



2016
Partnership Marketing
Sponsorship Opportunities

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It's all about
ACTION



2016 Expo! Expo! IAEE's Annual Meeting & Exhibition 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 create the most effective traffic-building and brand exposure program possible. The following levels allow sponsors to choose activities and events within each sponsorship level that best meets their needs and goals. 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 mobile app
- 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-mail promotions
- 25% discount on IAEE advertising opportunities

Gold Sponsor

\$20,000+

- Gold recognition sign to be displayed in your booth
- Recognition in the mobile app
- 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-mail promotions

Silver Sponsor

\$10,000+

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

Contributor

\$2,500 +

- Contributor recognition sign to be displayed in your booth
- Recognition in the mobile app

Expo! Expo! Featured Event Sponsor Opportunities (page 2-3)

These are specific events, sessions, and receptions taking place during Expo! Expo!. Sponsor one of these main attractions to gain maximum exposure to buyers.

Opportunities	Net Member Cost	Net Non-Member Cost
Expo! Expo! – Opening 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 Keynote Speaker The Keynote Speaker will have everyone's attention at Expo! Expo! on the second day and you will showcase your organization as the provider of this important speaker.	\$10,000	\$12,000
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 On Hold	\$12,000
Industry Leadership Dinner (Monday, December 5) 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, December 7) 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

Expo! Expo! Featured Event Sponsor Opportunities (continued)

Opportunities	Net Member Cost	Net Non-Member Cost
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	21,000
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
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 On Hold	\$24,000
Sponsor of Grand Prize Giveaway Awarded at the Chairman's Closing Party, this sponsorship is one of the most exciting for attendees!	Cost of prizes (\$7,500 minimum) + promotional fee to IAEE SOLD	Cost of prizes (\$7,500 minimum) + promotional fee to IAEE

Expo! Expo! Misc Sponsor Opportunities

Opportunities	Net Member Cost	Net Non-Member Cost
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 of hotel drop + \$2,000	\$2,400
IAEE TV Be a part of IAEE-TV and get your message out to your target audience every day through cameras on the Expo! Expo! show floor and daily headlines in attendees' inboxes.	\$5,000 per day Two available	\$6,000 per day
Lanyards Your company name could appear on the lanyards provided to every attendee. This is great constant exposure for the entire meeting.	Cost + \$2,500 SOLD	Cost + \$3,000
Expo! Expo! E-mail Sponsorship Place your message (banner ad or logo) in every dedicated Expo! Expo! 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
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 banner ad/logo.	\$4,000 net SOLD	\$4,800 net

Expo! Expo! Mobile App Sponsor Opportunities

We no longer produce an onsite program guide. All Expo! Expo! show information will be featured in the mobile app, including schedule, floor plan, exhibitors, education sessions, offsite events, etc.

Opportunities	Net Member Cost	Net Non-Member Cost
Presenting App Sponsorship Some of the benefits of the highest level of acknowledgement in the app include: splash page shown every time someone opens the app, discover tile screen, rotating schedule banner ad, highlighted on app floor plan	\$15,000	
Featured App Sponsorship Welcome video to display when app is downloaded by user, discover tile screen, rotating schedule banner ad, listing in sponsor section	\$10,000	
New Product Showcase Game Be a part of the show floor game and instantly attract attendees to your booth! The New Product Showcase will now be the only way that attendees can enter into the grade prize drawing. Attendees will receive an entry into the drawing for each exhibitor they visit in the New Product Showcase game. Showcase participants will be promoted pre-show online and during the show through the mobile app and onsite signage.	\$1,500 \$2,000 with Beacon in booth 10 Max participants 7 available	
Beacon Activation in Booth Opportunity to have a beacon installed and configured at your booth or sponsor location. A series of up to 2 proximity based push notifications can be tied to this beacon so that nearby mobile phones with the app installed, Bluetooth turned on, and location services accepted, will receive your custom messaging.	\$2,000	
Rich Media Push Notification Opportunity to push one rich message through the app to all Expo! Expo! attendees. All attendees with the app downloaded will see your message on their screen. Your push notification message can have a link to a section of the app, your website, or a web-based video. Message has to be approved by IAEE.	\$3,000 5 Max participants	

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.	\$35,000 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 (April 27, 2016) 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! 2016 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

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.

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)