2026

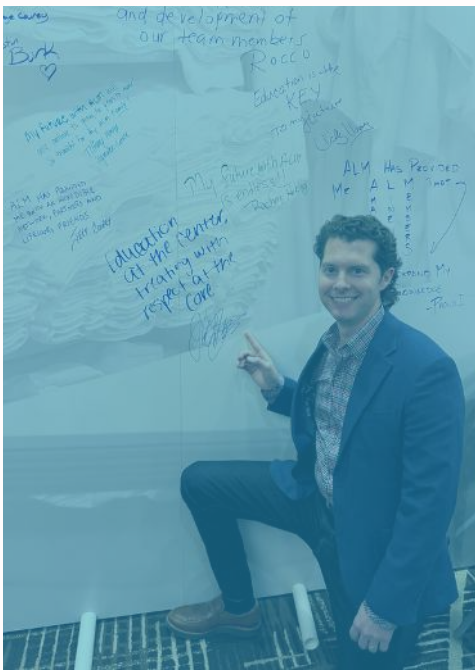
Partner with **ALM** to connect your brand with the leaders shaping the future of laundry and linen management. From hands-on events to digital engagement, our sponsorship opportunities put your organization in front of the industry's most engaged professionals year-round.

SPONSORSHIP OPPORTUNITIES

BUILD CREDIBILITY.

EXPAND YOUR REACH.

DRIVE REAL CONVERSATIONS.



CONFERENCES & EVENTS

SPONSORSHIPS

BE WHERE THE INDUSTRY CONNECTS, LEARNS, AND LEADS.

ALM events unite decision makers, managers, and innovators who drive textile care forward. Whether at **IMPACT, ELEVATE,** or the **Laundry & Linen College,** your sponsorship positions you at the center of industry dialogue: *where business relationships form and ideas turn into action.*

From executive roundtables to hands-on workshops, ALM events deliver more than exposure. They offer **connection, credibility, and community** — putting your brand face-to-face with the people shaping industry progress every day.

FUELING CONNECTIONS

TURN VISIBILITY INTO PARTNERSHIPS, OUTCOMES, AND GROWTH.

2026 IMPACT
GRAND HOTEL GOLF RESORT & SPA
ALABAMA GULF COAST

MARCH 2-5, 2026

IMPACT is ALM's premier event, uniting the industry's leaders with education, networking and collaboration at the Marriott Grand Resort in Point Clear, Alabama. **Rated 9.8/10 by participants,** IMPACT is where operators, vendors, and executives shape the future of laundry and linen management.

- **Visibility.** Your brand stands out in front of decision-makers. 90% of attendees hold management or leadership roles.
- **Credibility.** Align with the industry's most trusted association and its most highly rated event.
- **Outcomes.** Sponsorship connects your brand directly to the conversations, partnerships, and purchasing decisions driving the industry forward.

SPONSOR THE EVENT WHERE LEADERS, PARTNERS, AND INNOVATORS CONNECT.

IMPACT 2026 MARRIOTT GRAND RESORT POINT CLEAR, ALABAMA

MARQUEE OPPORTUNITIES

HIGH-IMPACT OPPORTUNITIES

Put your brand at the center of IMPACT's most memorable moments: the receptions, keynotes, and gatherings that define the conference.

- **MAXIMUM EXPOSURE**
  - Gain visibility at the most attended events.
- **INDUSTRY PRESTIGE**
  - Align your brand with ALM leaders and keynote speakers.
- **STRONGER CONNECTIONS**
  - Build relationships with key decision-makers.
- **LASTING IMPACT**
  - Leave a lasting impression beyond the conference.

EVENING EVENT

Own the spotlight at IMPACT's signature celebration. Gain premium branding, on-stage recognition, and unmatched visibility during the conference's most talked-about evening.

$10K | **3 AVAILABLE**

LEGACY RECEPTION

Host an exclusive gathering with ALM leadership, speakers, and VIPs. Position your brand as the connector that welcomes top industry voices to IMPACT.

$12K | **SOLD**

WELCOME RECEPTION

Make the first impression. Showcase your brand as attendees arrive, with visibility on signage, napkins, and digital promotions that mark the start of their experience.

$8.5K | **1 AVAILABLE**

KEYNOTE SPONSOR

Align with the ideas that shape the future. Feature your brand alongside IMPACT's headline speakers and gain recognition in pre-event promotions and live session branding

$8.5K | **SOLD**

BRAND INTEGRATION

Hands-On Visibility with Attendees

Keep your brand top-of-mind with placements that put it directly in attendees' hands during key moments.

MOBILE APP

Stay in every hand with branding on the official conference app.

$6K | SOLD

WELCOME BAG

Your logo on every attendee's welcome bag from day one.

$4K | SOLD

PAD & PEN

Be seen in every session with branded notepads and pens.

$4K | SOLD

WATER BOTTLE

Keep your brand in hand with logoed reusable bottles for every attendee.

$8K | SOLD

NETWORKING & ENGAGEMENT

Shared Moments, Personal Connection

Connect your brand to the conversations and breaks where relationships are built.

SESSION SPONSOR

Connect your brand to insights with logo placement on educational sessions.

$5K | 6 AVAILABLE

TRANSPORTATION SPONSOR

Welcome attendees with branded airport shuttles that turn the ride into their first networking experience.

$3.5K | 1 AVAILABLE

MEAL SPONSORS

IMPACT LUNCHEON

Fuel connections at ALM's signature lunch with branding and visibility throughout the event.

$6K | 1 AVAILABLE

RECHARGE SPONSORS

BREAK SPONSORS

Be part of every pause. Gain visibility as attendees recharge and connect between sessions.

$4K | 3 AVAILABLE

LUNCH & LEARNS

Showcase your brand with a 10-minute main-stage presentation during lunch, reaching the full audience at once.

$5K | 2 AVAILABLE

YOUR AUDIENCE AT IMPACT

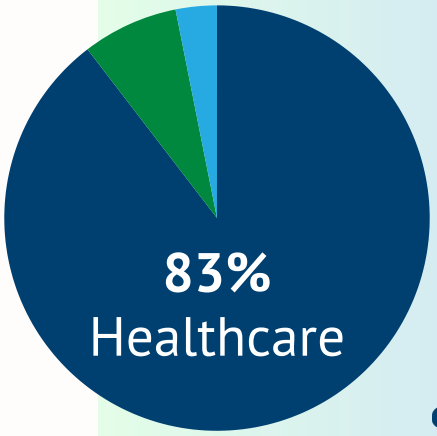
At IMPACT, you're not just attending a conference, you're in the room with the people who matter most. The event brings together the decision-makers, innovators, and rising leaders who are shaping the standards, strategies, and future of laundry and linen management.

The People in The Room

Leaders shaping the Future of Textile Care

- **OPERATORS** – directors, managers, and executives from healthcare, hospitality, and institutional laundries.
- **INNOVATORS & PARTNERS** – equipment, chemical, textile, and technology suppliers shaping the next wave of solutions.
- **RISING LEADERS** – emerging professionals advancing through ALM training and certification.

IMPACT ATTENDEES BY SEGMENT



2% CORRECTIONS

13% HOSPITALITY

48% of IMPACT Attendees are decision-makers

The Sponsor Advantage

Where visibility turns into influence and results.

- **Reach the people** who choose vendors, approve budgets, and drive purchasing decisions.
- **Align your brand** with those who set the standards and strategies for the industry.
- **Build relationships that grow into long-term partnerships.**

The IMPACT Advantage

Results you can measure

- **Rated 9.8/10** by attendees
- **Hundreds of participants** from across North America
- A powerful mix of **operators and suppliers** — creating unmatched opportunities for collaboration

IMPACT 2026

MARCH 2-5, 2026

Looking for something different? Let's build a custom sponsorship together.

sbrobeck@almnet.org (859) 624-0177

LAUNDRY & LINEN™ COLLEGE 2026

Association for Linen Management

SPONSORSHIP Opportunities

CHAMPION INDUSTRY TALENT

Elevate skills.
Empower leaders.
Strengthen the industry.

Laundry & Linen College is where the industry comes to learn, grow, and connect.

Twice a year, professionals from hospitals, hospitality, and commercial laundries gather for a week of hands-on training that's rated 9.8/10 by past attendees.

When you sponsor, your brand takes center stage in this trusted program. It shows you're committed to building smarter, safer, more efficient operations—and to supporting the people who keep our industry moving. **Sponsorship means visibility, impact, and a lasting role in shaping the next generation of laundry and linen leaders.**

Title Sponsor - $5,000

SOLD

Your brand featured throughout the program—signage, materials, and opening/closing recognition. Positioned as the lead partner of Laundry & Linen College.

Meal Sponsor- $2,500

2 Available

Be front and center during breakfast or lunch, with your logo on signage, in the program, and thanked during the meal.

Scholarship Sponsor - $1,850

Open doors for a future leader by covering tuition. Recognition in program, website, and announcements.

All Sponsors Receive:

- Recognition in event promotions, onsite signage, and program materials
- Visibility as a champion of industry talent and leadership
- Direct connection with professionals shaping the future of laundry & linen management

Opportunities are limited and available on a first-come basis.

9.8
RATED OUT OF 10
by past attendees

Interested in Sponsoring?
Contact us to get started.

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(859) 624-0177

ALM's digital channels reach professionals where they work and learn, **providing year-round opportunities to connect with an engaged audience.**

Through **webinars, virtual roundtables, and targeted online campaigns,** sponsors can showcase their expertise and stay top of mind across the industry.

Choose from a range of **individual Digital Engagement Sponsorships** for focused visibility, or simplify your strategy with our new **Digital Engagement Bundles**, designed to deliver continuous exposure across multiple channels while offering valuable savings.

No matter which you choose, your brand stays part of the conversation: **every week, every platform, all year long.**

DIGITAL ENGAGEMENT SPONSORSHIPS

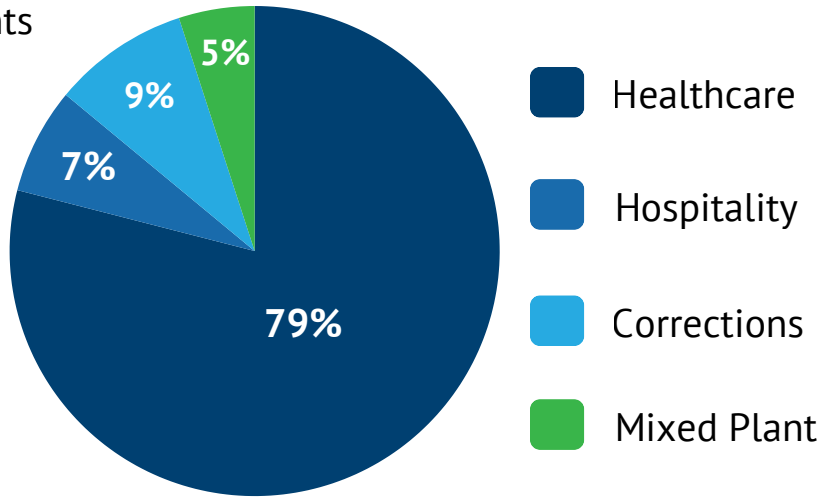
STAY VISIBLE.
STAY RELEVANT.
STAY CONNECTED.

DIGITAL REACH AT A GLANCE

WHERE YOUR BRAND CONNECTS WITH OPERATORS, DIRECTORS, AND DECISION-MAKERS ALL YEAR LONG.

AUDIENCE MAKEUP

Industry Segments



SOCIAL MEDIA MONTHLY DATA

Total Impression	Total Engagement	Total Followers
105K+	1.13K+	2,368

180 Avg. Webinar or Roundtable Registrants

4.8K Monthly Website Visitors

3.1K+ Email Subscribers

95% DELIVERY RATE

30% OPEN RATE

Position your company where they already are.
Secure Your Digital Presence Today.

sbrobeck@almnet.org

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SPACES LIMITED. LOCK IN YOUR BUNDLE EARLY FOR 2026.

DIGITAL ENGAGEMENT BUNDLES

STAY VISIBLE. STAY RELEVANT. STAY CONNECTED.

- Reach decision-makers
- Showcase thought leadership
- Drive engagement & leads
- Save up to 40%

Turn visibility into INFLUENCE.

ALM's Digital Engagement Bundles put your brand directly in front of **operators, directors, and vendor partners** who make purchasing decisions every day.

With bundled access to our most powerful digital channels like webinars, executive roundtables, targeted email campaigns, and social media spotlights. **You'll reach the right people at the right time, all year long.**

The Result? MORE LEADS. STRONGER RELATIONSHIPS. GREATER ROI.

And with savings of up to 40% compared to buying individually, your sponsorship dollars go further while keeping your company top of mind across the industry.

DIGITAL VISIBILITY STARTER - LIMIT 2

- 1 Social Media Spotlight ($500)
- 1 Targeted Email Campaign ($1,500)
- 1 Webinar or Roundtable Sponsorship ($1,500)
- 1 month website ad ($1,000)

Individually $4,500 → **$3.5K**
Save $1,000

DIGITAL THOUGHT LEADER - LIMIT 2

- 2 Webinars ($5,000)
- 1 Roundtable Sponsorship ($1,500)
- 2 Social Media Spotlights ($1,000)
- 1 Targeted Email Campaign ($1,500)
- 1 month website ad ($1,000)

Individually $8,500 → **$6.5K**
Save $2,000

ALL-YEAR DIGITAL PRESENCE - LIMIT 1

- 2 Webinars Sponsorship ($3,000)
- 2 Roundtable Sponsorships ($3,000)
- 4 Social Media Spotlights ($2,000)
- 2 Targeted Email Campaigns ($3,000)
- Website Ad Package (est. $2,500)
- 10 Friday Fold-Up advertisement ($5,000)

Individually $18,500 → **$10K**
Save $8,500

Decision-Makers Don't Wait for Events. They're Online Year-Round.

SPACES LIMITED. LOCK IN YOUR BUNDLE EARLY FOR 2026.

Digital Marketing Opportunities

Boost visibility and credibility by promoting your brand through ALM's digital platforms, where industry professionals ***connect***, ***learn***, and ***engage*** year-round.

Webinars -$2,500

Take control of the conversation with a custom webinar built around your brand. You create the content — we deliver the audience, promotion, and results.

Social Media Posts-$500

Boost visibility by having ALM share your message across our active online community.

Roundtables -$500

Establish thought leadership by sponsoring or facilitating a quarterly roundtable. Includes logo promotion, webpage feature, and optional 30-second video.

Direct Email -$500

Reach 2,400+ laundry professionals directly with a custom "Industry Insider Email" campaign handled by ALM.

Interested in these opportunities?
Contact us to get started.

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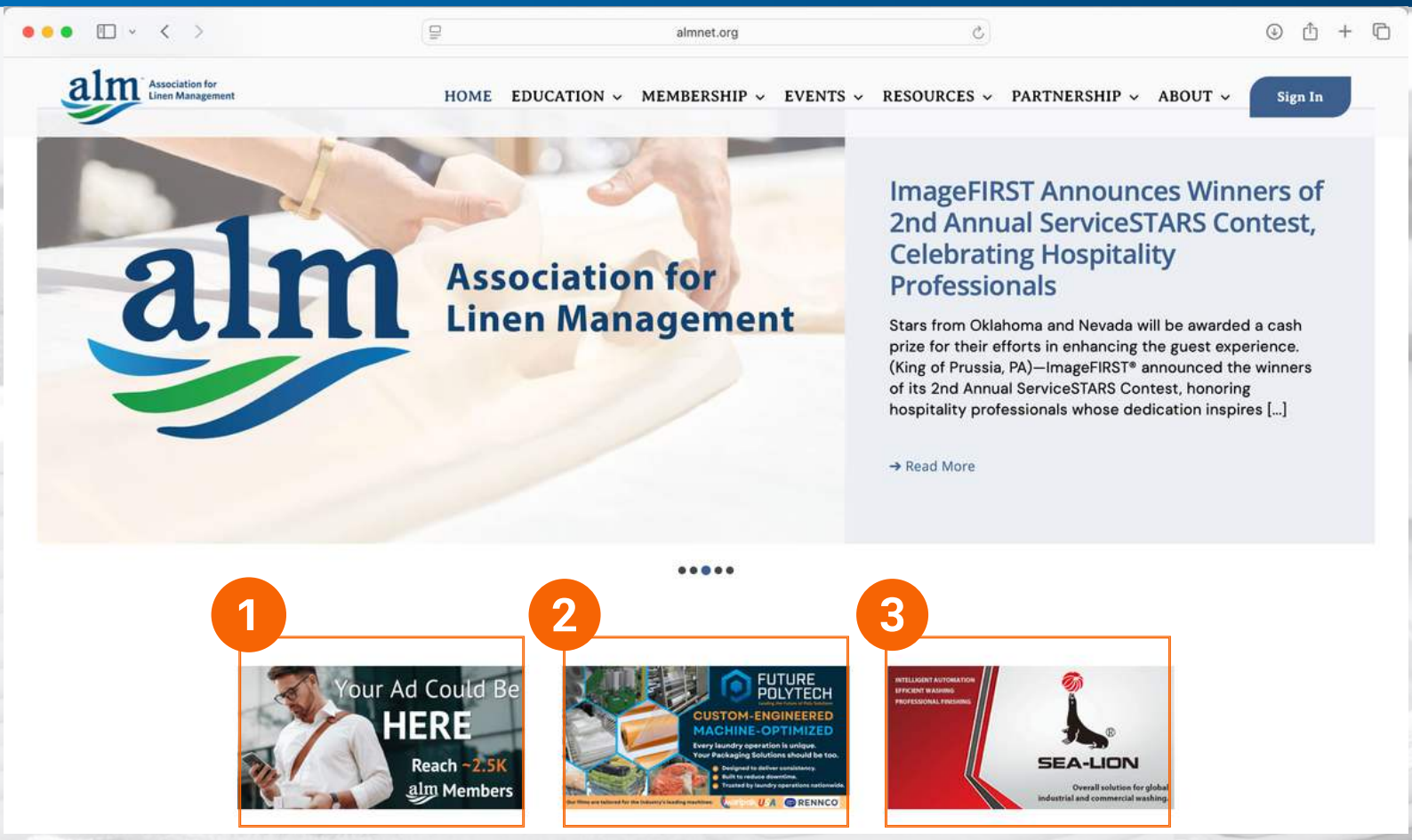
Website Ad Opportunities

Your brand. Their next click. Strategic ad placements that deliver measurable results.



1

Left Static Banner
$6,000/ A Year

651x325 Pixels

1 Available

2

Middle Static Banner
$6,000/ A Year

651x325 Pixels

1 Available

3

Right Rotating Banner
$2,500/ A Year

651x325 Pixels

10 Available

Interested in these opportunities?

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Advancing Excellence. Together.

Because when education, innovation, and leadership connect — the entire industry rises.

alm™

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