



Exhibitions and Events Mean Business

[www.iaee.com](http://www.iaee.com)

# 2015

## Online & Print Advertising Opportunities

Contact:

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Opportunity	Member Cost	Non-Member Cost
<p><b>The Source</b> A <u>monthly</u> digital newsletter sent to over 8,500 professionals in the exhibitions and events industry. The purpose of the Insider is to inform its audience about the products and services of IAEE. It is a compilation of the events and resources IAEE has to offer.</p>	<p>Top Banner: \$15,000 annually <b>SOLD</b> 173 X 151: \$3,500 net for 3 months Bottom lower banner: 600 x 80: \$2,750 net for 3 months</p>	<p>Annually: \$28,200 net</p>
<p><b>IAEE Web site.</b> Place your banner ad on the web site of the trade show industry's premier resource. IAEE members and non-members visit IAEE.com to get the latest industry news, and to find out more about events &amp; education, CEM, membership, industry research, and other industry insights. <b>IAEE.com</b> <b><u>Cumulative Site Statistics per Google Analytics (1/1/2014-11/30/2014)</u></b> Number of Visits: 275,529 Unique Visitors: 185,669 Page Views: 618,423 Average Session Duration: Two minutes, two seconds</p>	<p>\$1,500 month (home page)  <u>Size:</u> 173x151 (home page)  <u>Format:</u> JPG or GIF  <u>Max file size:</u> 500KB</p>	<p>\$1,680 month (home page)</p>
<p><b>Expo! Expo! Annual Meeting Show Program (Print)</b> All Attendees receive it at show site and refer to it during the meeting. It is also used as a reference tool throughout the year. Place your order early as these ads sell quickly!  Front Cover Half Flap &amp; Inside Front Cover Fold Out <b>On Hold</b> Back Cover <b>On Hold</b> Inside Back Cover <b>On Hold</b>  Full-page, four-color Index Tab Ad (\$2450 net) Full-page, black &amp; white (\$1450 net)</p>	<p><u>Deadlines</u> Space: 11 September 2015 Materials: 9 October 2015  \$7480 net \$4950 net \$3850 net \$2450 net \$1450 net</p>	<p>    \$8976 net \$5940 net \$4620 net \$2940 net \$1740 net</p>
<p><b>E-mail Sponsorships (exclusive)</b> Place your message (banner ad or logo) in every promotional communication (exceptions include: News Releases, special invitations, governance-related, IAEE Insider) sent by IAEE. Maximum of 1 sponsor per 13 week cycle. Message must be approved by IAEE. IAEE to determine the size of the template and banner ad/logo. Banner Ad Size: 725x140 Format: JPG First quarter: <b>SOLD</b>; second quarter: <b>SOLD</b>; third quarter <b>SOLD</b>; ; fourth quarter: <b>SOLD</b></p>	<p>\$3000 net per 13 week cycle <b>SOLD</b></p>	<p>\$3600 net per 13 week cycle</p>
<p><b>Expo! Expo! E-mail Sponsorship (SOLD)</b> Place your message (banner ad or logo) in every dedicated electronic communication sent by IAEE. IAEE will provide specifications for banner ad/logo. Approximately 12-15 e-mails will be sent Banner Ad Size: 790 x 90</p>	<p>\$3000 net <b>SOLD</b></p>	<p>\$3600 net</p>
<p><b>Expo! Expo! Event Site (must be an exhibitor)</b> Place your banner ad on the web site of the trade show industry's must-attend face-to-face event. Expo! Expo! is the only place where key decision makers and leaders in the exhibitions and events industry meet with their peers to enhance their own professional development and business partnerships.</p>	<p>\$1,000 month <u>Size:</u> 173x151 <u>Format:</u> JPG or GIF</p>	<p>\$1,200 month</p>



## IAEE-TV

IAEE announces the launch of IAEE-TV with strategic partner Convention News Television (CNTV) who will produce a customized, web-based video channel to feature the exhibitions and events industry in action. Beginning this summer, your company or destination's message will be a click away from every IAEE exhibition and event organizer member. This 5 to 7 minute online newscast will highlight IAEE members' events as best practices to showcase new ideas, news and trends in the face-to-face industry from a timely and newsworthy perspective. IAEE-TV will feature more than 25 newscasts annually on [www.iaee.com](http://www.iaee.com) (see site statistics under sponsorship benefits) and is accessible to the general public to serve as an educational conduit to the multitude of benefits created by face-to-face events. Additionally, any breaking news features affecting IAEE members and the industry as a whole will be aired on this channel. IAEE-TV will include features from events across all industry sectors and will focus on what attendees are saying, what's working with new technologies, a look behind the scenes at events and much more to underscore the value of face-to-face events. IAEE members will be notified via e-mail and through its social media sites that a newscast is available for viewing.

This online newscast is another example of IAEE taking the lead in exploring the advantages of digital technology to enhance the way information is delivered and available to IAEE members.

### **IAEE-TV Sponsorship Benefits (per newscast):**

- Brand recognition as the sponsor of IAEE-TV at the opening and closing of the newscast
- Exclusive advertising rights
- Opportunity for sponsor staff member to deliver a one-on-one interview with your company representative on a topic of your choice **or** provide a 30 second pre-recorded commercial that will air within the first half of the show
- Show off your brand in a 30 second pop up banner with your logo displayed at the bottom of the screen
- Showcase your logo and messaging during the entire newscast below the video player
- IAEE.com cumulative site statistics for dates 1/1/2014-11/30/2014: Number of visits: 275,529; Number of unique visitors: 185,669

Don't miss your opportunity to reach your target audience in a matter of minutes on IAEE-TV's online newscast.

Cost: \$7500 (member)

Cost: \$9000 (non-member)