • Upgrade Booth Placement                                 | <b>\$750</b> |
| • Pre-Conference Marketing Email (limited to 3 companies) | <b>\$350</b> |
| • Post Event Email to Attendees (limited to 3 companies)  | <b>\$350</b> |

### iUG On-the-Go! Add-On By Location or All On-the-Go Events

Want to participate in our local in-person events? Sign up to participate in any one or more locations of the iUG On-the-Go Events.

- One Half-Price registration to attend
- Registrant List (per sponsored location)
- Handout marketing piece to all attendees to take away
- "Stage time" to speak with attendees about your products and services for up to 5 minutes during lunch. Can't be onsite? We will allow you to do a 1-2 minute video to play at each event sponsored.

**\$300**  
per location

OR

**\$1,400**  
for all 5 locations

#### Locations:

- March 24, 2026 - Sacramento, CA
- March 26, 2026 - Austin, TX
- April 20, 2026 - Washington, DC
- May 4, 2026 - Chicago, IL
- June 23, 2026 - New York City, NY



# AMPLIFY

# YOUR BRAND EXPOSURE!

## Additional Branding Opportunities

### Additional iUG Add-Ons Available - CONTINUED

iUG has tons of branding opportunities available. Below is a listing and pricing on each of those options.

Have more ideas on how you can market? Reach out to Michele Morgan and let's have a chat!

• Banner Ad in the <i>NEWLY</i> Redesigned iUG Connections Newsletter	<b>\$250</b>
• Webinar Hosted by iUG - Your topic, our marketing and hosting!	<b>\$450</b>
• Banner Ad on the iUG Home Page for ONE MONTH	<b>\$350</b>
• NEW PRODUCT or SERVICES Announcement Email	<b>\$500</b>
• <b>Premium Plus</b> iUG Marketplace Advertising (marketplace.imisusers.org)	<b>\$595</b>
• <b>Premium</b> iUG Marketplace Advertising (marketplace.imisusers.org)	<b>\$425</b>
• <b>Standard</b> iUG Marketplace Advertising (marketplace.imisusers.org)	<b>\$250</b>

### Ready to Join the EMERGENCE Experience?

Organizations that want to connect with the iMIS community, showcase their expertise, and build meaningful relationships are encouraged to secure their sponsorship early.

To discuss sponsorship opportunities or create a customized partnership package, contact:

Michele Morgan  
Executive Director, iMIS Users Group  
mmorgan@imisusers.org

We look forward to welcoming you as a partner in shaping the future of the iMIS ecosystem.



# EMERGENCE

## Sponsorship Sign-Up Form

**STEP #1**  
Choose Your Package  
Level

### Sponsorship Packages Levels with Pricing

Spark Level \$1,500

Catalyst Level \$5,500

Ignite Level \$3,500

Visionary Level \$8,500

**NOTE:** You MUST purchase a sponsorship package in order to sponsor add-on options!

**STEP #2**  
Choose Your ADD-ON  
Options

### ADD-ON Options

#### EMERGENCE Add-Ons

- Conference Lanyards - \$700
- Upgraded Booth Placement - \$750
- Pre-Con Email to Attendees - \$350
- Post-Con Email to Attendees - \$350

iUG On-the-Go! Event Sponsor  
All Events \$1,400 or \$300 each

#### iUG Events & Advertising

- Banner Ad in iUG Newsletter \$250
- Webinar Hosted thru iUG - \$450
- Banner Ad on iUG Home Page - \$350
- New Product Announcement Email - \$500
- iUG Marketplace Premium Plus Listing - \$595
- iUG Marketplace Premium Listing - \$425
- iUG Marketplace Standard Listing - \$250

Sacramento - March 24<sup>th</sup> \$300

Washington, DC - April 24<sup>th</sup> \$300

Austin - May \$300

Chicago - May 4<sup>th</sup> \$300

New York City - June 23<sup>rd</sup> \$300

### STEP #3

Fill out Company Details & We  
will Invoice You

#### CONTACT DETAILS

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

iMIS Users Group/ASI Sponsorship  
Contact iUG @ (570) 243-8701 - Michele Morgan - mmorgan@imisusers.org



# EMERGENCE

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*"Ads are forgotten quickly.  
Experiences are  
remembered."*

*Produced by:*

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