



IAEE

International Association
of Exhibitions and Events™

www.iaee.com

Midwestern Chapter

Reaching Real Buyers Has Never Been Easier or More Cost Effective

2015 Sponsorship Opportunities



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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 2015 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 Midwestern Chapter Calendar of Events

Wednesday, December 3, 2014	Educational Program & Annual Holiday Party
Tuesday, December 9, 2014	Chapter Reception at EXPO! EXPO! JW Marriott Los Angeles at LA Live
January 2015	2nd Annual Kick Ball Tournament & Member Mixer McCormick Place, Chicago, IL
Wednesday, February 25	Educational Program Donald E. Stephens Convention Center, Rosemont, IL
June 2015	Educational Program
September 2015	26th Annual Golf Outing
September 2015	Midwestern Chapter Annual Meeting
December 2, 2015	Educational Program and Holiday Party



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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, listing in the program book and 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 one (1) staff member (hole worker). *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 September 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)

Holiday Party:

- One complimentary registration to event



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

Golf Outing:

- Acknowledgement in promotional materials, listing in the program book and 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 one (1) staff member (hole worker). *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



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Silver Sponsor - \$1,250 (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

Trade Sponsor

Sponsorship recognition commensurate with services provided. To discuss trade sponsor opportunities, please contact Sponsorship Chair, Brent Linkin, CEM at 773-473-8188 or brent.linkin@freemanco.com.



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Single Educational Session Sponsor - \$750.00

For opportunities to sponsor a single educational session, please contact Sponsorship Chair, Brent Linkin, CEM at 773-473-8188 or brent.linkin@freemanco.com.

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
- Opportunity to provide a promotional item to attendees (sponsoring company to provide items)
- First right of refusal to sponsor same meeting the following year

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

Thank you for your support !

For questions or more information on sponsorship opportunities, please contact:
Sponsorship Chair, Brent Linkin, CEM at 773-473-8188, brent.linkin@freemanco.com. Or,
Gail Brooks, CMP at the IAEE Midwestern chapter office, 630-599-7101
Fax: 630-689-9034, E-mail: gbrooks@wmrhq.com

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



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2015 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
 - Educational - Single Event Sponsorship \$750

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, IL 60563
Phone: 630-599-7101 Fax: 630-689-9034 E-mail: gbrooks@wmrhq.com.**