



IAEE
International Association
of Exhibitions *and* Events™

2009
Partnership Marketing
Sponsorship & Online Advertising Opportunities

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2009 Strategic Partners



2009 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 2010 for all sponsorship and advertising dollars spent in 2009.

Expo! Expo! IAEE's Annual Meeting & Exhibition Opportunities (pages 4-9)

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>	\$25,000 SOLD	\$27,500
<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>	\$25,000 SOLD	\$27,500
<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>	\$10,000	\$11,000
<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>	\$10,000 SOLD	\$11,000
<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>	Call for pricing	\$12,100

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
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 SOLD	\$12,000
Student Education Program Support the future of the industry by hosting the brightest college students in the country, studying to be a part of the industry in the near future!	\$6,600	\$7,300
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.	Cost + \$3,500 SOLD	Cost + \$4,500
Advertising – Onsite Program * 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!		
Front Cover Half Flap	\$6,050	\$6,655
Inside Front Cover	\$4,400	\$4,840
Inside Back Cover SOLD	\$3,850	\$4,235
Back Cover SOLD	\$4,950	\$5,445
Index Tab Ad (Four Color)	\$2,750	\$3,025
Non-Tab Ad (Black & White)	\$1,250	\$1,375
EXPO! EXPO! Registration Brochure IAEE Meeting Promotional Brochure combined with various other IAEE & industry related articles and information. Distributed to over 3,000 exhibition and event industry professionals worldwide.	\$5000	\$6000

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>\$5,500 SOLD</p>	<p>\$6,500</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</p>	<p>\$16,000</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</p>	<p>\$11,000</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>\$16,500</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>\$11,000</p>
<p>How to Work with Developing Markets</p> <p>An event that will focus on expanding business opportunities in developing countries around the world.</p>	<p>Not available in 2009</p>	<p>\$6,000</p>
<p>Refreshment Breaks</p> <p>Sponsor one of several refreshment breaks held throughout the conference. We can work with you to theme the event to help meet your marketing objectives.</p>	<p>\$7,500 per break</p>	<p>\$8,250 per break</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	\$16,500
<p>Golf Tournament Title Sponsor</p> <p>The Bobby Carl Memorial Golf Tournament is really a golf experience allowing attendees and exhibitors the opportunity to network and make deals on the course. The invitational also benefits the Jim Lynn Chapter Education Fund.</p> <p>Title Sponsor Breakfast (includes foursome in Tournament) Lunch (includes foursome in Tournament) Beverage Cart</p>	<p>\$10,000 SOLD</p> <p>\$5,500</p> <p>\$5,500</p> <p>\$2,000 SOLD</p>	<p>\$11,000</p> <p>\$6,500</p> <p>\$6,500</p> <p>\$2,200</p> <p>\$6,000</p>
<p>Grand Prize</p> <p>Awarded at the Chairman's Closing Party, this sponsorship is one of the most exciting for attendees!</p>	\$14,000	\$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>	Cost + \$3,500	Cost + \$3,750

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	\$3,000
<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>	Cost + \$2,000	Cost + \$2,200
<p>Meeting Journals The Meeting Journals are used throughout the event to take notes on education sessions, networking and much more. The sponsor receives exposure by placing your logo on the front cover and on all subsequent Journal pages. Sponsor also receives advertising space on the inside front cover.</p>	Not Available in 2009	
<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 + \$2,200
<p>Other Opportunities/Customized Sponsor Packages (i.e. customized bottled water, cookies, other refreshments)</p>	Cost + \$3,000	Cost + \$3,250

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

Opportunities	Net Member Cost	Net Non-Member Cost
<p>C-Level Show Organizers Executive Reception By special invitation only to C-level executives, these high-level attendees will have an exclusive reception that will include food and beverage services, networking and much more. At the sponsor’s discretion, provide promotional material may be distributed to the attendees.</p>	<p>\$10,000 SOLD</p>	<p>\$12,500</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	\$8,000
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	\$11,000
CEM Programs at Springtime Three full-day modules will be presented 15 April 2009 in Washington, D.C. with approximately 100 candidates at ASAE. Sponsor the continental breakfasts and afternoon breaks.	\$2,750	\$3,025 each day
CEM Programs at Expo! Expo! 2009 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 2009 Two full-day modules will be presented 23-24 March, June TBD, and 19-20 October. Sponsor the continental breakfasts and afternoon breaks.	\$2,750 each day	
CEM at PCMA Two full-day modules will be presented 15 January 2009 with approximately 70 candidates. Sponsor the continental breakfast and afternoon breaks.	\$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>Senior Executives Roundtable (July 21, 2009)</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. Sponsors receive recognition on the event web site, signage at all networking events, including pre-event reception, continental breakfast and the one martini lunch.</p> <p>Other Opportunities are available for Associate members at the following levels:</p>	<p>\$15,000 (Title Sponsor) SOLD</p>	<p>\$17,500 (Title Sponsor)</p>
<p>Future Leaders Institute (September 12-14 2009)</p> <p>An intimate learning experience, the IAEE Robert L. Krakoff Future Leaders Institute, sponsored by ICAT Expo, 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> <p>Other opportunities are available at the following levels:</p>	<p>\$25,000 (Title Sponsor) (SOLD)</p>	<p>\$30,000</p>
<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)</p> <p>\$3,000 each</p>	<p>\$27,500 (Title Sponsor)</p> <p>\$4,000 each</p>

Board of Directors Retreat Opportunities (SOLD)
(September 11-13, 2009)

Leaders will meet at The Breakers in Palm Beach, Florida for Strategic Planning and Board Meetings for IAEE, IAEE Services and CEIR (Center for Exhibition Industry Research). These are great opportunities to meet face-to-face with leaders of our industry. In addition, signage and speaking opportunities are available.

Sponsor specific meetings listed below or the entire retreat for only \$12,000!

Opportunities	Net Member Cost	Net Non-Member Cost
IAEE Board Meeting Breakfasts		\$6,500
IAEE Board Meeting Dinner		\$8,500

Online Advertising Opportunities (pages 13-15)

Opportunity	Member Cost	Non-Member Cost
<p>IAEE's EXECUTIVE BRIEFING (Print) Sent bi-monthly to over 1,200 individuals, this is an excellent place for high exposure, specifically to C-Level Executives. Each Briefing focuses on 2 to 4 issues that are critical to business strategy and organizational development. You will receive recognition in this printed piece as a sponsor. Title sponsor may also choose to provide a specific message on the cover page.</p> <p>Issue Dates: January, March, May, July, September, and November</p>	Title Sponsorship (SOLD)	\$17,500 (Title Sponsorship)
<p>INIR: IAEE News & Industry Report IAEE's News & Industry Report is a bi-monthly e-newsletter with the latest information about IAEE, industry news, exhibition industry outlook, and chapter news that reaches over 7,200 members.</p> <p>Issue Dates: February 2, April 6, June 8, August 3, October 12, and December 7</p>	\$1,700/issue	\$2,000/issue
<p>IAEE INSIDER (IAEE PROMOTIONAL NEWS E-MAIL BLAST) A bi-weekly digital newsletter that reaches over 10,000 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>	Annually: \$21,168 SOLD	Annually: \$22,160
<p>IAEE Web site IAEE.com receives more than 8,500 unique visitors per month averaging nearly 280 unique visitors per day. In addition, it draws over 3.2 million page views per year.</p>	\$1,200 month (30 days)	\$1,350 month (30 days)
<p>TRADESHOWSTORE.COM IAEE's e-commerce site is full of products and services for the exhibition and event industry. Over 3,000 page views/month.</p>	\$800/month	\$880/month

IAEE Members Community Web Site

The International Association of Exhibitions and Events is proud to launch the IAEE Member Communities at <http://communities.iaee.com>.

Through these Communities, members will be able to communicate and share best practices and ideas with each other 24/7/365.

The new site features include:

- Forums and discussion groups for communicating and sharing ideas
- File libraries for posting records and documents
- Event calendars
- Polls and surveys
- News and more

Advertising Opportunities- Side and Banner Ads

Specs:

JPG or GIF only, **NO flash or scripted ads**

Side Ad - 130x300: placed on the side below the left side navigation (\$3600 member: \$4000 Non-member)

Banner Ad - 468x60: placed at the very top of the site (\$5400 member: \$6000 Non-member)

Ads are displayed throughout all areas of the site. All ads rotate every 30 seconds

Sponsorships (three levels are available): Platinum, Gold, and Silver

Please contact Rick Jennings for details at rjennings@iaee.com or (972) 687-9211

E-mail sponsorships: At the bottom of every email sent through every discussion group, there's up to 2 lines of text (no logos) for messaging. This sponsorship is handled by a system controlled rotation. Each sponsor gets one a day of the week for all e-mails, then they rotate a day (example: if ABC company has Monday and XYZ company has Tuesday, the following week ABC would have Tuesday and XYZ would have Wednesday). Please contact Rick Jennings for details at rjennings@iaee.com or (972) 687-9211



Published the first Monday of every other month, IAEE's award winning E-zine is delivered to 34,516 industry professionals all over the world. Our editorial policy focuses on three highly relevant issues:

- **Help IAEE members make their events more profitable**
- **Boost attendance at their events**
- **Enhance the value that their events deliver to exhibitors and visitors**

Issue Dates:

January 13, 2008
 March 3, 2009
 May 11, 2009
 July 6, 2009
 September 14, 2009
 November 9, 2009 (Expo! Expo! Issue)

Ad Materials Due:

December 19, 2008
 February 18, 2009
 April 22, 2009
 June 19, 2009
 August 28, 2009
 October 23, 2009

Advertising Specifications (Format: JPEG preferred or GIF)

<u>Advertisement</u>	<u>Potential Positions</u>	<u>Pixels (width X height)</u>	<u>Price</u>
New Issue E-mail Position	SOLD	468 X 60	\$21,000* (\$24,000 Non-member) * 6 issues; includes FP ad
Landing Page	One	160 X 600	\$18,000* (\$20,000 Non-member) * 6 issues; includes FP ad
Opposite Cover Position	SOLD	2400 X 3000	\$15,000* (\$18,000 Non-member) * 6 issues
Drop Down Menu			\$12,000* (\$15,000 Non-member) * 6 issues; includes FP ad
Full Page (FP)	Multiple	2400 X 3000 (8.125 X 10.25 inches)	\$1750* (\$2100 Non-member) * per issue
Half Page	Multiple	2400 X 1463	\$1500* (\$2300 Non-member) * per issue

Advertising Discounts

Purchase multiple ads and receive special discounts. Contact Rick Jennings (rjennings@iaee.com) for more information.

Editorial Calendar

2009 Editorial Calendar will be available late October 2008. IAEE reserves the right to make changes to the editorial content of E2 - Exhibitions & Events and will contact advertisers who may have purchased space directly related to specific editorial content.

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-1992-2008 | 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) _____