2027

IWLA CONVENTION + EXPO



POWER THE NEXT ERA OF WAREHOUSING

EL CONQUISTADOR RESORT

Puerto Rico, U.S.A.

IWLA

The Resource for Warehouse Logistics

SPONSORING AND EXHIBITING OPPORTUNITIES

2027
IWLA CONVENTION + EXPO

YOUR POSITION: Take your business game to the next level at the IWLA Convention & Expo! Show warehouse leaders how your products and services help deliver for their warehouse customers.

WHAT DOES THE IWLA CONVENTION & EXPO OFFER YOU?

- ***CONNECT WITH THE INDUSTRY'S TOP PLAYERS:*** Gain exclusive access to North America's top warehouse leaders. The IWLA Convention & Expo brings together the third-party logistics industry's top players, giving you a home-field advantage when it comes to building relationships, sharing ideas, and growing your business.
- ***YOUR ALL-ACCESS PASS:*** Your booth is more than a place to showcase your products and services — it's your all-access pass to the IWLA Convention & Expo. Join attendees during educational sessions and social events, and take every opportunity to connect with the decision makers who can help move your business forward.
- ***STEP UP TO THE PLATE:*** Put your company in front of the industry's key decision makers and show them what you bring to the game. With IWLA as your teammate, you'll have the support you need to make valuable connections, engage key prospects, and turn opportunities into results.

And just like any winning series, you'll decompress and unwind at the El Conquistador Resort in Puerto Rico, U.S.A.

READY TO POWER THE NEXT ERA OF WAREHOUSING?

You're on deck!



Swing for the Fences

MAY 2-4, 2027

Warehouse logistics owners, executives, and decision makers will all be in one place May 2-4, 2027: The 2027 IWLA Convention & Expo. Showcase how your products and services enhance warehouse operations – and demonstrate your commitment to the warehouse logistics industry.











WHAT IS *unique* ABOUT THE IWLA CONVENTION & EXPO?

80%

75%

- The IWLA Convention & Expo attracts warehouse owners and executives. In fact, nearly **80 percent of attendees are directors, vice presidents, or are from the C-suite.**
- **75 percent of convention goers are repeat attendees.** This gives you a core group of customers to build long-lasting relationships.
- **IWLA Board members volunteer to be "board buddies" for you.** This means an IWLA leader will personally work before convention and onsite to help you make connections with the companies and decision makers you want to reach.
- **Your booth comes with a full registration** so you can attend all social events, meals, and more with your audience. *Additional booth registrations are deeply discounted.*
- Only exhibitors and metal-level sponsors receive **pre-show attendee lists** (starting April 5, 2027) and only these vendor partners can attend the May 2 Opening Reception.
- The **IWLA Convention mobile app** allows you to directly message attendees.
- More than **47 percent of attendees said they planned to purchase** a product or service they found in the IWLA Expo **within 12 months**. More than 75 percent said that, all things being equal, they would **opt for an exhibiting company's product** over a non exhibitor's.



SPONSORSHIP *Opportunities*

IWLA exhibitors and sponsors, like you, make the IWLA Convention possible. IWLA members realize and appreciate the financial commitment you make with your membership, booth, and sponsorship. The convention's educational lineup primes attendees for your message. Whether your product/service helps warehouses conduct fulfillment business, build/find new space, develop new products or leaders, navigate technology demands, increase staffing, or something else.

MAJOR EVENT SPONSORSHIPS

- Welcome Reception (May 2): **$12,000**
- ~~IWLA Networking Reception (May 3): **$25,000**~~ ***Thanks, Made4net!***
- Chairman's Reception & Dinner (May 4): **$35,000**
- ~~IWLA Golf Classic Naming Rights (May 2): **$25,000**~~ ***Thanks, Da Vinci!***
- Transportation Sponsorship: **Call IWLA for pricing**

MEAL/BREAK SPONSORSHIPS

- IWLA Early Bird Lunch (May 2): **$10,000** (Open to all registrants who are onsite)
- Expo Hall Breakfasts (Monday & Tuesday): **$5,500 each**
- Monday & Tuesday Breaks (three available): **$4,000 each ($11,000 for all three)**
- Monday & Tuesday Lunch Expo Hall (one available): **$8,000 each *Thanks, Depsoco!***
- IWLA Ambassadors' Lunch (former chairmen): **$3,000**
- Canadian Dinner (IWLA Canada members only): **$5,000**

SESSION SPONSORSHIPS

- Keynote Speaker: **$30,000** **($35,000 for a private reception with speaker)**
- ~~Monday General Session: **$20,000**~~ ***Thanks, Hartman Executive Advisors!***
- Tuesday General Session: **$15,000**
- IWLA Business Meeting/Government Affairs Update (two sessions included): **$10,000**
- Breakout Sessions (May 3 & 4): **$4,000 each**

WEBSITE/REGISTRATION/TECH SPONSORSHIPS

- ~~IWLA Convention Mobile App: **$15,000**~~ ***Thanks, Made4net!***
- ~~Online Registration: **$10,000** ***Thanks, ARCO!***~~
- ~~Onsite Registration Area: **$10,000**~~ ***Thanks, Raymond Corporation!***
- Attendee Directory: **$8,000**
- Wi-Fi Sponsorship: $**12,000**
- Tote Bag Insert: **$800** *(Inserts supplied by sponsor)*

LOGO-ITEMS

- ~~Directional Floor Decals: **$13,000** ***Thanks, Camelot 3PL!***~~
- ~~Registration Tote Bags: **$10,000** ***Thanks, Ramp Systems!***~~
- ~~Lanyards: **$12,000** ***Thanks, Ramp Systems!***~~
- ~~Room keycards: **$10,000** ***Thanks, Colliers!***~~
- ~~Notebooks: **$5,000** ***Thanks, Da Vinci!***~~
- Water Bottles: **$6,000**
- Banner (New): **$385**
- Banner Rehang: **$165**

ENHANCE YOUR MESSAGE WITH A CONVENTION SPONSORSHIP

IWLA welcomes sponsors at all levels – and the association offers sponsorship levels that fit your budget. ***Please note:*** *Sponsorships alone do not come with access to the pre-show attendee list. This information is sent only to sponsors above the $8,000 level (and to all exhibitors).*

Remember: Unique sponsorship opportunities are sold on a first-come-first-served basis. Securing a sponsorship early ensures you will receive the opportunity of your choice. For many options, non-exclusive partial sponsorships are available.

IWLA classifies all sponsorships of $8,000 or more as premium. Premium levels are as follows:

Bronze - $8,000+
Silver - $12,000+
Gold - $20,000+
Platinum - $25,000+
Diamond - $35,000+*

All premium sponsors receive these benefits:

- recognition (with their logo in proportion to the level) in IWLA Convention & Expo promotional materials (including preconference communications; the onsite app; and on convention signage);
- recognition from the podium during an IWLA general session;
- recognition during a rotating slideshow that runs during breaks and as attendees enter the general session room;
- complimentary materials inclusion in the attendee tote bags; and
- a free sponsorship of the IWLA weekly e-newsletter "3PL Warehousing Today from IWLA." *(**Note:** Platinum and Diamond sponsors receive multiple sponsorships of the newsletter/convention e-blasts and have first choice for insertion of a box ad.)*

Platinum and Diamond sponsors also receive many additional benefits including general session speaker introductions, a complimentary IWLA-processed mailing to attendees, and an invitation to the IWLA Board of Directors' Dinner. Please speak with an IWLA representative for more information or to ensure your desired sponsorship benefit is available at your level of support. *(**Please note:** Your company's booth contract does not count toward your sponsorship level.)*

** Become a Sustaining Diamond sponsor; contribute at the Diamond level for eight or more consecutive years and receive even more benefits.*

Not seeing a potential sponsorship opportunity on the list? IWLA is open to YOUR ideas. **Email mail@IWLA.com to let us know what we should add!**

2027 DA VINCI IWLA GOLF CLASSIC *Tournament*







2027 IWLA Golf Classic sponsorships count toward a company's aggregate commitment to the convention and help the company achieve IWLA Premium Sponsorship status.

EAGLE PACKAGE: $3,000

- Registration for a foursome.
- Your logo prominently on a tournament banner displayed at the course.
- "Own" a hole: IWLA will create a tee-box sign with your logo, name and web address.
- A reception table at the course: Have a corporate representative distribute your own logo items, literature, drinks, etc.

BIRDIE PACKAGE: $2,000

- Registration for a twosome.
- A small logo on the tournament banner at the course.
- A tee-box sign on a non-exclusive hole.

PAR PACKAGE: $1,500

- Single golfer registration.
- A tee-box sign on a non-exclusive hole.

A LA CARTE GOLF CLASSIC OFFERINGS

- Golf Breakfast: $5,500 (boxed breakfast with your logo)
- Golf Sign (Non-exclusive): $550
- Golf Beverage Cart (two available): $5,000 each
- Golf Awards: $2,500
- Hole in One (two available): $2,200
- Golf Shirts: $15,000

Note: *If an IWLA Golf Classic sponsorship reaches the $10,000 level or higher, the sponsorship will be recognized conventionwide.*



SECURE YOUR *Expo Space*







RESERVATION INFORMATION & CONTRACT

Each booth includes a full IWLA Convention & Expo registration for one company representative. Additional representatives are $1,400 each, limited to three. This includes all meal and social functions as well as admittance to all educational sessions – including the IWLA Chairman's Celebration May 4. For the optimal IWLA Expo experience, we recommend no more than four company representatives per single booth. Diamond-level sponsors are exempt from this limit. Kiosks are limited to one attendee.

Remember: IWLA Partner Members receive priority in securing IWLA Convention & Expo sponsorship and expo opportunities until Jan. 15. If your company is not an IWLA Partner Member, please contact membership@IWLA.com; 847.807.3002.

TENTATIVE HALL HOURS *(subject to change without notice)*

The hall is closed except for the below hours:

SATURDAY, MAY 1, 2027

Noon–5 p.m. – Exhibitor Set Up

SUNDAY, MAY 2, 2027

7 a.m.–5 p.m. – Exhibitor Setup

5 p.m. – IWLA Partner Member/Exhibitor Orientation – What to Expect During and After IWLA Expo

6–7:30 p.m. – IWLA Welcome Reception in the Expo Hall
(attendance during a portion of this function is limited to warehouse attendees, exhibitors, and sponsors at the $8,000 level and higher)

MONDAY, MAY 3, 2027

7–8 a.m. – Breakfast in the Expo Hall

9:45–10:45 a.m. – Break in the Expo Hall

Noon–1 p.m. – Lunch in the Expo Hall

TUESDAY, MAY 4, 2027

7:30–8:30 a.m. – Breakfast in the Expo Hall

10–10:45 a.m. – Break in the Expo Hall

Noon–1:30 p.m. – Lunch in the Expo Hall

1:30-5 p.m. – Exhibitor Tear Down

The IWLA Expo has sold out the last six years. Act fast!



EXPO HALL *Map*

2027 IWLA EXPO – BOOTH PRICING

Your booth is an 8′x10′ space (including pipe and drape, high-top table and two stools). The hall is carpeted. You will need to arrange for furnishing and other services via our show decorator IMS, including electricity. There's no limit to purchasing booths. Exhibitors can stack multiple booths to create a large space, like a quad. Reach out to Uriel Arroyo at uarroyo@IWLA.com for more information on pricing and placement. Kiosks are 3′ wide x 3′ deep x 8′ tall. Kiosk will include one attendee but also are limited to one attendee. Highboys can be substituted with credit.

PARTNER MEMBER PRICING

EARLY-BIRD

Regular Booth: $4,600 – Only 30 booths available at this rate!
Premium Booth: $5,600 – Only 15 booths available at this rate!
Double Booth: $8,600 – Only 3 booths available at this rate!

REGULAR PRICING

Kiosk – Members Only: $3,450
Regular Booth: $5,100
Premium Booth: $6,100
Double Booth: $9,100

NONMEMBER BOOTH PRICING

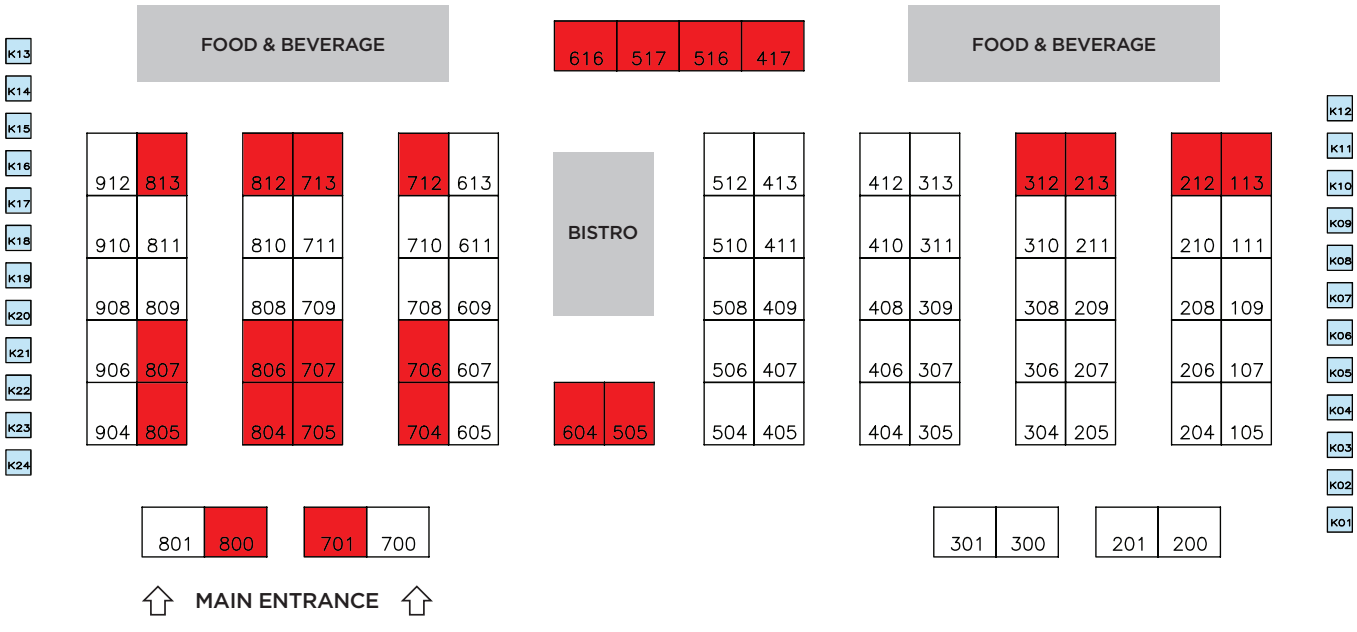
REGULAR PRICING

Regular Booth: $7,500
Double Booth: $13,500

ADDITIONAL BOOTH ATTENDEE PRICING

Member: $1,400
Nonmember: $1,900

IWLA Partner Members receive preferred pricing – and can save even more by contracting by the early-bird deadline. *Not a member?* Email **membership@IWLA.com** to discover the benefits.



Premium booths are marked in red.

Note: *IWLA premium-level sponsors receive first choice of booth placement.*

IWLA
The Resource for Warehouse Logistics
1515 E. Woodfield Road, Suite 102
Schaumburg, IL 60173-5430
www.IWLA.com

Secure your booth now **at www.IWLA.com.**

EARLY-BIRD BOOTHS WILL SELL OUT. THERE ARE NO EXTRA INNINGS. START STRETCHING. YOU'RE NEXT UP TO BAT.



2027 EXHIBITOR CONTRACT

TERMS of Contract: You will be asked to confirm agreement with contract when you secure your booth online. If you prefer to be invoiced, you will not qualify for early-bird pricing.

Contracting Company ("Exhibitor") hereby applies to exhibit during the 2027 IWLA Convention & Expo an event organized by the International Warehouse Logistics Association ("IWLA"). I certify my organization's compliance with this application that, when accepted by IWLA, becomes a contract.

In accordance with the provisions of the rules and regulations governing exhibits and sponsorships during the 2027 IWLA Convention & Expo at the El Conquistador Resort (actual exhibit dates May 2-4, 2027), Exhibitor agrees that:

a. Exhibitor shall be responsible for making its exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold harmless the IWLA from any consequences of exhibiting companies who fail in this regard.
b. Exhibitor grants the IWLA any and all rights to use exhibitor's name and logo to market and promote the 2027 IWLA Convention & Expo.
c. Exhibitor agrees for itself and its employees to indemnify and hold harmless the IWLA for any claims for personal injury, business interruption, loss of profits, worker's compensation or any other claim arising out of the exhibitor's participation in or attendance at any IWLA event.
d. Exhibitor agrees to conduct itself in a professional and businesslike manner at all times during the event. Any violation of said conduct standard shall subject Exhibitor to dismissal from the Event without a refund. Furthermore, Exhibitor agrees to exhibit for the duration of the posted exhibit hall hours. Early teardown may result in forfeiture of future exhibiting opportunities.
e. Exhibitor agrees not to organize any social event, session, or meeting during any officially scheduled IWLA Convention & Expo events.

IWLA is a private, not-for-profit organization and reserves the right to reject any exhibit application.