

Partnership Opportunities 2021



International
Association of
Exhibitions and Events®

MIDWESTERN CHAPTER WWW.IAEE.COM

#fomo

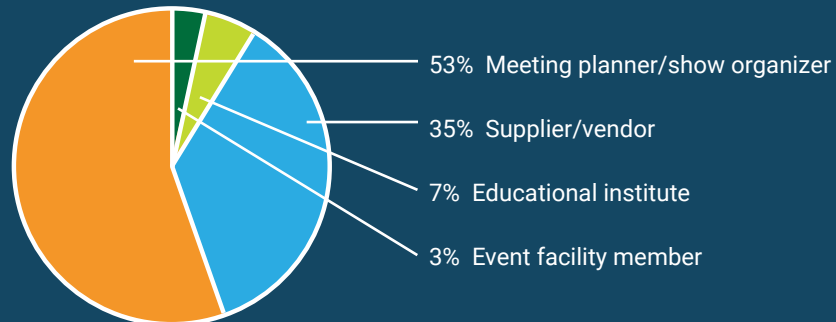
Get in front of over 700 meeting planners and nearly 1,400 industry professionals NOW. They need YOU to continue to provide innovative solutions to their challenges!

2020, what a year!

Many **challenges were conquered** and many **opportunities were created**. The IAEE Midwestern Chapter would not be able to offer **quality education, new solutions and networking** without our **sponsors**. You are not just a sponsor of IAEE MWC, you are an industry leader, bringing thought leadership and resources to our **736 meeting planners and show organizers** and **489 diverse suppliers and vendors**.

We are in this together, and together we will continue to learn, conquer challenges and foster a new era of the exhibition and events industry.

MEMBERSHIP BREAKDOWN



Why should you be a sponsor?

Take advantage of the the following great opportunities to connect with our members!

Sponsorship Opportunities

Combine two or more and
receive a 15% discount!

EDUCATION EVENT 1

February – Sponsor our Q1 Industry Thought Leadership and Educational Event
\$1,000 | Virtual \$500

EDUCATION EVENT 2

June – Sponsor our Q2 Industry Through Leadership and Educational Event
\$1,000 | Virtual \$500

EDUCATION EVENT 3

Annual Meeting – Sponsor our Q3 Industry Thought Leadership and State of the Chapter & Industry Meeting
\$1,000 | Virtual \$500

CONNECT & SHARE SESSION

Bring your innovative ideas and solutions to the table, and be a voice in the industry by facilitating and collaborating on important topics.

\$500 Virtual session - Zoom

YP MEET UPS WITH ROUND TABLE DISCUSSIONS

Sponsor a YP Meetup, and you'll present with our trailblazing young professionals as they discuss industry trends and topics.

\$250 Virtual session - Zoom

KICKBALL

7th Annual Kickball Tournament – A Midwestern Chapter tradition! This popular event provides networking, food, drinks and competition.

\$350 per team of 8 players

GOLF

Be a part of our fun, energetic 32nd annual Golf Outing! A meeting planner favorite, this event provides ample opportunity to network and engage with your fellow IAEE Midwestern Chapter members.

Hole sponsor with foursome - \$1,100

Foursome - \$700

Golf pair with supplier & planner - \$325

Individual golfers - \$175

Non-golfing hole sponsor - \$500

PRODUCT SHOWCASE / SOLUTIONS DEMO

Do you have a new product you're launching? Get your latest and greatest in front of our meeting planners and show organizers. Demos are a great opportunity to show how your latest solution will bring them great success!

\$550

2021 Options

Custom packages
and opportunities are
available! Have your
own unique sponsorship
opportunity? Please
contact Julie Ichiba at
julesich@yahoo.com

Benefits

KICKBALL

- Sponsored team (8 players)
- Event Sponsor upgrade: \$250**
- Logo on all marketing materials
- Logo on event signage & pre-event marketing
- Registration lead list (attendees that opt-in)

EDUCATION EVENTS

***February, June, October - limited to (2) sponsors per event
+ in-kind sponsorships**

- Up to 2-minute sponsorship video
- Logo on overall signage
- Logo on all marketing materials and presentation opening slides
- Registration lead list (attendees that opt-in)
- (2) Complimentary registrations

CONNECT & SHARE

- Logo on all marketing materials and presentation opening slides
- Sponsor has the opportunity to facilitate a specific topic in break out rooms
- Chapter will market via email pushes, social media and quarterly news letter
- Recommendation for the sponsor to engage with attendees VIA live polling and live chat feature in zoom
- Registration lead list (attendees that opt-in)

YP MEET UPS WITH ROUND TABLE DISCUSSIONS

- Logo on presentation slides & all marketing materials
- Up to 2-minute sponsorship video
- Opportunity to facilitate selected YP topic
- YP responses to topic given in recap notes
- Registration lead list (attendees that opt-in)
- Survey responses

GOLF

- (1) Foursome
- Logo on all marketing materials
- (1) Hole sponsor + activation @ hole
- Logo on onsite signage
- Logo on golfer gift swag –
UPGRADE \$500**

PRODUCT SHOWCASE / SOLUTIONS DEMO

- Logo on all marketing materials and presentation opening slide
- Registration lead list (attendees that opt-in)
- Chapter will market via email pushes, social media and quarterly news letter

**Please contact Julie Ichiba
with questions:
julesich@yahoo.com**

***Benefits and opportunities subject to change.**