



35th General Assembly of the International Organization for Standardization (ISO)  
September 17 – 22, 2012 | San Diego, California  
Hosted by the American National Standards Institute (ANSI)  
**sponsorship opportunities**

**A**s one of the world's leading producers of International Standards, the International Organization for Standardization (ISO) is a key player in the development of global markets for a very broad spectrum of subjects.

Each year, a host country organizes a multi-day forum that brings together more than 600 delegates and accompanying persons from ISO's more than 160 member countries. The purpose of this event, known as the ISO General Assembly, is to provide a central venue for the discussions that will shape the direction of ISO's future products, services, and systems.

On September 17 – 22, 2012, the United States, via the American National Standards Institute (ANSI), will play host to the world's standardization community as ANSI welcomes ISO to San Diego, California.

Since ISO's founding in 1947, ANSI has helped to propel ISO's work by representing U.S. interests at the table where ISO standards and policies are developed. ANSI serves as the focal point for U.S. parties interested in ISO standards development, and as the nation's representative to the ISO for all U.S. technical and policy contributions.



## Why the United States Is Hosting ISO 2012

- Leadership** To demonstrate the U.S. commitment to leadership in various industries and in ISO
- Opportunity** To enable more U.S. experts to understand how International Standards open global markets and lead to greater market access
- Awareness** To promote a set of standards development and conformity assessment processes that are open, balanced, and transparent within the broader international community
- Understanding** To help executives in industry and government understand the importance of both globally relevant International Standards and their related compliance activities
- Alignment** To demonstrate to world markets that U.S. and ISO standardization activities are closely aligned
- Visibility** To showcase U.S. technology and innovation to colleagues around the globe
- Economy** To save these U.S. experts the time and expense of traveling to another nation



## Sponsorship Opportunities

To ensure our best possible event on behalf of all ISO participants from the U.S. and abroad, we ask your organization to kindly consider sponsoring ANSI's hosting of the ISO General Assembly 2012 in San Diego. Please find at right information on the various proposed sponsorship levels and the valuable benefits provided to organizations sponsoring at each level. Sponsors may commit to specific financial contributions, in-kind contributions of needed equipment and supplies (such as IT equipment, software, photocopying paper, office supplies, delegate welcome kits, etc.), or sponsorship of specific events (such as coffee breaks, lunches, the welcoming reception, or the gala dinner).

## Diamond Sponsor

**\$100,000 contribution**

- Recognition at opening and closing sessions
- Sponsorship of specific meeting events and activities
- Participation in General Assembly (GA) press conference and inclusion of company logo on event press releases
- Booth and/or tabletop display at the registration and Internet Café areas
- Prominent on-site exposure via logos, banners, and signage
- Distribution of company logo conference souvenir
- Inclusion of gifts and printed materials in attendee welcome kits
- Inclusion of corporate logo and link on meeting website
- Use of ISO GA 2012 meeting logo on "Official Sponsor" letterhead
- Plaque for recognition as Diamond Sponsor

## Platinum Sponsor

**\$50,000 contribution**

- Recognition at opening and closing sessions
- Sponsorship of specific meeting events and activities
- Booth and/or tabletop display at the registration and Internet Café area
- Prominent on-site exposure via logos, banners, and signage
- Inclusion of gifts and printed materials in attendee welcome kits
- Inclusion of corporate logo and link on meeting website
- Use of ISO GA 2012 meeting logo on "Official Sponsor" letterhead
- Plaque for recognition as Platinum Sponsor

## Gold Sponsor

**\$25,000 contribution**

- Recognition at opening and closing sessions
- Sponsorship of specific meeting events and activities
- Tabletop display at the registration and Internet Café area
- Prominent on-site exposure via logos, banners, and signage
- Inclusion of gifts and printed materials in attendee welcome kits
- Inclusion of corporate logo and link on meeting website
- Use of ISO GA 2012 meeting logo on "Official Sponsor" letterhead
- Plaque for recognition as Gold Sponsor

## Silver Sponsor

**\$15,000 contribution**

- Recognition at opening and closing sessions
- Sponsorship of specific meeting events and activities
- Inclusion of printed materials in attendee welcome kits
- Inclusion of corporate logo and link on meeting website
- Use of ISO GA 2012 meeting logo on "Official Sponsor" letterhead
- Prominent on-site exposure via logos, banners, and signage
- Plaque for recognition as Silver Sponsor



## Sponsorship Commitment

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### In-Kind Contribution Sponsorship\*

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### Specific Event Sponsorship\*

- Please contact us to discuss possible options and cost.

\*All sponsorships are tax deductible under the fullest extent of the law.



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F: 212.398.0023

E: [scornish@ansi.org](mailto:scornish@ansi.org)

If responding via e-mail,  
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### Sponsor Commitments

All contributions will support  
ANSI and its hosting of ISO  
2012 in San Diego, and  
other international ISO policy  
and management meetings,  
as appropriate.

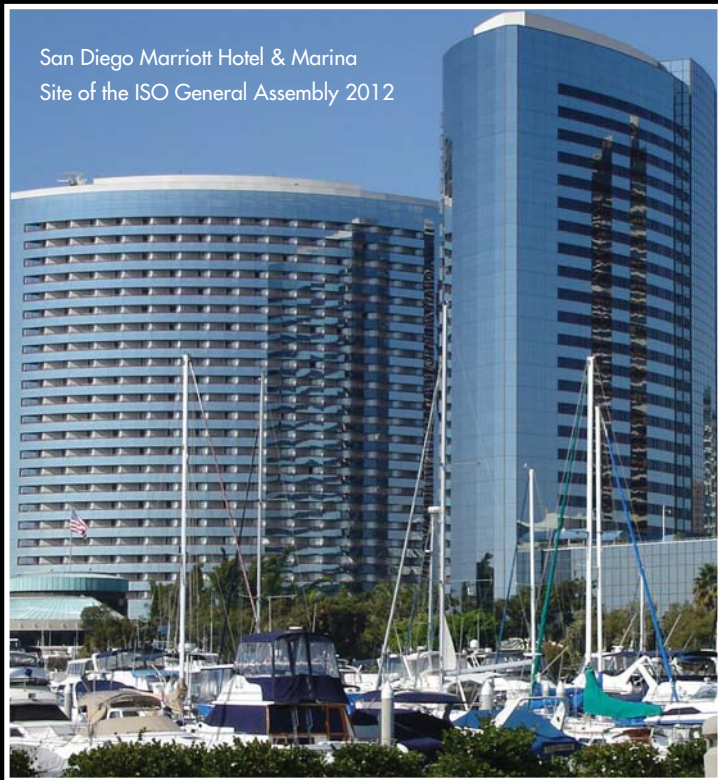
### Bronze Sponsor \$10,000 contribution

- Recognition at opening and closing sessions
- Prominent on-site exposure via logos, banners, and signage
- Inclusion of printed materials in attendee welcome kits
- Inclusion of corporate logo and link on meeting website
- Use of ISO GA 2012 meeting logo on "Official Sponsor" letterhead
- Plaque for recognition as Bronze Sponsor

### General Sponsor \$5,000 contribution

- Recognition at opening and closing sessions
- Prominent on-site exposure via logos, banners, and signage
- Inclusion of corporate logo and link on meeting website
- Use of ISO GA 2012 meeting logo on "Official Sponsor" letterhead
- Plaque for recognition as General Sponsor

San Diego Marriott Hotel & Marina  
Site of the ISO General Assembly 2012



35th General Assembly

International Organization for Standardization (ISO)

September 17 – 22, 2012 | San Diego, California

FOR MORE INFORMATION

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