



# 2020 PARTNERSHIP OPPORTUNITIES

**IT'S ALL ABOUT THE CONNECTIONS!**

Partner with #IAEEMWC

IAEE Midwestern Chapter promotes the unique value of exhibitions and events and is the principal resource for those who plan, produce and service the industry. We could not accomplish our mission without support from partners like you. Consider partnering with IAEE Midwestern Chapter to promote your company, products and/or services to our members. We offer many avenues of collaboration to increase your brand awareness and strengthen your organization's mission and value statement.

**REACHING REAL BUYERS HAS NEVER BEEN EASIER OR MORE COST EFFECTIVE!**



International Association of Exhibitions and Events®

MIDWESTERN CHAPTER [WWW.IAEE.COM](http://WWW.IAEE.COM)

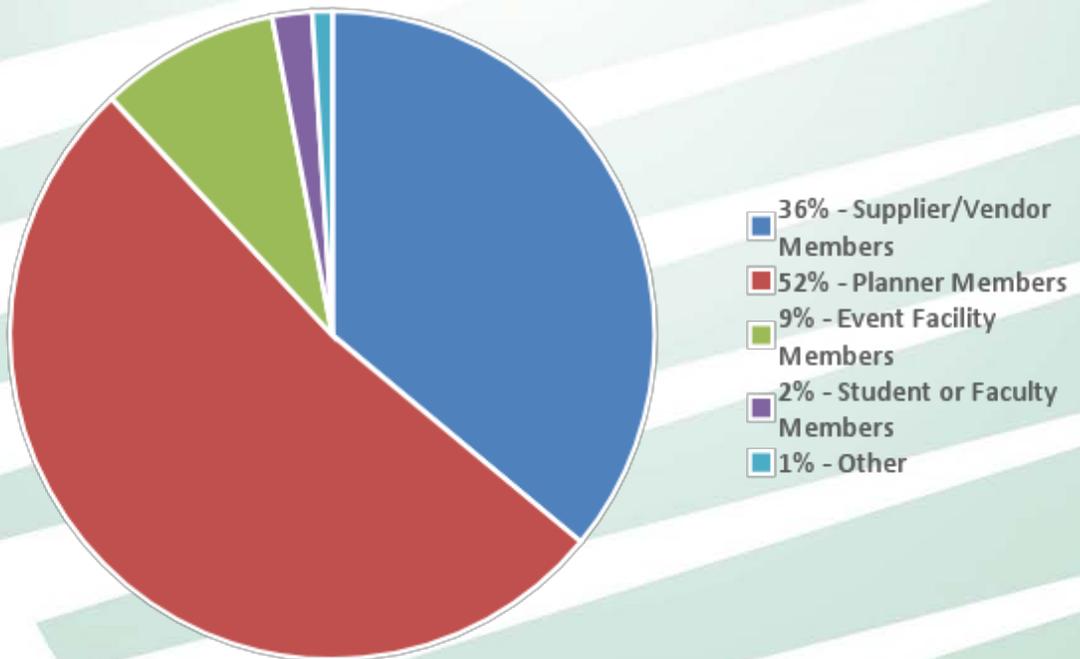
Dear Industry Supplier,

As an associate member or industry partner of the IAEE Midwestern Chapter, you have a unique opportunity to network and develop relationships with potential customers.

We are excited to introduce new and creative ways of exposing your products and services to a group of over 600 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 2020 sponsorship opportunities for your consideration. 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,  
IAEE Midwestern Chapter



# ABOUT IAEE MIDWESTERN CHAPTER



## Mission Statement:

To provide dynamic educational programs and events, networking, leadership and marketing opportunities for people committed to the exhibition and events industry that:

- Enhance the development of members' professional growth and personal achievement
- Encourage and extend volunteer and leadership opportunities to enhance the IAEE membership experience
- Provide opportunities that promote participation and collaboration among members both within the chapter and the overall industry
- Acknowledge blended membership demographics of Manager and Supplier members
- Encourage and support participation in the CEM program

## 2020 IAEE Midwestern Chapter Calendar of Events

|                            |  |
|----------------------------|--|
| January 23 <sup>rd</sup>   | 6th Annual Kick Ball Tournament & Member Mixer<br>McCormick Place, Chicago, IL |
| February, 26 <sup>th</sup> | Educational Program<br>Rosemont, IL  |
| June 2 <sup>nd</sup>       | Educational Program<br>Schaumburg, IL  |
| September 2 <sup>nd</sup>  | Annual Golf Outing   |
| October TBD                | Annual Meeting   |
| Nov/Dec                    | Holiday Jingle Mingle  |
| December 8 <sup>th</sup>   | Chapter Reception at EXPO! EXPO!, Louisville, KY                               |

# Sponsor Program At a Glance

| Benefits  | Champion Sponsor | Single Program | Silver | Trade | Gold | Platinum (Best Value) |
|---|------------------|----------------|--------|-------|------|-----------------------|
| Golf Outing Foursome  |                  |                |        |       |      | √                     |
| Kickball Team   |                  |                |        |       | √    | √                     |
| Description and Logo on IAEE MWC website - year round                 |                  |                | √      | √     | √    | √                     |
| Live link to your logo on website year round                          |                  |                | √      | √     | √    | √                     |
| Comp registrations to February, June and Annual Meeting               |                  |                |        | 1     | 1    | 2                     |
| Sponsored hole at Golf Outing   |                  |                |        | √     | √    | √                     |
| Opportunity to provide give away to attendees at Annual Meeting       |                  |                | √      | √     | √    | √                     |
| Recognition logo on email communications                              |                  | √              | √      | √     | √    | √                     |
| Recognition signage at events   |                  | √              | √      | √     | √    | √                     |
| Opportunity to welcome group from the podium PLUS 1 comp registration |                  | √              |        |       |      |                       |
| Opportunity to have a table top display at Annual Meeting             |                  |                |        | √     | √    | √                     |
| Logo on website   | √                | √              |        |       |      |                       |

## 2020 Partner Program

IAEE Midwestern Chapter is honored to have the support of a number of loyal sponsors willing to make an annual financial pledge to support critical chapter programming.

In addition to the program sponsorship benefits outlined for each level, as an IAEE MWC Partner you will receive additional recognition opportunities throughout the year.

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

#### Golf Outing:

- Playing foursome | Green fees/cart | Lunch | Reception/dinner
- Mention in promotional materials | Listing in Program book | Acknowledgement at the reception
- Signage at a designated hole, with the opportunity to have a table top display and/or a hole contest. | Lunch for two (2) staff members (hole workers) \*reception and dinner not included for hole worker.
- Opportunity to provide a promotional item for the welcome bag (sponsoring company to provide items)

#### Kick Ball Tournament:

- (1) team or (8) "benchwarmer" registrations
- Recognition signage at event

#### IAEE Midwestern Chapter Website:

- Live link on Midwestern Chapter homepage

#### Educational Programs:

- (2) Two complimentary registrations to the February, June and Annual Meeting programs. These can be used by individuals from your organization or a planner, customer of your choice.
- Acknowledgement in promotional materials for each event
- Sponsor recognition signage at events.
- Opportunity to have a person from your organization assist in the development of one educational program.
- Opportunity to provide a promotional item to attendees (sponsoring company to provide items).

## Gold Partner - \$3,000 (a \$5,870 value)

### Golf Outing:

- Acknowledgement in promotional materials | Listing in the program book | Acknowledgement at the reception
  - Sponsor recognition signage at a designated hole, with the opportunity to have a table top display and/or a hole contest. Lunch included for two (2) staff members (hole workers).
- \*reception and dinner not included for hole worker.

### Kick Ball Tournament:

- (1) team or (8) "benchwarmer" registrations
- Recognition signage at event

### IAEE Midwestern Chapter Website:

- Live link on Midwestern Chapter homepage

### Educational Programs:

- (1) One complimentary registration to the February, June and September programs. This can be used by individuals from your organization or a planner, customer of your choice.
- Acknowledgement in promotional materials for each event.
- Recognition signage at events.

## Trade Partner

Sponsorship recognition commensurate with services provided. To discuss trade sponsor opportunities, please contact Sponsorship Chair, Julie Ichiba at [ichiba@connect2amc.com](mailto:ichiba@connect2amc.com).

### Get to Know the Midwestern Chapter Show Organizers

- 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.

## Silver Partner - \$1,500 (a \$5,400 value)

### Golf Outing:

- Acknowledgement in promotional materials | Listing in the program book and acknowledgement at the reception

### Kick Ball Tournament:

- Recognition signage at event

### IAEE Midwestern Chapter Website:

- Live link on Midwestern Chapter homepage

### Educational Programs:

- Acknowledgement in promotional materials for each event
- Recognition signage at events

## Young Professionals – Meetups Sponsor - \$400

The Midwestern Chapter's YP committee plans several very popular "meet ups" throughout the year to give Young Professionals in our industry an opportunity to exchange ideas and hang out in a relaxed, no-badge situation.

Dates and locations are to be coordinated with the YP chairperson.

### And did you know that,

- 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.

## \*Single Educational Session Sponsor - \$1,000

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 or speakers
- Opportunity to greet attendees at registration desk
- (1) Complimentary registration for sponsored event
- Opportunity to provide a promotional item to attendees (sponsoring company to provide items)

\*Not Exclusive

## Chapter Champion Sponsor - \$500

IAEE Midwestern Chapter appreciates your support in any dollar amount that fits your budget. Consider making an unrestricted sponsorship gift of **\$500** for the chapter to use where needed. You will be listed on the chapter's ***Chapter Champion*** wall on the IAEE MWC website.

If you don't see a sponsorship opportunity that fits your needs, we would be happy to create a custom sponsorship just for you.

If you would like to donate a prize to the chapter's Annual Golf Outing we are always in need of prizes for our silent auction and raffle.  
**100% of the proceeds go directly to our Chapter Charity.**

For questions or more information on sponsorship opportunities, please contact our Sponsorship Chairs, Moriah Hathaway-Casey, [mhathaway@himss.org](mailto:mhathaway@himss.org) or Julie Ichiba [Jichiba@connect2amc.com](mailto:Jichiba@connect2amc.com). OR, Gail Brooks, CMP, [gbrooks@wmrhq.com](mailto:gbrooks@wmrhq.com) at the IAEE Midwestern chapter office, 630-599-7101.

Regularly visit our website, [www.IAEEMWC.com](http://www.IAEEMWC.com) to view our calendar of events, past issues of the newsletter, recaps of educational events, and much more!



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## 2020 IAEE Midwestern Chapter Sponsorship Contract

Name/Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address/City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

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

- \_\_\_\_\_ Platinum Level \$5,500
- \_\_\_\_\_ Gold Level \$3,000
- \_\_\_\_\_ Silver Level \$1,500
- \_\_\_\_\_ Trade Partner
- \_\_\_\_\_ Educational - Single Event Sponsorship \$750
- \_\_\_\_\_ Young Professional Meetup Sponsor \$400
- \_\_\_\_\_ Chapter Champion \$500

Please check type of credit card:     Visa         Mastercard         American Express

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Amount \_\_\_\_\_ Signature \_\_\_\_\_

Please submit this form with your check payable to **IAEE Midwestern Chapter**:  
Attn: Gail Brooks, CMP - IAEE Midwestern Chapter,  
1717 N. Naper Blvd., Suite 102, Naperville, IL 60563  
Phone: 630-599-7101 E-mail: [gbrooks@wmrhq.com](mailto:gbrooks@wmrhq.com).