

Partnership Opportunities 2021



IAEE

Exhibitions and Events Mean Business

International
Association of
Exhibitions and Events®

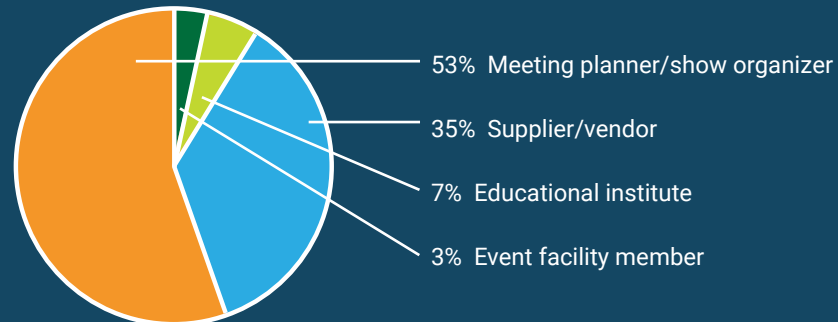
MIDWESTERN CHAPTER WWW.IAEE.COM

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



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

#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!

Why should you be a sponsor?

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.

\$1,200

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.