



Reaching Real Buyers Has Never Been Easier or More Cost Effective

2012 Sponsorship Opportunities



International Association
of Exhibitions and Events™
Midwestern Chapter
Illinois • Iowa • Kansas • Minnesota • Missouri
Nebraska • Northwest Indiana • Wisconsin

Dear Industry Supplier,

As an associate member or industry partner of the IAEE Midwestern Chapter, you are exposed to many opportunities to learn more about our industry and your profession. You also have a unique opportunity to network and develop relationships with potential customers.

We are excited to introduce you and your company to new and creative ways of exposing your products and services to a group of over 500 buyers and decision makers. You can reach the exhibit manager members of our chapter who represent organizations of all sizes and needs.

Here are our 2012 Sponsorship opportunities for your consideration. We hope you realize and take advantage of this opportunity. If you don't see something that exactly suits your way of doing business or your budget, let us know. We will gladly consider other ways to work together for mutual benefit.

Sincerely,

The Board of Directors, IAEE Midwestern Chapter

IAEE Buyer Profile

Reach real buyers and decision makers.

Our chapter members are experienced senior managers, directors, and vice presidents with 67% being in the industry six or more years. They typically hold titles such as Exposition Director, Director of Convention Services, Trade Show Director, Exhibits Manager, or Vice President of Events and Meetings for large companies and major associations throughout the Midwest.

These individuals and their organizations purchase millions of dollars worth of products and services every year. For example: *(Based on past surveys of IAEE Midwestern Chapter exhibit manager members)*

- Most use general service contractors and some spend more than \$500,000 on these services.
 - More than 73% use hotel regional offices, some as often as 10 times or more a year.
 - They use a variety of outside vendors for housing, registration, and exhibitor lead retrieval with average expenditures ranging from \$10,000 to \$50,000 a year.
 - They use outside security services averaging \$10,000 to \$20,000 a year but some (nearly 18%) spend more than \$50,000.
 - About 86% use hotels with exhibition facilities and/or convention centers. About 15% spend more than \$500,000 a year on such facilities.
 - Freight carriers are well used with about 83% spending up to \$50,000, but some spend more than \$200,000 each year.
 - More than 90% of the exhibit manager group uses outside signage companies.
 - Nearly 100% use show management companies with 33% spending \$200,000 - \$500,000 each year.
 - Use of floral is popular, 88% use these services and 11% spend between \$20,000 and \$50,000.
 - More than 85% use outside printers with expenditures averaging up to \$50,000. About 30% spend \$100,000 - \$200,000 on printing.
 - Busing gets used by 84% of our survey respondents, including 19% who spend \$100,000 - \$200,000 on these services.
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Sponsorship Opportunities

Platinum Sponsor - \$5,500 (a \$7,840 value)

Golf Outing:

- Playing foursome, green fees/cart, lunch, and reception/dinner
- Acknowledgement in promotional materials, in the program and at the podium
- Recognition signage at one golf hole
- Erect (1) table top display at a designated hole and staff it. Lunch included for **one** hole worker (reception and dinner would be extra)

Wiffle Ball Tournament

- (1) team or (8) "benchwamer" registrations
- Recognition signage at event
- Erect (1) table top display and staff it

IAEE Midwestern Chapter Website:

- Live link on Midwestern Chapter homepage

Educational Programs:

- (2) Two complimentary registrations to the February, June and September programs.
- Acknowledgement in promotional emails and mailings for each event
- Recognition signage at events
- List of members and mailing labels
- Erect (1) table top display and staff at Annual Meeting

Holiday Party:

- (1) One registration to event
- Erect (1) table top display and staff it

Gold Sponsor - \$2,750 (a \$5,870 value)

Golf Outing:

- Acknowledgement in promotional materials, in the program and at the podium
- Erect (1) table top display at a designated hole and staff it. Lunch included for **one** hole worker (reception and dinner would be extra)

Wiffle Ball Tournament:

- (1) team or (8) "benchwarmer" registrations
- Recognition signage at event
- Erect (1) table top display and staff it

IAEE Midwestern Chapter Website:

- Live link on Midwestern Chapter homepage

Educational Programs:

- (1) One complimentary registration to the February, June and September programs
- Acknowledgement in promotional emails and mailings for each event
- Recognition signage at events
- List of members and mailing labels
- Erect (1) table top display and staff at Annual Meeting

Silver Sponsor - \$1,250 (a \$5,400 value)

Golf Outing:

- Acknowledgement in promotional materials, in the program and at the podium
- Erect (1) table top display and staff it

Wiffle Ball Tournament:

- Recognition signage at event

IAEE Midwestern Chapter Website:

- Live link on Midwestern Chapter homepage

Educational Programs:

- Acknowledgement in promotional emails and mailings for each event
- Recognition signage at events
- List of members and mailing labels
- Erect (1) table top display and staff Annual Meeting

Trade Sponsor - \$6,000 value of services

Conditions:

- Minimum of \$6,000.00 value of services
- Subject to approval by Midwestern Chapter Sponsorship Committee

Golf Outing:

- Acknowledgement in promotional materials, in the program and at the podium
- Erect (1) table top display and staff it

Wiffle Ball Tournament:

- (1) team or (8) "benchwarmer" registrations
- Recognition signage at event
- Erect (1) table top display and staff it

IAEE Midwestern Chapter Website:

- Live link on Midwestern Chapter homepage

Educational Programs:

- (1) One complimentary registration to the February, June and September programs
- Acknowledgement in promotional emails and mailings for each event
- Recognition signage at events
- List of members and mailing labels
- Erect (1) table top display and staff at Annual Meeting

Single Educational Session Sponsor - \$625.00

For opportunities to sponsor a single educational session, please contact IAEE Midwestern chapter office at (630) 416-1166. Educational event sponsors receive the following benefits:

- Website acknowledgement on Midwestern Chapter website, next to event listing
- Acknowledgement on all outgoing promotional emails
- Acknowledgement on session signage
- Opportunity to introduce session and speakers
- Opportunity to greet attendees at registration desk
- (1) Complimentary registration for sponsored event

Advertising Opportunities

Chapter Website Advertisement

The Midwestern Chapter's website has become the vital focal point and source of information for the membership. Advertisers will realize a fantastic value in exposure for the cost. Rates include a link on the Chapter website to the advertiser's website. All prices are based on a ¼ calendar year.

Display Rates (per quarter year):

Home Page Banner Ad: \$525.00

All rates are net to advertiser and/or agency.

2012 IAEE Midwestern Chapter Sponsorship Contract

Name/Title _____

Organization _____

Address/City/State/Zip _____

Phone: _____ Email: _____

Authorized Signature _____

Yes, we would like to participate as a Sponsor, please check level desired:

Platinum Level \$5,500

Gold Level \$2,750

Silver Level \$1,250

Trade Sponsor \$6,000 value of services

Educational - Single Event Sponsorship \$625.00

Chapter Website Advertisement)

Display Rates (per quarter year) Please check:

Home Page Banner Ad \$525.00

Please check type of credit card: Visa Mastercard American Express

Credit Card Number _____ Expiration Date _____

Amount _____

Signature _____

Please mail this form with your *check payable to IAEE Midwestern Chapter:*
Attn: Gail Brooks, CMP - IAEE Midwestern Chapter, 1717 N. Naper Blvd., Suite 102, Naperville
Phone: 630-416-1166 Fax: 630-689-9034 E-mail: gbrooks@wmrhq.com

IAEE Midwestern Chapter 2012 Calendar of Events

Thursday, February 2	4 th Annual Wiffle Ball Tournament & Member Mixer McCormick Place, Chicago
Wednesday, February 29	Educational Program Donald E. Stephen's Convention Center
Wednesday, June 20	Educational Program & Member Mixer Rock Bottom Restaurant, Chicago
Monday, September 17	23 rd Annual Golf Outing - Stonebridge Country Club, Aurora, IL
Wednesday, September 27	Annual Meeting Maggiano's Banquets, Chicago
Wednesday, November 28	Educational Program & Annual Holiday Party Petterino's

Thank you for your support !

For questions or more information on sponsorship, website or advertising opportunities, please contact:

**Attn: Gail Brooks, CMP - IAEE Midwestern Chapter, 1717 N. Naper Blvd., Suite 102, Naperville, IL 60563
Phone: 630-416-1166 Fax: 630-689-9034 E-mail: gbrooks@wmrhq.com**

Regularly visit www.IAEMWC.com to view our calendar of events, past issues of the newsletter, recaps of educational events, and much more!