

A businesswoman in a dark suit and white shirt is holding a tablet in her left hand and pointing with a pen in her right hand towards a glowing, complex digital network structure. The network is composed of interconnected nodes and lines, resembling a neural network or a data mesh. The background is a light blue gradient with various digital elements like lines, dots, and a bar chart. The overall theme is technology and business.

AIIM Media Kit

2023 Sponsorship Programs

The Buying Journey is Changing

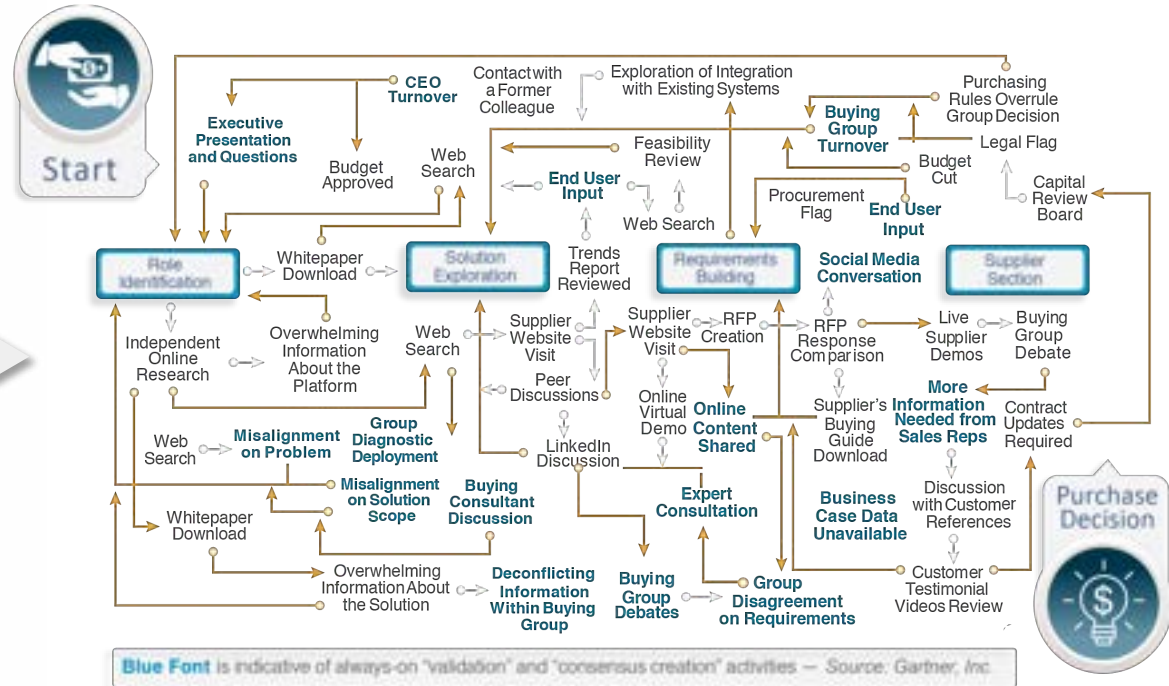
We're witnessing a massive change in the way that organizations identify, procure, and implement software solutions.



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.

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.

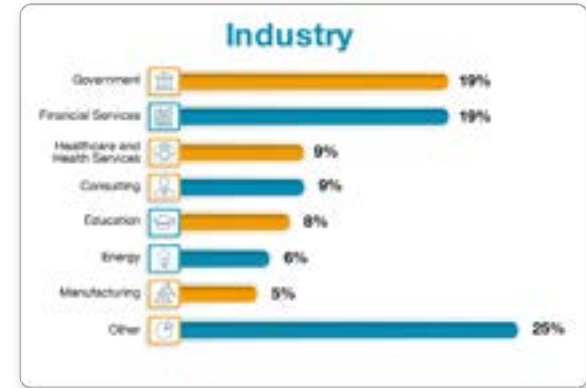
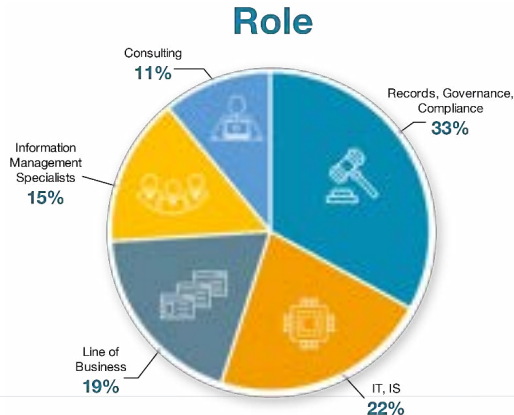
What was traditionally a "top-down" approach to technology investment has shifted. Today, the growth in IT spending is being driven by the business, not IT.



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

We ARE the community.

72,000+ active business users look like this:



Number of Employees



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:



How?

Events



AIIM Conference
Exclusive Webinars and 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

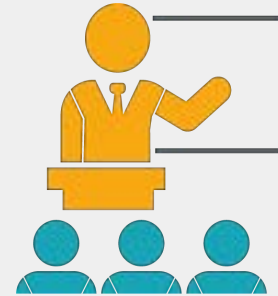
Delivers a full campaign with landing pages, personalized email and social promotion, and leads that fit your target market

Working with AIIM





Events



AIIM Conference
Exclusive Webinars

AIIM Conference 2023

New Orleans
April 25th -27th

"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.

400 Information Professionals

Gold Sponsorship

Member \$18,000/ Non-member \$19,800

- 8x8 Turn-key booth with highboy, 2 chairs
- Speaking session on the conference agenda
- Inclusion in AIIM23 multi channel end-to-end marketing campaign
- Lead list for attendees who opt-in during registration
- 3 exhibit passes for your staff and speakers
- (Passes include full access to sessions, meals, and AIIM conference party)

Diamond Sponsorship

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

- All of the above plus
- One executive keynote session
- Enhanced booth (double)
- One additional agenda breakout session on conference agenda (total of 3 speaking sessions including keynote)
- 2 additional exhibit passes for your team (5 total)

****badge scanning, monitor rental, booth add-ons are available through Cvent/Freeman**

More details coming soon

AIIM 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.

Webinar format options:

- Informational interview with your exec, along with a product demo.
- Guest SME (industry consultant/analyst) sharing an educational learning experience, along with your use case story.

View previously aired [AIIMwebinars](#).

Sponsorship Benefits

- Email/Social Promotion
- Pre-fab emails for sponsor to send to user base
- 300 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 \$15,000 / Non-Member \$16,600 / 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



AIIM's Annual Industry Watch Research Report: The State of the IIM Industry in 2023

April 2023

AIIM 2023 State of the Intelligent Information Management Industry

Over five years ago, AIIM introduced the concept of Intelligent Information Management (IIM) and began researching the connections between IIM practices and Digital Transformation. AIIM's Industry Watch research program looks at the key information-centric drivers impacting Digital Transformation initiatives and the application of IIM tools and technologies to Digital Transformation success. Gleaning intelligence from the AIIM user community of 72k, AIIM research analysts reveal findings that inform the industry's value proposition in the market.

The four core IIM capabilities that provide the structure for AIIM's IIM programing are:

1. Creating, Capturing, and Sharing Information
2. Digitalizing Information-Intensive Processes
3. Extracting Intelligence from Information
4. Automating Governance and Compliance

KEY FINDINGS TO BE RELEASED AT THE AIIM 2023 CONFERENCE IN NEW ORLEANS

[View the 2022 State of IIM Industry Watch Report](#)

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
- 500+ download leads
- Long lifespan in AIIM+ Pro Training content and on [aiim.org](#) as an additional resource
- 2 custom label assets you can add to your website and use in your own content marketing programs (your own infographic and eBook)

[Full details outlined here](#)

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

“How-to” eBook and Infographic package

Includes exclusive AIIM research and expert advice on the “how-to’s” and key components of Information Management

Multi-sponsored program

AIIM-authored ebook, with chapter contributions from industry SMEs, discussing the given topic.

Our ebooks and infographics contain original research and are loaded with best practices. Let us do all of the heavy lifting so you don’t have to.

Topics include: Information Governance, Intelligent Capture, Process Improvement, Extracting Intelligence, and more. [View sample eBook here.](#)

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
- 2 custom label assets you can add to your website and use in your own content marketing programs

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

"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 custom, AIIM-branded, exclusive content to drive market awareness, and 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

Sponsorship Packages

- Package of three Exclusive Tip Sheets with 100 download leads
Member: \$12,000 / Non-Member \$13,200
[View a sample](#) custom **Tip Sheet**
- Exclusive eBook with 150 download leads
Member: \$15,500 / Non-Member \$17,050
[View a sample](#) custom **eBook**
- Exclusive Infographic with 100 download leads
Member: \$7,500 / Non-Member \$8,250
[View a sample](#) custom **Infographic**
- Exclusive Video Interview
Member: \$2,500 / Non-Member \$3,250
[View a sample](#) custom **Video Interview**
- Let AIIM Customize a Content Development Package based on your needs and objectives

A dark blue vertical banner on the left side of the slide. It features a faint, stylized graphic of a globe with a network of lines and dots, suggesting a global or digital theme. The text 'AIIM OnAir Podcast Interview' is written in a bold, white, sans-serif font, stacked vertically.

AIIM OnAir Podcast Interview

The podcast created for and dedicated to the members of AIIM International and information management professionals worldwide.

<https://aiimonair.libsyn.com>

Sponsorship includes 15 minute executive interview with Podcast Host, Kevin Craine.

Podcasts air 2x per month.

Member: \$2000 Non-Member: \$2500

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

Two In-person Summits per year taking place in 2022 and 2023

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.

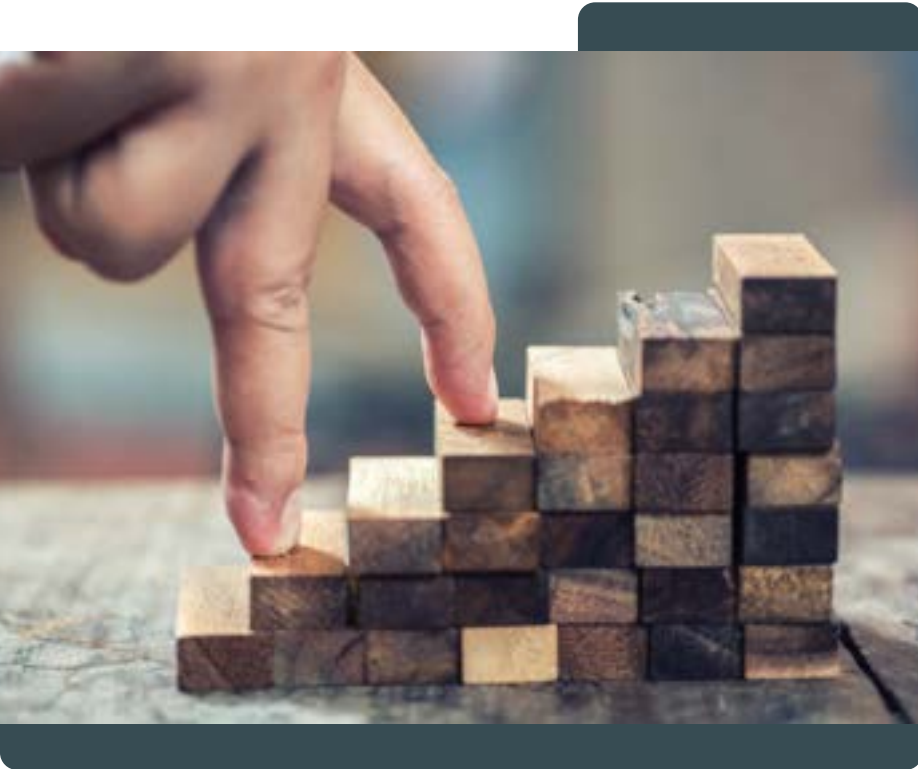
Available Groups

- 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.

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Thank you!