

2027



March 14-18, 2027 • JW Marriott • Indianapolis, IN



ANNUAL SPONSORSHIP PROGRAM

Celebrating 32 years 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.



univid.org

Make Important Connections Through Sponsorship

Expand your network, strengthen industry relationships, and increase your sales opportunities through a sponsorship at the 2027 University of Innovative Distribution (UID).

With sponsorship opportunities starting at just \$1,500, packages are designed to align with your business objectives, maximize your visibility, and deliver meaningful return on investment. Whether your goal is brand awareness, lead generation, thought leadership, or relationship building, UID sponsorships provide targeted access to distribution professionals from across the industry.

Our conference attendees are influential decision-makers who evaluate, recommend, and purchase products and services for their organizations, giving sponsors direct access to a highly qualified audience of prospective customers. Invest in a sponsorship that positions your brand at the center of the industry's premier educational event.

SPONSORSHIP HIGHLIGHTS	GOLD (\$6,500)	SILVER (\$3,500+)	BRONZE (\$1,500)
Complimentary registration(s)	3	2	1
Gain direct access to industry leadership through invitations to two (2) annual Board of Directors meetings and the opportunity to deliver one (1) 30-minute presentation. Board meetings are held twice each year and may be conducted virtually.	New!	New!	
New this year! Member Webinar – one (1) hour virtual presentation to all members	✓		
Banner ad in mobile app	✓		
Logo recognition in pre-conference promotional emails, conference website, brand visibility through logo placement on printed signage in high-traffic areas, and Power Point slides between sessions. Social media recognition within sponsorship tier.	✓	✓	✓
Sponsor listing in mobile app with video and document upload ability	✓	✓	✓
Exhibit Table	✓	✓	✓
Pre-conference and final attendee list (opt-in)	✓	✓	✓



GOLD SPONSOR (\$6,500)

In addition to the benefits outlined in the above sponsorship chart, Gold Sponsors may select **one exclusive sponsorship opportunity** on a first-come, first-served basis:

Networking Events

Create a lasting impression and connect with attendees through prominent event branding.

- **Welcome Reception** – Includes event signage, branded cocktail napkins, and the opportunity to provide brief opening remarks to attendees.
- **Pacers Game Experience*** – Includes signage in our private viewing area at Gainbridge Fieldhouse, along with access to buffet and bar.



The rivalry between the Indiana Pacers and the Detroit Pistons is often referred to as the “Battle of the Midwest,” and is marked by intense competition that gained prominence in the early 2000s. The Pistons’ grit and the Pacers’ resilience make every encounter a must-watch. Both teams have had their ups and downs, but their battles remain legendary. It’s more than just a game; it’s a saga of determination, skill, and heart. Enjoy the action, and may the best team win!

**This sponsorship is currently being finalized and is subject to modification.*

Education Events

Demonstrate your expertise and position your company as a valued industry resource.

All education event sponsorships include recognition in promotional emails, the program book, conference app, conference website, and onsite signage.

- **Opening or Closing Keynote Address** – Introduce the keynote speaker with a prepared statement and share a brief (up to 90 seconds) message about your company.
- **General Session Sponsorship** – Introduce the session speaker with a prepared statement and briefly highlight your company.

Conference Services

Increase visibility throughout the conference with these high-impact branding opportunities.

- **Lanyards** – Exceptional brand exposure as attendees wear your logo throughout the event to display their name badges.
- **Wi-Fi Sponsorship** – Attendees will use your customized password to access complimentary Wi-Fi in the conference area, creating repeated brand engagement throughout the event.

SILVER SPONSOR (\$3,500+)

Exclusive sponsorship on your selected day

Conference App | \$5,000

The conference app is the go-to resource for attendees both during and after the conference. Attendees can message one another, create and participate in group discussions, schedule appointments, and view the conference agenda. Sponsor may also have the opportunity to place an ad within the app.

Lunch Sponsor | \$4,500 (Select desired day)

- Monday
- Tuesday
- Wednesday
- Thursday

Includes signage during your event.

Breakfast Sponsor | \$3,500 (Select desired day)

- Tuesday
- Wednesday

BRONZE SPONSOR (\$1,500)

Exclusive sponsorship on your selected day

Break Sponsorship

- Monday
- Tuesday
- Wednesday
- Thursday

Includes signage during your event.



Added Bonus

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

Questions?

Please contact Barbara Bienkowski at bbienkowski@aeamembers.net or [240-404-6481](tel:240-404-6481) for more details. We're happy to discuss a customized sponsorship.

