

IWLA

The Resource for Warehouse Logistics



Media Kit

Let IWLA Elevate Your Brand's Presence with 3PL Warehouses





Who We Are...

IWLA member companies are the best in the 3PL warehouse business. They are run by a diverse group of owners, executives, and operators from across North America. IWLA members are industry leaders who recognize the value of collaboration. They work together to enhance the field of third-party logistics (3PL) warehousing. Whether overseeing multi-million square-foot facilities or working in start-ups, our members share the common goal of improving their businesses and driving professional growth at their companies and beyond.

IWLA members also maintain a strong presence at the government level, advocating for policies and regulations that support the interests of the entire warehouse logistics industry. These companies represent the backbone of the 3PL warehouse field, demonstrating a commitment to excellence, innovation, and the continuous improvement of warehouse operations.

More than
400

Corporate Warehouse Members

More than
150

Corporate Partner Members

More than
510

million square feet of warehouse
space across North America

Covering
90%

of U.S. states

and

84%

of states, territories, and provinces
across North America

Learn more about IWLA members by visiting www.IWLA.com.

IWLA Convention & Expo

Show warehouse leaders how your products and services help their businesses run around the clock with a sponsorship during the annual IWLA Convention & Expo. This premier event attracts warehouse owners and executives. In fact, more than 80 percent of attendees are directors, vice presidents, or are from the C-suite.

Sponsorships vary from \$500 to the Diamond Level of \$35,000 or more.

IWLA can find a sponsorship that's right for you. Email convention@IWLA.com to learn more.





Pricing*

Breakfast: \$1,575 - \$2,100

Break: \$800 - \$1,575

Lunch: \$2,100 - \$3,150

Dinner: \$3,150 - \$4,200

Reception: \$2,650 - \$4,200

Keynote Speaker:
\$2,100 - \$5,250

Registration (On-site):
\$1,050 - \$1,575

Registration (Web):
\$2,100 - \$3,150

**Registration (Web)
Year-Round:** \$8,000

Mobile App: \$10,000

Session (Event Specific):
\$850-\$1,500

**Printed Materials
Advertising (inside):** \$500

Printed Materials Cover:
\$1,000

**Lanyard (annually,
smaller events):** \$10,000

**Event Dedicated Blast
Banner Ad (Position No. 1):**
\$500

For some events, **Wi-Fi Sponsorship** may be available – reach out to mail@IWLA.com to learn more.

* Prices vary depending on event size. Email IWLA (mail@IWLA.com) for a quote. All sponsorships include access to attendee lists pre- and post-event.

Not seeing a potential sponsorship opportunity on this list?

IWLA is open to YOUR ideas. Email mail@IWLA.com to let us know what we should add!

IWLA Event Sponsorship Opportunities*

Maximize your brand visibility with a sponsorship during any or all IWLA Education events.

IWLA organizes educational events targeting specific warehousing professionals. As a sponsor during these events, you have the unique chance to showcase your brand to a targeted audience of industry professionals at wide-ranging events across North America. With opportunities ranging from lanyards to break sessions, these sponsorships offer unparalleled exposure to a highly engaged and warehouse-specific crowd.

By aligning your message across these premier events, you'll position yourself as a leader in the industry and gain valuable exposure to key decisionmakers. Secure your sponsorship today.

IWLA Annual Events Include:*

- IWLA Essentials of Warehousing Course
- IWLA Legal Practice Symposium
- IWLA Warehouse HR Summit
- IWLA Fulfillment Forum
- IWLA Safety & Risk Conference
- IWLA Technology Symposium
- IWLA Warehouse Marketing Workshop
- IWLA Economics of Warehousing & 3PL Sales Course

IWLA Canada Events:

- IWLA Canada Spring Meeting
- IWLA Canada Summer Golf Tournament
- IWLA Canada Fall Meeting
- IWLA Holiday Luncheon
- IWLA Canada Social
- IWLA Canada Warehouse Tour



* Events may vary by year – Contact mail@IWLA.com for confirmation. Sponsorship pricing varies depending on event size. Contact mail@IWLA.com to learn more.

Interested in a package deal for year-round savings and brand recognition with IWLA?

Bundle and invest with the IWLA Annual Sponsorship Program. You give us a number and the areas in which you would like to spend, and we will build you a customized package to fit your budget.

Packages may include membership, event sponsorships, event registrations, digital marketing, IWLA Convention & Expo, and more! If you are interested, email mail@IWLA.com to learn more.



IWLA Newsletters Sponsorship Opportunities

Unlock impactful sponsorship opportunities in the weekly IWLA newsletters. As a sponsor, you can reach a large audience of engaged readers who are leaders in the warehousing industry. These sponsorships offer valuable exposure, enabling you to showcase your brand, products, or services to a highly receptive audience of professionals.

About the Newsletters

IWLA Education Update: Stay informed and connected with the biweekly IWLA Education Updates newsletter — your source for upcoming in-person and virtual IWLA events.

3PL Warehousing Today: Get ahead of the game with the biweekly 3PL Warehousing Today newsletter, delivering industry news, late-breaking government affairs updates, member highlights, blogs, achievements, and more to keep you informed in the 3PL warehousing world.

Pricing

Newsletter

(3PL Warehousing Today & IWLA Education)

Position #1: \$1,010 (for two insertions)

Position #2: \$860 (for two insertions)

Position #3: \$705 (for two insertions)

Box Ads: \$505 (for two insertions)

One-off Insertions

Position #1: \$630

Position #2: \$555

Position #3: \$480



IWLA Website

The IWLA website attracted more than 115,000 pageviews in 2022 with more than 60,000 dedicated users. These users, actively engaged in the warehousing, logistics, and supply chain industries, represent a valuable audience for your brand.

Pricing

Homepage Banner (Position #1):
\$2,500 for 45 days

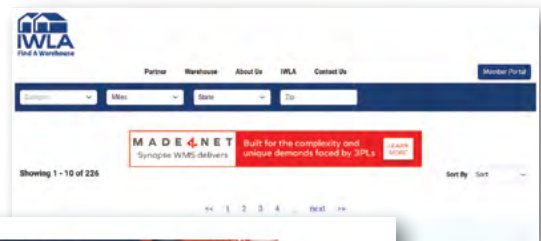
Homepage Banner (Position #2):
\$1,500 for 45 days

Homepage Banner (Position #3):
\$850 for 45 days

728 x 90 Banner (page of your choice):
\$1,000 for one year

Find-a-Warehouse Banner:
\$900 for 45 days

Find-a-Partner Banner:
\$900 for 45 days



IWLA Podcast

Warehousing Unboxed: An IWLA Podcast takes listeners on a deep dive into the world of warehousing. Each episode explores the various aspects that make up the 3PL warehousing industry, providing valuable knowledge and practical insights for industry professionals and curious individuals alike.

Podcast Sponsorship: \$160 for one 30-second ad read



Opportunities With Your Membership

Webinars

Engage with IWLA Warehouse Members through hosting live webinars tailored to your expertise. As an IWLA member benefit, you have the ability to host a complimentary education webinar, backed by IWLA in-house marketing support. You will also expand your reach and impact as you will receive a list of registered attendees. Leave a lasting impression when you host an IWLA webinar today!

Press Releases

Exciting company updates to share? As an IWLA member, you are able to submit your press releases to mail@IWLA.com for inclusion in our weekly newsletter communications.

Member Benefits Programs

Have a product or service that you would like to share with IWLA members?

Email membership@IWLA.com to learn more about our member benefits program.

PAMGAM

Your company markets to nonmember warehouses; your company knows nonmember warehouses. Help IWLA grow. Through the IWLA Partner-Member-Get-a-Member program, members can earn complimentary sponsorships for in-person education events, including the industry-leading IWLA Convention & Expo.

Want to learn more about PAMGAM?

Here is how your company can secure a bonus:

1. Share your qualified warehouse-based 3PL client list with contact details (contact must be a strategic decision maker for the company) and receive a **free tote-bag stuffer** that you provide for the IWLA Convention & Expo. (\$750 value)
2. Make an email introduction to IWLA with a nonmember warehouse company and upon two of these companies joining, your company will receive a **free break sponsorship** at one of the IWLA in-person events (excluding IWLA Convention & Expo). (\$1,000 value)
3. Make an email introduction to IWLA with a nonmember warehouse company and upon three to five of these companies joining, your company will receive a **free breakout sponsorship** during one of the IWLA in-person events including IWLA Convention & Expo. (\$3,500 value)
4. Make an email introduction to IWLA with a nonmember warehouse company and upon six or more of these companies joining, your company will receive a **free lunch sponsorship** at any of the in-person IWLA events including IWLA Convention & Expo. (\$15,000 value) or a single regular booth at the IWLA Convention & Expo (\$4,499 value).

These incentives help you increase your brand awareness and logo recognition — at no additional cost. IWLA will also recognize you in the social media welcoming our new warehouse member(s).

Please contact our membership team at membership@IWLA.com or 847.807.3002, to begin your participation in this program.



The Resource for Warehouse Logistics

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Des Plaines, IL 60018-6003

www.IWLA.com

Sponsor with IWLA today!

Ready to boost your brand's visibility and reach a wide audience of warehouse industry professionals? Don't miss the opportunity to partner with the IWLA and access a range of sponsorship options. Contact us to discuss how we can customize a sponsorship package that aligns with your marketing goals and maximizes your exposure. Together, let's shape the future of the warehouse logistics industry.

Contact us today! 847.813.4699 | mail@IWLA.com

