Lottery – Order of Selection Criteria

1. Sponsorship Level

2. Category Level within each Sponsorship Level

3. Lottery Number (established on 3/30)
Lottery - Category Levels

- Category 1: 6 plus years
- Category 2: 4-5 years
- Category 3: 2-3 years
- Category 4: 1 year (new sponsors)
Factors Considered When Establishing the Categories

• Used internal data from 2016 onward

• Credit given in years where a business partner had an active corporate sponsorship (including 2023)

• Years do not need to be consecutive
**APRIL**
- 11 – Webinar – Sponsorships in Detail
- **13–28** – Booth Selection Calls (Zoom)
- 26 – Webinar – 1st Time Partners
- 28 – First Sponsorship Deadline (Meeting Bags)

**MAY**
- 10 – Webinar – Badge Assignment, Housing, Online Portal

**JUNE**
- 7 – Webinar – Ordering Items and Services
- 30 – Major Sponsorship Deadline

**JULY**
- 14 – Final Sponsorship Sales Deadline
- 14 – ILTACON Housing Block Closes
- 25 – Webinar – What to Expect at ILTACON
- 28 – Asset Deliverables Due/Sponsorships
- 31 – Deadline to Request Function Space

**AUGUST**
- 1 – GES Discount Date
- 20 – REGISTRATION OPENS On Site!
SAVE THE DATES

All webinars will be recorded and posted online for viewing at a later date.

Iltacon.org/about/webinars
Please don’t hesitate to reach out to your BP contact should you have any questions.