

AIIM Media Kit

Your 2022 Sponsorship Recommendations

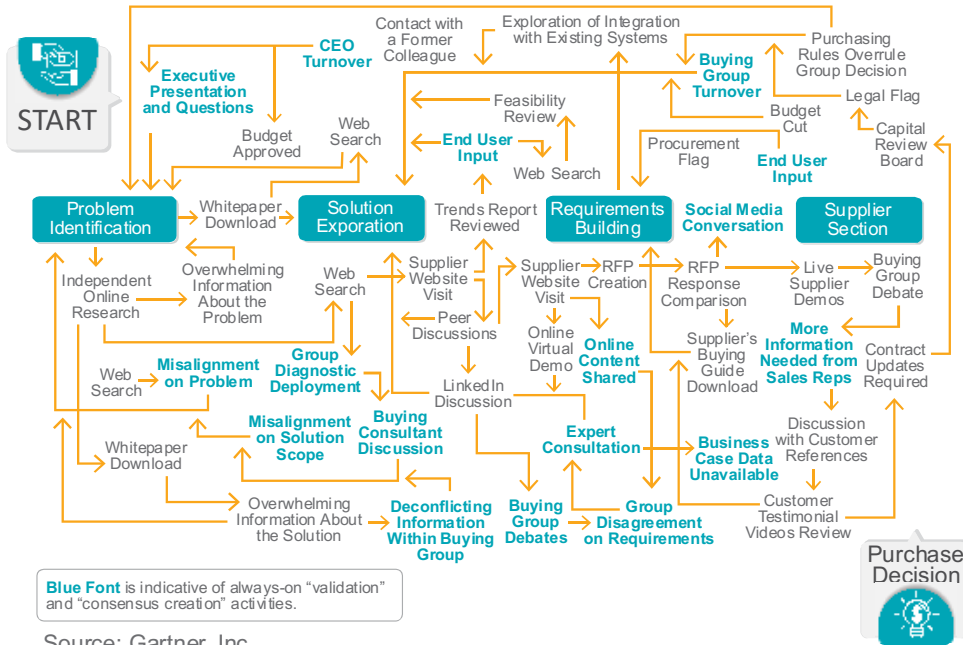
The Buying Journey is Changing

We're witnessing a massive change in the way that organizations identify, procure, and implement software solutions.



The continuum from Web Visitor to Customer isn't linear, like we tend to think it as. Instead, it's a series of multiple and recursive chains, with deals taking longer to close than ever before.

Illustrative B2B Buying Journey



What the B2B Buying Journey *Actually* Looks Like

Customers engage in what one might call looping across a typical B2B purchase, revisiting each of six buying jobs at least once.



The Role of Content in the Purchase Continuum

Continually publishing content that answers buyers' questions at the right time in their buying process is difficult. As a result, most field marketers struggle with how to make an educational presentation geared to the needs of end users who want a solution to a particular business problem, NOT an enterprise project.

It is essential that sales personnel can challenge the core business assumptions of the buyer today.

The Importance of 3rd Party Content

87%

of B2B buyers give more credence to industry influencer content

Content Preferences Survey Report

75%

say they place a higher emphasis on the trustworthiness of B2B content source

Content Preferences Survey Report

96%

of B2B buyers want content with more input from industry thought leaders.

Demand Gen Report

Content Driven by Our Community

A common challenge for B2B marketing and sales teams is the failure to understand the intended market.

Lacking a clear picture of who your products and services target prevents you from creating meaningful campaigns, customized content, and a story that generates leads.

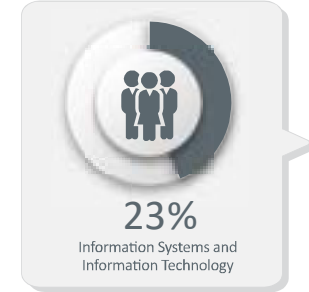
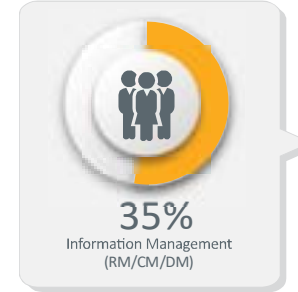
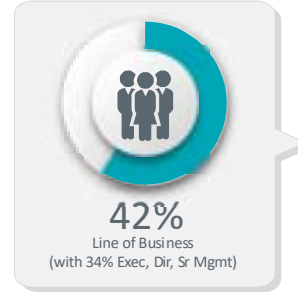
What was traditionally a "top-down" approach to technology investment has shifted. Today, the growth in IT spending is being driven by the business, not IT.



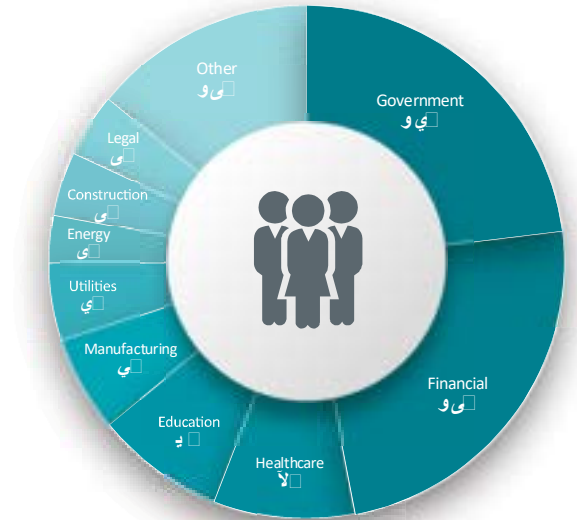
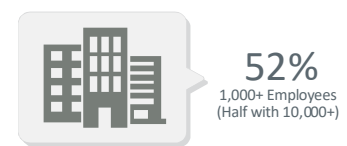
We aren't trying to build an information management community. We ARE the community.

- 75,000+ business users in leading industries
- Our largest sector is Line of Business, the leading drivers of new technology purchases.

Role



Company Size



Why AIIM?

We challenge your organization to reach these types of customers on your own, or with another marketing services provider as effectively or affordably. As your closed-loop, turn-key, and fully integrated marketing solution provider, AIIM will:

Identify your business development objectives:



Demand Generation



Industry Credibility



Market Positioning

Recommend an appropriate campaign or package of activities to suit your goals and budget:



Online and in-person events



Email and web-based promotion



Market research and custom content

Help you track your success in complete transparency:



Event registrations and attendees



Content asset downloads



Impressions, click-thrus, and unique visitors

Deliver results to your complete satisfaction:



Average cost per lead is one of the lowest in the market at \$16. Compare that with baseline \$50 for Fierce Content Management



“AIIM has a unique perspective on all things Content. Technology, trends and customer adoption patterns are changing so rapidly that it is becoming impossible to keep on top of what is important to us – how will our customers adopt new technology in applying content to their business. AIIM has the community reach, interaction with users and vendors and the ability to ask the questions that matter. No one else has been able to provide this industry perspective”.

John Newton, Founder Alfresco



How?

Events



AIIM Conference
Exclusive Webinars
Virtual Events
Leadership Council Summits

Research & Content Development



Industry Watch Research Content Package
Custom eBooks
Custom Infographics
Custom Tip Sheets/Articles/Blogs
Podcast/Video Interview

Corporate Membership/Partnership



Preferred Provider Trade Membership
Leadership Council Membership
Special Interest Group Partner



Your own dedicated AIIM Specialized Services Team



1. Account Manager

Provides consultative services that meet your specific marketing needs and budget



2. Program Manager

Ensures that your programs runs smoothly every step of the way with a program timeline, deadlines & result reports



3. Subject Matter Expert

Works with your team to deliver the most enticing themes for our audience that aligns with your focus



4. Graphic Designer

Creates professionally designed content that is ready to be shared with AIIM & your audience



5. Marketing Manager

Delivers a full campaign with landing pages, personalized email and social promotion, and leads that fit your target market

Working with AIIM



Events



AIIM Conference
AIIM Summit
Exclusive Webinars

AIIM Conference 2023

New Orleans - April 26 – 28

"It was great to be an AIIM22 Gold sponsor in person this year. We had a strong level of engagement at our booth throughout the conference, where we were able to showcase our newest product, THEMIS ICE.

In total, we had more than 125 attendees leave their contact information with us, allowing us to build meaningful new connections and possible partnerships. We look forward to next years conference. – John Brown, CEO, HELUX

The AIIM Conference is the ideal place for leaders in the information management industry to gather, share ideas, and seek out the solutions to their most trying challenges.

500 – 600 attendees expected

Gold Sponsorship

Member \$18,000/ Non-member \$18,800

- Small Turn-key booth with highboy and monitor mount
- One agenda breakout session (i.e. Round Table, Demo...)
- Lead generation list populated for all attendees that visit your session
- Two exhibit passes for your staff
- Opt-in registration list following the event

Diamond Sponsorship

Member \$38,000 / Non-member: \$41,800

- Gold Sponsorship Benefits
- One executive keynote session
- Enhanced booth
- One additional (2 total) agenda breakout session (i.e. Round Table, Demo...)
- Two additional passes for your staff (4 total)

More details coming soon

AIIM Virtual Summit Transforming Customer Experience with Information Management

*September 13 & 14, 2022
11 am – 3 pm eastern*

Full Sponsorship Details [HERE](#)

Join the worldwide information management community as AIIM brings its first annual educational summit straight to you.

450 – 500 registrants expected

Gold Sponsorship Benefits

- 20 minute Breakout Session and billing as GOLD AIIM Partner
- Virtual space to showcase presentation and content resources
- Lead generation list populated for attendees that attend your session and solutions area
- Opt-in registration list following the event
- Solutions access available 24/7 during full two days of summit for global attendees and 30 days post event
- 3 staff passes and 10 guest passes for your customers & prospects (valued at \$149 each)

Member \$5500/Non-member \$6050

Elite Sponsorship Benefits

- 30 minute Keynote Session and billing as ELITE AIIM Partner
- Virtual space to showcase presentation and content resources
- Lead generation list populated for attendees that attend your session and solutions area
- Opt-in registration list following the event
- Solutions access available 24/7 during full two days of summit for global attendees and 30 days post event
- 3 staff passes and 10 guest passes for your customers & prospects (valued at \$149 each)

Member \$8900/Non-member \$9500

Exclusive Webinars

Position yourself in the marketplace and meet your lead generation goals with an AIIM webinar. Our experienced webinar team handles all of the logistics – from topic conception to live production – so that you can focus on getting your message to a qualified audience.

2022 dates available: 2 – 2:45 PM ET ~every other Wednesday beginning in July

View previously aired [AIIM webinars](#).

Sponsorship Benefits

- Email/Social Promotion
- 350 Registrants
- On-Demand copy of the webinar for your own content marketing
- Optional interactive enhancements:
- Includes polling questions, ability to share content, and video

Member \$16,000 / Non-Member \$17,600 / 45-minute webinar

Research & Content Development



Industry Watch Report
How To Guides
5 Things to Know
Custom Content Development (eBooks, Tip
Sheets, and Infographics)
Podcast/Video Interview

How to Guide

eBook and Infographic package

How to develop an effective Information Governance strategy

Multi-sponsored program

How to develop an effective information governance strategy - September

Our upcoming ebook and infographic contain original research and are loaded with best practices. Let us do all of the heavy lifting so you don't have to.

Sponsorship Benefits

- 1/2 page company profile with logo and contact details
- 20-word call out within eBook to case study link
- AIIM promotion to AIIM's members via email and social
- 200+ download leads
- Long lifespan in AIIM+ Pro Training content as an additional resource
- Publish eBook and Infographic on your website

Full details and description [HERE](#)

Member: \$7,500 / Non-Member: \$8,250 per eBook

5 Things to Know

Exclusive Tip Sheet and Podcast Video Package
Exclusive

A multi-asset output from a video call, with pre-set questions. No fluff answers, just honest thought-leadership conversation.

AIIM will do the rest.

You will contribute:

- Confirm the focus of your 5 Questions (found here)
- Participate in a 30-minute video interview call
- Your logo, and URL we're to use in the tip sheet piece

AIIM will produce:

- A video podcast interview for *AIIM On Air* (MP3) and AIIM.org
- A 2-pager tip sheet of the questions and your answers, w/ logo and URL
- Video content to be used by AIIM in a variety of ways (MP4), including AIIM's YouTube channel

You will receive:

- 40 download leads from the tip sheet
- Final PDF of the tip sheet for your own use, after AIIM lead-gen is complete

The Five questions?

- 1.What is your approach or strategy (to X)?
- 2.Why is it important?
- 3.How do I do it?
- 4.What are the results? How does that move the needle?
- 5.What next steps should I take to move forward?

Member: \$4,000 / Non Member: \$4,400

Custom Content Development Exclusive

Content focused on How To / Best Practices / Tips and Tricks / Planning for the Future

“This is the complete opposite of a fluffy e-book. Thank you both. The blend of State of the Industry Market Research from AIIM, a real-world case study and defining the value of intelligent capture far beyond traditional scan and store is just very well done. Thank you both.”

- Amy Krofssik, Director of Product Marketing, Iron Mountain

Arm your marketing team with a custom, AIIM-branded ebook or infographic to use to bring visibility and credibility to your organization.

Topic Suggestions:

- Improving customer (internal and external) experiences
- How to improve customer journeys as they move through your processes
- Change Management: How to get your team on board with systems and processes
- How to align your information management goals with C-suite goals
- How AI and RPA can scale your Records Management initiatives
- Learning how your business’ risk tolerance affects your IM practices

[View a sample](#) custom **eBook**

[View a sample](#) custom **Tip Sheet**

[View a sample](#) custom **Infographic**

Sponsorship Packages

- Package of three Exclusive Tip Sheets with 100 download leads
 - *Member: \$12,000 / Non-Member \$13,200*
- Exclusive eBook with 150 download leads
 - *Member: \$15,500 / Non-Member \$17,050*
- Exclusive Infographic with 100 download leads
 - *Member: \$7,500 / Non-Member \$8,250*
- *Customize a Content Development Package that is right for you*

Industry Watch Report: State of the IIM Industry

April 2023

AIIM 2023 State of the Intelligent Information Management Industry

The experience in the recent past has exposed the weak points in most organizations' Information Management (IM) strategies and practices. Facing increasing volumes of information, disparate workforces, and new customer demands, organizations can no longer view IM decisions solely through a tactical cost-minimization filter.

If data is the currency that fuels the digital transformation journey, organizations need to commit to becoming data-driven enterprises. And that aspiration should no longer be the purview of an isolated team of data scientists and analysts. Rather, it must encompass a broader, holistic, and multidisciplinary approach to true data literacy. Only then will the power of big data emerge from the chaos.

The practice of IIM has long been dedicated to making decisions about what information should be created, captured, shared, and preserved and how to extract intelligence from it. Now, it's time for IIM practitioners to develop and demonstrate greater levels of data literacy. It's time to help the business as a whole understand and balance the value and the risk of its data.

You can't leverage what you can't see. AIIM's pivotal research efforts will explore the much-needed and long overdue connection between data and information; between structured and unstructured content so that IIM professionals are able to build success at the edges of the IM space.

[View a sample Industry Watch Report](#)

Sponsorship Benefits

- eBook and infographic containing major survey findings.
- 500+ Download Leads
- AIIM Email and Social Media Campaign via LinkedIn & Twitter
- A Sponsor-exclusive PowerPoint Deck
- Custom eBook and Infographic (with only your branding)

[Full details outlined here](#)

Member: \$12,000 / Non Member \$13,200 Per report

Corporate Membership/Partnership



AIIM+
Preferred Provider Trade Membership
Leadership Council Membership

Preferred Provider (Trade) Membership

Join AIIM as a Trade Member to unlock all of the tools you need to increase brand awareness and expand your marketing reach. We'll help you connect to potential buyers in the AIIM community.

Sponsorship Benefits

- Guest Posts on the AIIM Blog
- All Access to the Online Community
- Listing in the AIIM Buyers' Guide
- 10 AIIM+ Memberships for your Team (\$160/member value)
- 10% discount on all AIIM's Marketing Programs

The full listing of membership benefits found at www.aiim.org/trade.

Cost: \$1,600/year

Leadership Council Membership

Join the Think Tank Shaping the Future of Intelligent Information Management. Designed for industry leaders, visionaries, and thought leaders.

Sponsorship Benefits

- Includes all Preferred Provider Membership Benefits
- Two seats on Summits throughout your membership (multiple events per year)
- Executive Podcast Interview
- 20 AIIM+ Memberships for your Team (\$160/member value)
- Top Placement in Online Community Buyers Guide

In-Person Summits: June 23 in London and October 6 in SoCal

The full listing of membership benefits found at www.aiim.org/lc.

Special rates now available: [click here](#)

Special Interest Group Partner

Play a significant leadership role in the AIIM community by sponsoring an AIIM+ Special Interest Group. These online meet up groups engage online in discussion groups and participate in monthly meet-ups on topics specific to their interests.

Available Groups

- Records Managers
- Microsoft 365 Users
- Women in Intelligent Information Management (WIIM)
- Information Management Professionals

Partner Benefits

- Join monthly meet-ups and be positioned as an expert and sponsoring partner
- Podcast interview on a subject relevant to the group to promote your sponsorship
- The opportunity to provide educational guest blog posts on topics relevant or related to the group
- Branding in online community and event promotion
- A templated press release stating your support of the group
- AIIM written 2-page tip sheet focused on your SIG group plus 25 leads!

Cost: \$5,500/year/SIG

Next Steps

1. Review these materials internally.
2. When you're ready, I would love to learn about your marketing objectives and target audience. Please [book a meeting](#) with me at a time that works best for you.
3. I will draft a proposal for my top AIIM program recommendations for you to consider based on the objectives you share.

Katie Mulqueen

202-999-0981

Kmulqueen@aiim.org

www.aiim.org



Thank you!