

# 2023 Midwest Chapter Partnership Opportunities

It's all about the connections! Partner with #iaeemwc

IAEE's objective is to promote 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 this **without support from partners like you**. Consider a partnership 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!**



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## 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 2023 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,

**IAEE Midwestern Chapter**





## Get to Know the Midwestern Chapter Show Organizers



### 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.



### Outside signage companies

are used by more than 90% of the exhibit manager group uses.



### Nearly 100% use show management companies

with 33% spending \$200,000 - \$500,000 each year.



### Most use general service contractors

and some spend more than \$500,000 on these services.



### More than 85% use outside printers

with expenditures averaging up to \$50,000. About 30% spend \$100,000 - \$200,000 on printing.



### About 86% use hotels with exhibition facilities

and/or convention centers. About 15% spend more than \$500,000 a year on such facilities.



### Busing gets used by 84%

of our survey respondents, including 19% who spend \$100,000 - \$200,000 on these services.



### They use outside security services

averaging \$10,000 to \$20,000 a year but some (nearly 18%) spend more than \$50,000.



### Use of floral is popular,

88% use these services and 11% spend between \$20,000 and \$50,000.



### More than 73% use hotel regional offices,

some as often as 10 times or more a year.

## 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

## 2023 IAEE Midwestern Chapter Calendar of Events

<b>January</b>	8th Annual Kick Ball Tournament & Member Mixer <i>McCormick Place, Chicago, IL</i>
<b>February</b>	Educational Program <i>Donald E. Stephens Convention Center, Rosemont, IL</i>
<b>May</b>	Spring Fling Happy Hour TBD <i>Renaissance Schaumburg Hotel &amp; Convention Center, Schaumburg, IL</i>
<b>September</b>	34th Annual Golf Outing <i>TBD</i>
<b>October</b>	Midwestern Chapter Annual Meeting <i>TBD</i>
<b>December</b>	Chapter Reception at EXPO! EXPO! <i>Dallas, TX</i>

## 2023 Partner Program

IAEE Midwestern Chapter is honored to have tremendous support from partners in the industry to allow the chapter to create valuable programming for meeting planners and vendors and foster growth and interest in our professional community.

We cannot carry forward without support! Please find partnership levels and benefits associated with each level. We appreciate your consideration as we work to rebuild and industry that refuses to be held back.

### Platinum Partner - \$5,500 (a \$8,360 value)\*

#### **Golf Outing:**

- Golf Outing Bay
- Food/Beverage Naming Rights and Logo Sign at Golf Outing
- Table Tent Recognition at Golf Outing (4 Signs Provided by IAEE)

#### **Expo! Expo! Reception:**

- 2 minute presentation by sponsor to Midwestern Chapter Reception attendees

#### **Kick Ball Tournament:**

- (1) Kick ball team including up to 8 players
- Recognition signage at event

#### **IAEE Midwestern Chapter Online Recognition:**

- LinkedIn Sponsor Post: Your content reaching our network of members! (2 Per Year)
- Sponsor's Content Email sent to IAEE Midwestern Chapter distribution list from IAEE!
- Logo in Quarterly Newsletter
- Live link on Midwestern Chapter homepage
- Logo/description placement on Midwestern Chapter homepage

#### **Educational Programs:**

- (4) Four complimentary registrations to the February and October programs. These can be used by individuals from your organization or a planner, customer of your choice.
- Recognition signage at February and October education events.
- Tabletop exhibit space at February and October education events
- Ability to provide a giveaway at October's Midwestern Chapter Annual Meeting
- Sponsor logo and verbal recognition in one IAEE Midwestern Chapter Connect & Share (virtual education)

*\*Golf benefits and offerings are subject to slight changes if the tournament is at a golf course instead of Top Golf.*

## Gold Partner - \$3,000 (a \$5,520 value)\*

### **Golf Outing:**

- (2) Two Golfer Registrations
- Table Tent Recognition at Golf Outing (4 Signs Provided by IAEE)

### **Expo! Expo! Reception:**

- Verbal recognition and brief description read by chapter chair to Midwestern Chapter Reception attendees

### **Kick Ball Tournament:**

- (1) Kick ball team including up to 8 players
- Recognition signage at event

### **IAEE Midwestern Chapter Online Recognition:**

- LinkedIn Sponsor Post: Your content reaching our network of members! (1 Per Year)
- Logo in Quarterly Newsletter
- Live link on Midwestern Chapter homepage
- Logo/description placement on Midwestern Chapter homepage

### **Educational Programs:**

- (3) Three complimentary registrations to the February and October programs. These can be used by individuals from your organization or a planner, customer of your choice.
- Recognition signage at February and October education events.
- Tabletop exhibit space at February and October education events
- Ability to provide a giveaway at October's Midwestern Chapter Annual Meeting
- Sponsor logo and verbal recognition in one IAEE Midwestern Chapter Connect & Share (virtual education)

*\*Golf benefits and offerings are subject to slight changes if the tournament is at a golf course instead of Top Golf.*

## Silver Partner - \$2,000 (a \$2,555 value)\*

### Golf Outing:

- (1) Golfer Registration
- Table Tent Recognition at Golf Outing (4 Signs Provided by IAEE)

### Expo! Expo! Reception:

- Verbal recognition from chapter chair to Midwestern Chapter Reception attendees

### Kick Ball Tournament:

- Recognition signage at event

### IAEE Midwestern Chapter Online Recognition:

- LinkedIn Sponsor Post: Your content reaching our network of members! (1 Per Year)
- Company name recognition in Quarterly Newsletter
- Live link on Midwestern Chapter homepage
- Logo/description placement on Midwestern Chapter homepage

### Educational Programs:

- (2) Two complimentary registrations to the February and October programs. These can be used by individuals from your organization or a planner, customer of your choice.
- Recognition signage at February and October education events.

## Trade Partner (a \$2,255 value)\*

### Golf Outing:

- (1) Golfer Registration

### Expo! Expo! Reception:

- Verbal recognition from chapter chair to Midwestern Chapter Reception attendees

### Kick Ball Tournament:

- Recognition signage at event

### IAEE Midwestern Chapter Online Recognition:

- LinkedIn Sponsor Post: Your content reaching our network of members! (1 Per Year)
- Company name recognition in Quarterly Newsletter
- Live link on Midwestern Chapter homepage
- Logo/description placement on Midwestern Chapter homepage

### Educational Programs:

- (2) Two complimentary registration to the February and October programs. These can be used by individuals from your organization or a planner, customer of your choice.
- Recognition signage at February and October education events.

*\*Golf benefits and offerings are subject to slight changes if the tournament is at a golf course instead of Top Golf.*

## Partner Program Breakdown

Benefit	Platinum	Gold	Silver	Trade Partner
Golf Outing Bay	✓			
Golfer Registrations		2	1	1
Food/Beverage Naming Rights and Logo Sign at Golf Outing	✓			
Table Tent Recognition at Golf Outing (4 Signs Provided by IAEE)	✓	✓	✓	
Tabletop at February and October Education Event	✓	✓		✓
Comp Registrations at February and October Education Events	4	3	2	2
Kickball Team (8 Players)	✓	✓		
Connect and Share Sponsorship	✓			
Expo! Expo! Reception 2 minute presentation	✓			
Expo! Expo! Reception Verbal Introduction from Chapter Board (Up to 2-Sentence Description)		✓		
Expo! Expo! Reception Verbal Recognition from Chapter Board			✓	✓
LinkedIn Sponsor Post	2	1	1	1
Recognition in Quarterly Newsletter	Logo	Logo	Company Name	Company Name
Logo/Description on Website	✓	✓	✓	✓
Live link from logo to your website	✓	✓	✓	✓
Recognition Signage at Events	✓	✓	✓	✓
Provide giveaway for Annual Meeting	✓	✓	✓	✓
<i>*Highlighted indicates items only available for year-long partners</i>				



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# Sponsorship Opportunities

## Education Program Sponsorship Opportunities

### February | October (Annual Meeting)

#### **Showcase Sponsor | \$500** (10 Available per event)

Benefits:

- Product Showcase table top
- Dedicated time prior to education program
- Logo on website
- Logo on Email promo to 3500 + industry professionals
- Sponsor recognition on-site signage

#### **Facility Sponsor | In-kind** October Available

Benefits:

- Up to 2-minute welcome remarks
- Up to 2 complimentary registrations
- Table top exhibit
- Logo on website
- Logo on Email promo to 3500 + industry professionals
- Event recognition in onsite signage & welcome remarks

#### **Education Sponsor | \$1,500** (1 Available per event)

Benefits:

- Up to 2-minute welcome remarks
- Up to 2 complimentary registrations
- Literature distribution
- Table top exhibit
- Attendee opt-in list (final)
- Logo on website
- Logo on Email promo to 3500 + industry professionals
- Sponsor recognition on-site signage

#### **Event Organizer Sponsor | up to \$2,500** 55 attendees @ \$45 (1 Available per event) (February & June Sold) October Available

Benefits:

- Up to 2-minute welcome remarks
- (2) complimentary registrations
- Literature distribution
- Table top exhibit
- Sponsor recognition on-site signage
- Attendee opt-in list (final)
- Logo on website
- Logo on Email promo to 3500 + industry professionals

#### **Promo Sponsor | \$250** (10 Available per event)

Benefits:

- Logo on website
- Logo on Email promo to 3500 + industry professionals
- Sponsor recognition on-site signage

# NEW! Golf Challenge!

Location TBD: Schaumburg OR Naperville\*

## Green Jacket Golf Bay Sponsor | \$800 (16 Available)

### Benefits

- (1) Reserved Bay
- (6) Complimentary Registrations – Invite new & current clients!
- Logo on website
- Logo on Email promo to 3500 + industry professionals
- Sponsor recognition on-site signage
- Requirement- Sponsor to bring (1) minimum value of \$50 raffle item

## Arnold Palmer PARched Sponsor/Bar | \$800 (5 Available)

### Benefits

- Bar Sponsor!
- Drink tickets w/company logo
- Network with attendees @ Bar location(s)
- Logo on Email promo to 3500 + industry professionals
- Sponsor recognition on-site signage
- Golf not included

## The “19th” Hole Sponsor | \$400 (3 Available)

(i.e. - buffet, snacks, appetizers, etc.)

### Benefits

- Logo on website
- Logo on Email promo to 3500 + industry professionals
- Sponsor recognition on-site signage
- (2) Complimentary Golf Registration

## Golfer Welcome Gift | \$250 (3 Available)

### Benefits

- Company branded gift OR item of company choosing
- Logo on website
- Logo on Email promo to 3500 + industry professionals
- Sponsor recognition on-site signage
- Golf not included

## Golfer Registration | \$140 / per attendee

### Includes

- Golf Games!
- Networking with Peers!
- Refreshments
- Prizes!
- FUN!

## PRO Sponsor | \$650 (1 Available)

### Benefits

- Exclusive sponsor of Golf Pro to assist attendees with improving their game!
- Logo on Email promo to 3500 + industry professionals
- Sponsor recognition on-site signage
- (1) Complimentary Golf Registration

*\*Golf benefits and offerings are subject to slight changes if the tournament is at a golf course instead of Top Golf.*



## ALL OTHER SPONSORSHIPS



### Benefits:

- Logo on website
- Logo on Email promo to 3,500 members
- Sponsor recognition on-site signage







## Quarterly Newsletter Vendor Spotlight | \$500 (4 Available | 1 per quarter)

### Benefits

- Description of company product & solutions in quarterly newsletter
- Included a promo video! Up to 2 minutes!
- Spotlight included in individual Social Media platforms using sponsor's submitted hashtags and handle
- Newsletter sent to 3500 + industry professionals

## Promo Sponsor | \$250 (5 Available)

### Benefits:

- Logo on website
- Logo on Email promo to 3500 + industry professionals
- Sponsor recognition on-site signage

## Exclusive Email Marketing | \$750 Dedicated & sent by IAEE MWC

### Benefits

- (1) Company's branded promo email to 3500 + industry professionals
- Promo linked to chapter's social media with respective #'s and handles
- Number of members / analytics – open rate

## Chapter Reception @ Expo! Expo! | December Reception Sponsor | \$1000 (3 Available)

### Benefits

- Drink tickets w/company logo
- Opportunity for holiday toast
- Logo on website
- Logo on Email promo to 3500 + industry professionals
- Sponsor recognition on-site signage

## Spring Fling Event Sponsor | \$750 (1 Available)

### Benefits:

- Drink tickets w/company logo
- Create a specialty cocktail
- Opportunity for toast
- Includes (2) Complimentary Registrations
- Logo on website
- Logo on Email promo to 3500 + industry professionals
- Sponsor recognition on-site signage



## **Silent “Auction” Sponsor | In-kind donation**

### Benefits

- Logo on website
- Logo on Email promo to 3500 + industry professionals
- Sponsor recognition on-site signage

### *Example Silent “Auction” items:*

- Sporting Event Tickets
- Hotel Accommodations
- Airline Tickets
- Signed Sports Memorabilia
- Gift Cards; Restaurants, Amazon, Spa, etc.

## **Connect & Share | \$500 (1 Available, virtual)**

### Benefits

- Sponsor: Co-lead & facilitate program
- Logo on website
- Logo on Email promo to 3500 + industry professionals
- Attendee Opt-in list

## **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.

## **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: any Board member or Kelli Pope at the chapter office, 630-599-7101 or [Kelli@frontlineco.com](mailto:Kelli@frontlineco.com).

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



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# 2023 Midwest Chapter Partnership Opportunities Contract

## 2023 PARTNER PROGRAM

- ☐ Platinum Partner/\$5,500
- ☐ Gold Partner/\$3,000
- ☐ Silver Partner/\$2,000
- ☐ Trade Partner/\$\_\_\_\_\_

## EDUCATION PROGRAM

- ☐ Showcase Sponsor/\$500
- ☐ Facility Sponsor/In-Kind Donation \$\_\_\_\_\_
- ☐ Event Organizer Sponsor/\$\_\_\_\_\_
- ☐ Promo Sponsor/\$250

## GOLF CHALLENGE!

- ☐ Green Jacket Golf Bay Sponsor/\$800
- ☐ Arnold Palmer PARched Sponsor/\$350
- ☐ The "19th" Hole Sponsor/\$400
- ☐ Golfer Welcome Gift/\$250
- ☐ Golfer Registration/\$140x\_\_\_\_\_ = \_\_\_\_\_
- ☐ PRO Sponsor/\$650

## ALL OTHER SPONSORSHIPS

- ☐ Kickball Tournament! Field Sponsor/\$250
- ☐ Exclusive Email Marketing/\$750
- ☐ Quarterly Newsletter Vendor Spotlight/\$500
- ☐ Spring Fling Happy Hour/\$750
- ☐ Promo Sponsor/\$250
- ☐ Chapter Reception @ Expo! Expo!/\$1,000
- ☐ Silent "Auction" Sponsor/In-Kind Donation \$\_\_\_\_\_
- ☐ Young Professionals – Meetups Sponsor/\$400
- ☐ Connect & Share/\$500
- ☐ Chapter Champion Sponsor/\$500

## Primary Contact Information

NAME		TITLE	
ADDRESS			
CITY	STATE	ZIP	
PHONE	E-MAIL		