

2015 Expo! Expo! Sponsorship Levels and Benefits

All sponsors receive maximum exposure to the Expo! Expo! audience before, during and after the event. Your company may choose any combination of sponsorships to build the most effective traffic-building program possible. All sponsors must be exhibitors in Expo! Expo! and will receive onsite signage recognition.

Platinum Sponsor **\$50,000+**

- Platinum recognition sign to be displayed in your booth
- Recognition in the onsite program
- Complimentary 10x10 exhibit space
- Link from the Expo! Expo! event site to the sponsor's Web page
- 4 Invitations to the Chairman's Private Reception
- 4 free meeting registration passes
- Name and logo in November Expo! Expo! e-mails
- 25% discount on IAEE advertising opportunities

Gold Sponsor **\$20,000+**

- Gold recognition sign to be displayed in your booth
- Recognition in the onsite program
- Link from the Expo! Expo! event site to the sponsor's Web page
- 2 Invitations to the Chairman's Private Reception
- 2 free meeting registration passes
- 20% discount on IAEE advertising opportunities
- Company name in November Expo! Expo! e-mails

Silver Sponsor **\$10,000+**

- Silver recognition sign to be displayed in your booth
- Recognition in the onsite program
- Link from the Expo! Expo! event site to the sponsor's Web page
- 1 Invitation to the Chairman's Private Reception
- 1 free meeting registration pass
- 15% discount on IAEE advertising opportunities

Bronze Sponsor **\$5,000+**

- Bronze recognition sign to be displayed in your booth
- Recognition in the onsite program
- Link from the Expo! Expo! event site to the sponsor's Web page
- 10% discount on IAEE advertising opportunities

Contributor **\$1,000+**

- Contributor recognition sign to be displayed in your booth
- Recognition in the onsite program

Expo! Expo! IAEE's Annual Meeting & Exhibition Opportunities (pages 3-7)

ALL SPONSORS will be recognized in the following meeting-related publications as well as any additional benefits listed under specific opportunities: Expo! Expo! Onsite Program, and signage at the meeting.

Opportunities	Net Member Cost	Net Non-Member Cost
General Session If incredible exposure is what you want, this is a great opportunity! You will be recognized from the podium and be given an opportunity to address the audience.	\$25,000 SOLD	\$30,000
IAEE Luncheon – General Session If incredible exposure is what you want, this is a great opportunity! You will be recognized from the podium and be given an opportunity to address the audience.	\$25,000 SOLD	\$30,000
IAEE Luncheon Keynote Speaker The Keynote Speaker will have everyone's attention at the IAEE Luncheon and showcase your organization as the provider of this important speaker. Recognition in the onsite guide as well as during the luncheon makes this a prime spot to get noticed.	\$10,000 SOLD	\$12,000

Expo! Expo! IAEE's Annual Meeting & Exhibition Opportunities (continued)

Opportunities	Net Member Cost	Net Non-Member Cost
Chairman's Private Reception Host an intimate gathering for many of the most influential people in the industry before the Gala. You may have up to four representatives attend this function.	\$10,000 <i>On Hold</i>	\$12,000
Expo! Expo! E-mail Sponsorship Place your message (banner ad or logo) in every dedicated electronic communication sent by IAEE. IAEE will provide specifications for banner ad/logo. Message must be approved by IAEE.	\$4,000 net SOLD	\$4,800 net
Tote/Registration Bags Be one of a maximum of two sponsors to receive unsurpassed recognition with your logo prominently placed on the tote bags carried by all of our attendees during and well after the meeting.	Cost + \$3,000 SOLD	Cost + \$3,600
Expo! Expo! E-mail Registration Confirmations Receive maximum exposure by placing your message (banner ad or logo) to all Expo! Expo! attendees after they register for the meeting. IAEE will provide the specifications for the banned ad/logo.	\$3,000 net	\$3,600 net

Expo! Expo! IAEE's Annual Meeting & Exhibition Opportunities (continued)

Opportunities	Net Member Cost	Net Non-Member Cost
Industry Leadership Dinner (Monday, 30 November) Four of your representatives may attend this exclusive opportunity to host some of the most influential people in our industry, and you will be able to briefly address the group. (*Dinner venue may be listed, if no conflict with sponsor. The sponsor listing will take precedence).	\$17,500	\$21,000
Executive Breakfast (Wednesday, 2 December) Hailed as one of the best events at Expo! Expo!, this C-level breakfast is a great opportunity to share ideas with the leaders in the industry.	\$15,000 SOLD	\$18,000
First Timers' Experience IAEE offers a unique opportunity for new show organizer members who have never attended Expo! Expo! Includes a special orientation luncheon for first-time attendees. Newcomers make new friends and receive guidance on navigating the meeting. Maximum of 2 sponsors.	\$15,000 per sponsor Co-sponsorship available	21,000 per sponsor
Summit Club This is the Lounge for our most tenured members (over 10 years). They can register, meet or just relax in a setting determined by you. Four passes are made available to your company and we provide the food and beverage throughout.	\$10,000 SOLD	\$12,000

Expo! Expo! IAEE's Annual Meeting & Exhibition Opportunities (continued)

* Does not include CEM Learning Programs

Opportunities	Net Member Cost	Net Non-Member Cost
Grand Prize Giveaway Awarded at the Chairman's Closing Party, this sponsorship is one of the most exciting for attendees!	<i>Cost of prizes (\$7,500 minimum) + promotional fee to IAEE</i>	<i>Cost of prizes (\$7,500 minimum) + promotional fee to IAEE</i>
Lanyards Your company name could appear on the lanyards provided to every attendee. This is great constant exposure for the entire meeting.	<i>Cost + \$2,500</i> SOLD	<i>Cost + \$3,000</i>

Expo! Expo! IAEE's Annual Meeting & Exhibition Opportunities (continued)

Opportunities	Net Member Cost	Net Non-Member Cost
Title Sponsor of Education Program This sponsor receives exposure in all collateral regarding the education sessions including onsite signage and the onsite guide.	\$20,000 SOLD	\$24,000
Registration Bag Stuffers Add a promotional item directly in the registration bag--great for driving booth traffic. Space is limited to one insert per company and must be approved by IAEE. Sponsor is responsible for all insert costs.	\$2,000	\$2,400
Room Drops Deliver your message right to the hotel doors. Space is limited to one advertisement and must be approved by IAEE. Sponsor is responsible for all costs associated with ad and any hotel delivery costs.	Cost + \$2,000	\$2,400
IAEE TV YOU SAW THE CAMERAS ON THE EXPO! EXPO! SHOW FLOOR AND WATCHED THE DAILY HEADLINES FROM YOUR INBOX...NOW YOU HAVE A CHANCE TO BE A PART OF IAEE-TV! BECOME A SPONSOR AND USE THE POWER OF IAEE TV TO GET YOUR MESSAGE TO YOUR TARGET AUDIENCE	\$5,000 per day Two available	\$6,000 per day

CEM Learning Program Opportunities

The *CEM Learning Program* offers exhibition professionals an unparalleled opportunity to secure the most relevant and practical education available in exhibition management. The benefits of this education in the day-to-day operations of a successful exhibition professional are immediately apparent.

Opportunities	Net Member Cost	Net Non-Member Cost
CEM Title Sponsor		
The title sponsor receives exposure for all areas of the CEM Learning Program with signage at all CEM events. Includes the CEM Only Lounge exclusively for CEMs and focuses on networking opportunities.	\$30,000 SOLD	\$36,000
CEM Program Curriculum Sponsor (online)		
Sponsor the printed curriculum and your organization's logo will be printed on each.	\$7,000	\$8,400
CEM On Location		
Refreshment breaks on location are the perfect opportunity to target these candidates. Contact us for specific locations.	\$2,500 each	\$3,000 each
CEM Online Program (online)		
Your company's name and logo appears in all online promotion, as well as the CEM website. Over 200 candidates take on-line courses each year.	\$10,000	\$12,000
CEM Program at Springtime (8 April 2015)		
One full-day module will be presented in Washington, D.C. with approximately 35 candidates at ASAE. Sponsor the continental breakfast and afternoon break.	\$2,750	\$3,300
CEM Programs at Expo! Expo! 2015		
Twelve courses over two days with an estimated 360 candidates! Sponsor the continental breakfasts and afternoon breaks.	\$5,000 per day SOLD	\$6,000 per day
CEM in partnership with CAEM 2015 TBD	\$2,750 per day	\$3,300 per day

Other Opportunities

IAEE has several other events throughout the year that offer the perfect sponsorship opportunity, including the Future Leaders Institute, Web Conferences, and the IAEE Sales Academy.

Opportunities	Net Member Cost	Net Non-Member Cost
Krakoff Leadership Institute An intimate learning experience, the Krakoff Leadership Institute , brings together 30 individuals interested in learning more about themselves so they can be effective strategists, team contributors, group facilitators, innovators, learners, coaches and much more. This invitation-only event provides great networking opportunities with senior-level mentors.	\$35,000 Title Sponsor SOLD	\$36,000 Title Sponsor
Webinars Ten specialty learning opportunities are tailored to IAEE members with topics of interest chosen from member needs surveys, popular educational sessions from other events and the latest hot topics from the exhibition and events industry. The Title Sponsor provides exclusive rights to recognition before, during, and after each Webinar	\$25,000 Title Sponsor SOLD	\$30,000 Title Sponsor (exclusive) or \$3,850 each
IAEE President David DuBois' Friday Report Delivered to influential members of the exhibitions and events industry, the purpose of David DuBois' Friday Report is to provide all board members affiliated with IAEE news they need to know. Distribution list includes the following groups: IAEE Board of Directors, CEIR Board of Directors, IAEE Asia Pacific Office, IAEE Chapter Chairs and Vice Chairs, IAEE China Office, IAEE European Office, IAEE Public Events Council, IAEE Services Council, and ICEEM (The Center) Board of Directors	Frequency: 45 issues \$20,000 (exclusive)	Frequency: 45 issues \$24,000 (exclusive)

Expo! Expo! Priority Points – Exhibit Space Selection Policy

The updated policy for accumulation of priority points started in 2007 for the 2008 space draw. Exhibitors will be rewarded not only for the amount of exhibit space reserved, but also for years of participation as well as sponsorship and advertising support.

1. Exhibit space is assigned based on points accumulated by an exhibitor since the inception of the points tracking system from 1992-2014 at 1 point per 100 sq ft of exhibit space, *plus* points accrued yearly, beginning in 2007, based on: current exhibit space Reserved; exhibitor history; sponsorship and advertising Support. Newly added in 2012: One (1) extra point was awarded for turning in a contract early.
2. Any exhibitor that does not reserve Expo! Expo! exhibit space for two consecutive years will forfeit all its accumulated points.
3. Each exhibitor with 10 or more years of *consecutive* exhibiting will receive an 8" x10" sign to display in their exhibit at Expo! Expo!
4. For mergers and acquisitions, points are NOT cumulative. Only the higher points of the two companies involved are counted. When a company splits or separates into two different (distinct) companies, both companies will retain the accumulated points of the original company.
5. New points are added to an exhibitor's total immediately following their participation in the current exhibition for use in the next year's space draw, using the following point calculation.

Exhibit Space Reserved Points

1 Point for each 100 sq ft of exhibit space reserved-1992-2013	Points earned: _____	
1 Point for each <i>current</i> 100 sq ft of exhibit space reserved	Points earned: _____	
1 Point for turning in contract early	Points earned: _____	
	TOTAL Space Points	_____

History Points

1 Point for each year of exhibiting, plus	Points earned: _____	
2 Points for exhibiting the last 5-9 consecutive years or	Points earned: _____	
4 Points for exhibiting the last 10-14 consecutive years or	Points earned: _____	
6 Points for exhibiting the last 15-20 consecutive years	Points earned: _____	
	TOTAL History Points	_____

Sponsorship and Advertising Support Points

1/2 Point for every \$2,500 of sponsorship and/or advertising Support		
	TOTAL sponsorship and/or advertising Points	_____

GRAND TOTAL Priority Points for _____(year) _____