



**Distribute Innovation**  
INFLUENCE // IMPLEMENT // INTEGRATE

## 2026 ANNUAL SPONSORSHIP PROGRAM

Celebrating 31 years of serving as the premier training conference for distribution professionals.

The University of Innovative Distribution is a concentrated educational program focused on the unique needs of the wholesale distribution industry. Since its inception in 1994, UID has become known worldwide for excellence in distribution education. UID is sponsored by the Association Education Alliance (AEA)—a consortium of 30+ distribution trade associations—in cooperation with the Department of Technology Leadership and Innovation of Purdue University.



# SPONSORSHIP HIGHLIGHTS

	PLATINUM	GOLD	SILVER	BRONZE
Complementary registrations	3	2	2	1
Invitation to make a presentation at an AEA board of directors meeting	✓	–	–	–
Banner ad on mobile app	✓	✓	–	–
Signage throughout the Conference	✓	✓	✓	–
Sponsor listing on mobile app with video and handout uploads	✓	✓	✓	✓
Exhibit table	✓	✓	✓	✓

## PLATINUM SPONSOR (\$10,000 – \$8,000)

### Exclusive sponsor (Select one)

- Lanyard with logo (\$10,000)
- Hotel room key card (\$8,000)

### Benefits

Exclusive invitation to make a presentation at an AEA Board of Directors meeting (15-20 minutes in length, 5 min Q&A) and attend the board dinner providing access to the sponsoring associations of UID.

### Additional benefits

- Opportunity to play an introduction video leading into the general session (45 seconds or less) or introduce the keynote speaker
- Three complementary registrations
- Banner ad on website and mobile app
- Complementary tabletop exhibit
- Logo on signage throughout the event

## GOLD SPONSOR (\$7,500 – \$5,000)

### Exclusive sponsor (select one)

- Welcome reception (\$7,500)
- Pacers Game Sponsor (\$7,500)
- UID social reception (\$6,500)
- Registration (\$5,000)

### Benefits

Opportunity to submit a company introduction video to be posted to the event website.

*\* Video to be approved by AEA team before posting.*

### Additional benefits

- Two complementary registrations
- Logo on signage throughout the event
- Complementary tabletop exhibit

## SILVER SPONSOR (\$4,500 – \$2,500)

### Exclusive sponsor (select one)

- Lunch Sponsor(\$4,500)  
Includes signage at the lunch (select one)
  - Monday
  - Tuesday
  - Wednesday
  - Thursday
- Breakfast Sponsor (\$3,500)  
Includes signage at the breakfast (select one)
  - Tuesday
  - Wednesday
  - Thursday

### Benefits

- Two complementary registrations
- Complementary tabletop exhibit
- Logo on signage throughout the event

## BRONZE SPONSOR (\$1,500)

### Break Sponsorship

Sponsor branding on coffee station

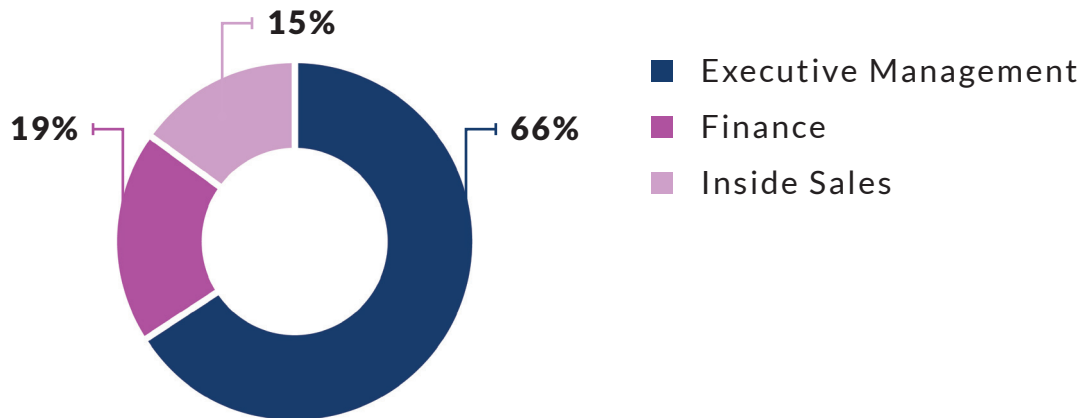
### Benefits

- Complementary tabletop exhibit
- One complementary registration

### Additional benefits

- Logo on track

## Attendees Demographic Breakdown



## Questions?

Please contact John Ross at [jross@msp-amc.com](mailto:jross@msp-amc.com) for more details.



### Added Bonus

Sponsors receive exposure to the staff of 30+ distribution trade associations who are marketing UID to their members.