



IAEE
International Association
of Exhibitions *and* Events™

2010
Partnership Marketing
Sponsorship & Advertising Opportunities

Contact:

Rick Jennings
+1 (972) 687-9211
rjennings@iaee.com

IAEE -12700 Park Central Drive, Suite 308 - Dallas, TX U.S.A. - 75251 - +1 (972) 458-8002 ext. 111

2010 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, logo and click through in show issue of E2: Exhibitions & Events
- 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
- Name and click through in show issue of E2: Exhibitions & Events

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

NEW: Exhibitors will receive priority points in 2011 for all sponsorship and advertising dollars spent in 2011.

Expo! Expo! IAEE's Annual Meeting & Exhibition Opportunities (pages 3-8)

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, *E2 Exhibitions & Events*: IAEE's e-zine and signage at the meeting.

Opportunities	Net Member Cost	Net Non-Member Cost
<p>General Session—Opening Awards 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.</p>	<p>\$25,000 SOLD</p>	<p>\$27,500</p>
<p>General Session—Preview Luncheon 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.</p>	<p>\$25,000 SOLD</p>	<p>\$27,500</p>
<p>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.</p>	<p>\$10,000</p>	<p>\$12,000</p>
<p>General Session A highlight of each year, this high-energy event allows industry executives to take the stage and candidly discuss current hot topics. It gets so hot that drinks are provided!</p>	<p>\$10,000 SOLD</p>	<p>\$12,000</p>
<p>International Business Center This business center provides an enjoyable opportunity for international members, colleagues and guests to network and socialize with suppliers and those with international interests.</p>	<p><i>Call for pricing</i></p>	<p><i>Call for pricing</i></p>

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

Opportunities	Net Member Cost	Net Non-Member Cost
<p>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.</p>	<p><i>\$10,000</i> <i>SOLD</i></p>	<p><i>\$12,000</i></p>
<p>Tote/Registration Bags Be one of a maximum of four 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.</p>	<p><i>Cost + \$3,500</i> <i>SOLD</i></p>	<p><i>Cost + \$4,500</i></p>
<p>EXPO! EXPO! Digital Registration Brochure IAEE Annual Meeting Digital Registration Brochure combined with various other IAEE & industry related articles and information. Distributed to over 3,000 exhibition and event industry professionals worldwide.</p>	<p><i>\$5000</i></p>	<p><i>\$6500</i></p>

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

Opportunities	Net Member Cost	Net Non-Member Cost
<p>IAEE/CEIR/IAEE Services Board of Directors Luncheon</p> <p>Four of your representatives may attend this exclusive exposure with our leaders. (*Luncheon venue may be listed, if no conflict with sponsor. The sponsor listing will take precedence).</p>	<p>\$6,000 SOLD</p>	<p>\$7,500</p>
<p>Board of Directors Dinner</p> <p>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).</p>	<p>\$15,000 SOLD</p>	<p>\$17,500</p>
<p>Executive Breakfast</p> <p>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.</p>	<p>\$10,000 SOLD</p>	<p>\$12,500</p>
<p>First Timers' Experience</p> <p>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.</p>	<p>\$15,000 SOLD</p>	<p>\$17,500</p>
<p>Summit Club</p> <p>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.</p>	<p>\$10,000</p>	<p>\$12,500</p>

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

* Does not include CEM Learning Programs

Opportunities	Net Member Cost	Net Non-Member Cost
<p>Education Sessions & Workshops*</p> <p>We are offering you the chance to sponsor an entire meeting day! Be credited for each and every workshop throughout that particular day. Speakers' handouts will have a coversheet with your company's logo/name on the front! What a great opportunity to not only make an impact at the show but months and even years afterwards as the handouts are continually referred to by your customers. This does not include technical and audiovisual sponsors.</p>	\$15,000	\$17,500
<p>Grand Prize Giveaway</p> <p>Awarded at the Chairman's Closing Party, this sponsorship is one of the most exciting for attendees!</p>	\$10,000 plus the cost of the prize(s). \$5000 minimum	\$16,500
<p>Badge Holder</p> <p>Your company name and URL or your company name and logo will appear on the back of the badge holders provided to every attendee. This is great constant exposure for the entire meeting.</p>	\$3,500	Cost + \$4,000

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

Opportunities	Net Member Cost	Net Non-Member Cost
<p>Title Sponsor of Education Program This sponsor receives exposure in all collateral regarding the education sessions including onsite signage and the onsite guide.</p>	\$20,000 SOLD	\$22,000
<p>Chapter Challenge This very popular session is a creative and fun way to show off your organization.</p>	\$2,500	\$3,500
<p>Registration Bag Stuffers Add a promotional item directly in the registration bag--great for driving booth traffic. Space is limited to one insert and must be approved by IAEE. Sponsor is responsible for all insert costs.</p>	\$2,000	Cost + \$2,500
<p>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.</p>	Cost + \$2,000	Cost + \$2,500
<p>Customized Water Bottles Your company logo will be imprinted on eco-friendly water bottles to be distributed in the registration bags given to all attendees. Logo and recognition on water stations located on the show floor and conference areas. The sponsor will also be recognized as a Silver Sponsor and will be entitled to Silver Level Benefits.</p>	\$10,000	\$12,500

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

*Indicates an "advertising" opportunity and therefore company may NOT be included in the partnership marketing listings mentioned.

Opportunities	Net Member Cost	Net Non-Member Cost
<p>Advertising – Onsite Program *</p> <p>ATTENDEES RECEIVE IT ONSITE AND REFER TO IT DURING THE MEETING. IT IS UTILIZED AS A REFERENCE TOOL THROUGHOUT THE YEAR. Many options are available and discounts will be given for multiple ads. Place your order early as these ads sell quickly!</p>		
Front Cover Half Flap & Inside Front Cover Fold Out SOLD	\$8,800 net	\$10,450 net
Inside Back Cover SOLD	\$3,850 net	\$4,235 net
Back Cover SOLD	\$4,950 net	\$5,445 net
Full-page, four-color	\$2250 net	\$2,750 net
Full-Page, black & white	\$1250 net	\$1375 net
<p>Advertising – Trade Show Map</p> <p>The <i>Official 2010 Expo! Expo! Map & Guide</i> gives exhibitors an opportunity to put your brand right in the hands of nearly 2,000 attendees. As one of the featured exhibitors, your business-card-sized ad will be placed around the perimeter of the trade show floor layout. An arrow extends from your ad to your location on the show floor, directing attendees right to you. Your booth space is highlighted along with your company name & booth number in the list of exhibitors. With pertinent show information and a Map of New Orleans on the flip side, this Map is designed to be the one piece attendees use both on <i>and</i> off the show floor</p>	<p>\$995 (exhibit floor call-out ad) \$3000 (exclusive back cover-also includes exhibit floor call-out ad: SOLD)</p> <p>For more information, Contact: Alyssa Rosinski Map Your Show (207) 363-5634 or arosinski@mapyourshow.com</p>	

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.	\$25,000 <i>SOLD</i>	\$27,500
CEM Program Curriculum Sponsor		
Over 800 modules were sent to students in 2007. Sponsor the printed curriculum and your organization's logo will be printed on each.	\$7,000	\$8,500
CEM On Location		
Refreshment breaks on location are the perfect opportunity to target these candidates. Contact us for specific locations.	\$2,500 each	\$2,750 each
CEM Online Program		
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 Programs at Springtime		
One full-day module will be presented 26 May in Washington, D.C. with approximately 35 candidates at ASAE. Sponsor the continental breakfast and afternoon break.	\$2,750	\$3,025 each day
CEM Programs at Expo! Expo! 2010		
Twelve courses over two days with an estimated 360 candidates! Sponsor the continental breakfasts and afternoon breaks.	\$5,000 each day <i>SOLD</i>	\$5,500 each day
CEM in partnership with CAEM 2010		
Two full-day modules will be presented 25-26 March, June TBA, and 23-24 September. Sponsor the continental breakfasts and afternoon breaks.	\$2,750 each	
CEM at PCMA		
One full-day module will be presented 10 January 2010 with approximately 35 candidates. Sponsor the continental breakfast and afternoon break.	\$2,750	\$3,205 each day

Other Event Opportunities

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

Opportunities	Net Member Cost	Net Non-Member Cost
<p>Future Leaders Institute</p> <p>An intimate learning experience, the IAEE Robert L. Krakoff Future Leaders Institute, sponsored by Champion Exposition Services, 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.</p>	SOLD	\$30,000
<p>Web Conferences</p> <p>Eight 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 Web Conference.</p>	<p>\$25,000 Title Sponsor (exclusive) or \$3,500 each</p>	<p>\$27,500 Title Sponsor (exclusive) or \$4,000 each</p>
<p>Senior Executives Roundtable (July 13, 2010) Boston Convention & Exhibition Center Boston, MA</p> <p>The premier event for senior level executives. This is a hands-on full day of strategic visioning, scenario planning, sharing and extreme networking. Sponsor receives recognition on the event web site, signage at all networking events, including pre-event reception, continental breakfast and the cocktail reception.</p>	SOLD	\$30,000 Title Sponsor

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 1992-2008 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.
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-1992-2009 | Points earned: _____ | |
| 1 Point for each <i>current</i> 100 sq ft of exhibit space reserved | 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) _____