



International  
Association of  
Exhibitions and Events®

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

# 2021 IAESEE CHAPTER SPONSOR BENEFITS BROCHURE

Contact  
Alicia Gilbert  
[info@iaeese.org](mailto:info@iaeese.org)  
(404) 474-0944  
[www.iaeese.org](http://www.iaeese.org)

# About the IAE Southeastern Chapter

**“Our Association has been involved with the IAE Southeastern Chapter for many years. We have sponsored various events and activities and have been pleased with the return on investment.”**

Gwen Venable,  
Vice President of  
Communications for  
USPOULTRY and IAE  
Southeastern Chair

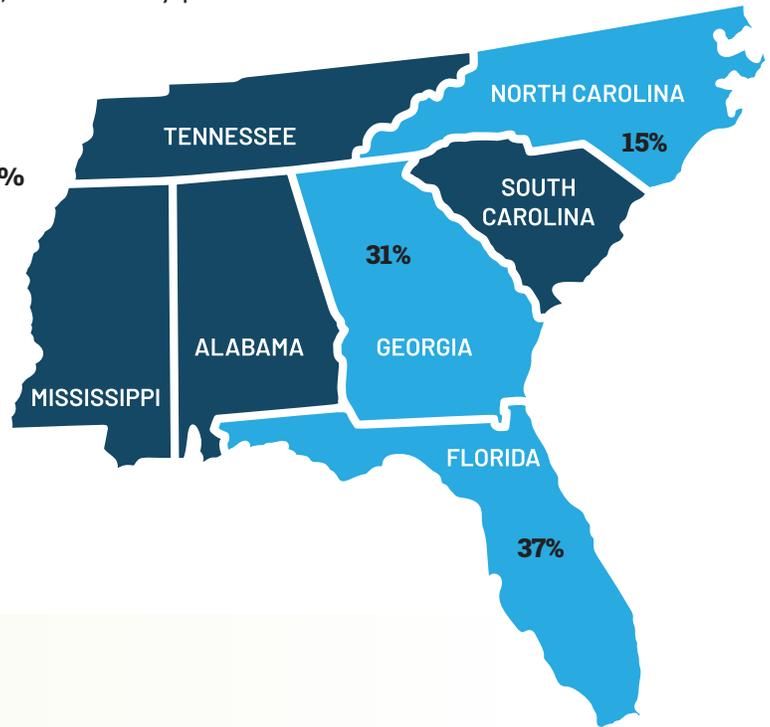
With 1,450+ active members, the Southeastern Chapter of the International Association of Exhibitions and Events (IAEE) serves Alabama, Georgia, Florida, Mississippi, North Carolina and South Carolina, with Georgia, Florida and North Carolina being the top three states with the most membership.

Our mission at the Southeastern Chapter is to deliver relevant and highly focused services and activities designed to broaden the knowledge base, professional development and bottom lines of our members.

Recognizing that face-to-face networking is the backbone of our industry, the chapter hosts meetings or other events almost every month of the year including chapter luncheons, local meet-ups and the Annual Summer Classic.

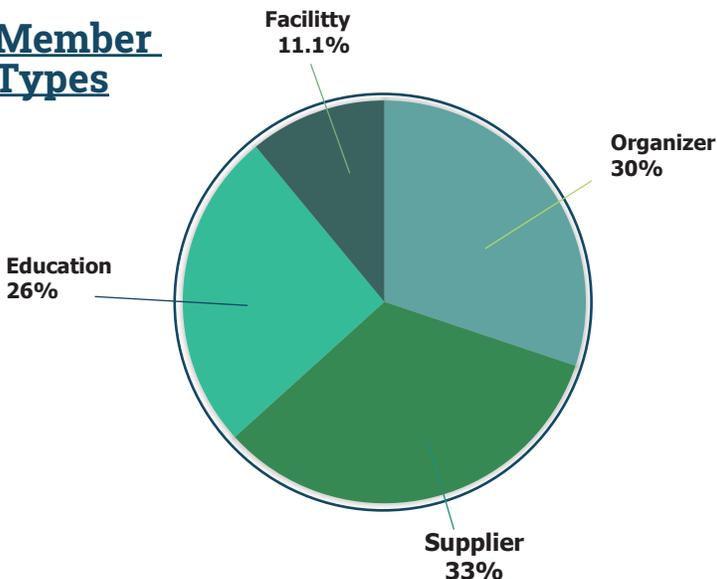
The IAE Southeastern Chapter is the second largest chapter within IAE, and we would not be able to provide valuable education, new solutions and networking opportunities without our sponsors. Being a sponsor of the Southeastern Chapter allows you to get in front of more than 1,250+ industry professionals!

**Top three states:**  
Florida – 37%  
Georgia – 31%  
North Carolina – 15%

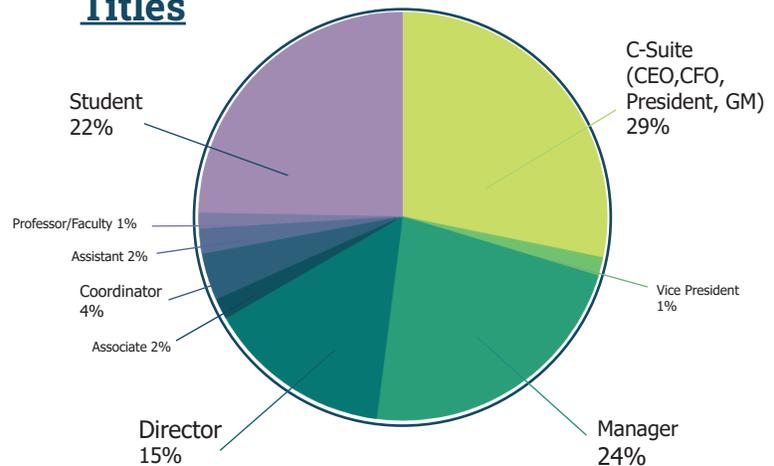


## Southeastern Chapter Breakdown (as of 5/24/2021)

### Member Types



### Job Titles



## The Southeastern Chapter Has Many Events Planned for 2021.

Take Advantage of the Following Great Opportunities to Connect with Our Members!



### February 25, 2021

Chapter Education Webinar: 2021 Exhibitions and Events  
Industry Recovery and Relaunch  
Virtual

### March 11, 2021

YP National Meetup  
Virtual

### April 22, 2021

Chapter Education Webinar: Best Practices in a Very Fluid  
Industry – brought to you by Louisville Tourism  
Virtual

### May 13, 2021

Chapter MP & YP Meetup  
Virtual

### June 2, 2021

Exhibitions Day & YP National Meetup  
Virtual

### July 22, 2021

30th Annual SE Education Classic  
Location: Atlanta Convention Center at AmericasMart

### September 2, 2021

Chapter Networking Event  
Location: TBD

### October 28, 2021

Chapter Education Luncheon: Technology Exchange  
Georgia World Congress Center, Atlanta, GA

### November 17, 2021

YP National Meetup  
Virtual

### December 1, 2021

Holiday Networking Luncheon (w/ PCMA SE & GA MPI)  
The Georgia Aquarium, Atlanta, GA

### December 7, 2021

Gritz Reception @ Expo! Expo!  
Philadelphia Convention Center, Philadelphia, PA

## SPONSORSHIP

There Are Many Reasons to Engage with the IAE Southeastern Chapter and Become a Sponsor!

- Build Brand Equity
- Drive New Sales Leads
- Enhance Existing Customer Relations
- Support the Southeastern Chapter
- Introduce and Test New Products and Services

### Many Thanks to Our Current & Previous Sponsors

Atlanta  
Convention  
Center  
at AmericasMart®



DIAMOND

GOLD

BRONZE

IN-KIND

# IAEE Southeastern Chapter Sponsorship Opportunities



## New Sponsor Special

### **\$3,000 (bundle & save \$450)**

Support the Southeastern Chapter and build your company's exposure by selecting this new sponsor package that lets you get in front of 1,450+ industry professionals!

#### **Benefits Include:**

- Introduction email to chapter members (via chapter e-blast) (\$500)
- 30-second video ad played as an introduction at one of four board meetings (\$500)
- Logo/banner ad on website and at the bottom of emails for three-months (\$1,500)
- Two complimentary registrations to the next chapter event (\$150)
- One social media "welcome" post from each active chapter account (Facebook, Twitter and LinkedIn) (\$300)
- One chapter website "welcome" post on the chapter blog/news page (\$500)

## Educational Luncheon Sponsor

### **\$2,000 (2 available; does not include the Holiday Luncheon)**

2021 Luncheon Events are scheduled for June 24 and October 28 (both are planned for in-person, with no virtual component). As one of the Chapters' education luncheon sponsors, your company receives unique opportunities to get in front of our membership, share your message, build brand awareness, publicize products and services, and network with industry leaders.

#### **Benefits Include:**

- Two-minute presentation about you and your company; how the two minutes is used is up to you - speak, show a video or PPT, or combination
- Company recognition as the luncheon sponsor onsite and in advance promotion through luncheon registration e-communications
- Two luncheon registrations
- Follow-up email to attendees via chapter e-blast (approximate registration ranges from 50-75 people)
- Option to provide a giveaway or promo item at each seat, and/or table decorations, at your cost
- If interested in theming the event, please contact IAEE for further details

## GRITZ Reception Sponsor

### **\$2,000 (3 available; in-person, with no planned virtual component)**

Help support the SE Chapter as we host the annual Chapter happy hour at IAEE's Expo!Expo! It is a wonderful opportunity to network with Chapter members and build brand awareness! The event typically lasts two hours with around 80 people attending.

#### **Benefits include:**

- Recognition as a GRITZ sponsor
- Welcome to all attendees (there will be no audio visual, so please plan accordingly)
- Logo recognition on table cards
- Recognition on all event advertising



## SE Classic Sponsorship Options

### **(limited availability – pricing below per event option) (in-person, with a virtual component)**

Support the SE Chapter and receive opportunities to build your company's exposure by selecting one of the Chapter's most well-attended events! Held annually in July, this is the SE Chapter's signature event.

#### **Event options include:**

- Lunch - \$2,000 (1 available)
- Breakfast - \$1,000 (1 available)
- Break - \$650 each (2 available)
- Speaker - \$1,000 (4 available)
- Meet & Greet - \$500 (1 available)
- In-Kind - Goody Bags, Transportation and Door Prizes (unlimited availability)

#### **Benefits include:**

- Recognition on event signage during the corresponding event
- Recognition on the SE Classic registration form (hard copy & e-version)
- Recognition on e-communications related to the event(s)

### Meet the Board

#### **\$1,000 (limited availability)**

Fifteen-minute networking meetings each, with four board members, choose from a list of influential IAEE SE Chapter leaders to introduce yourself (one-on-one video meetings), via chapter Zoom account.

### Survey the SE Chapter

#### **\$1,500 (4 available)**

The SE Chapter will send a 3-5 question survey from your company to the IAEE SE Chapter membership. There is no guarantee on the number of responses, but a link will be sent to all members.

### Build Your Own Customized Sponsorship

#### **\$ amount TBD (unlimited)**

Don't see the perfect opportunity listed here? Need to bundle features from different options? Put your organization/brand in front of the entire Southeast Chapter throughout 2021 with a Customized Sponsorship opportunity! We will work with you to design an opportunity, experience or event (virtual or in-person) specifically to fit your organization's needs. Budgets can be discussed. Let us work with you to determine how we can focus on the benefits the chapter offers which are most important to your organization. Creativity welcome!

### Meet & Greet

#### **\$500 (2 events available)**

Includes two Chapter Meetups (May 13/virtual and September 2/TBD) to welcome and network with attendees.

#### **Benefits Include:**

- Posting on SE Chapter website sponsor page
- In-advance promotion through meetup registration e-communications
- Two complimentary admissions to attend (virtual or in-person) the sponsored event(s). If interested in theming the event, please contact IAEE for further details.

### Chapter e-Communications

#### **\$500 (unlimited)**

The SE Chapter will post your company logo with a link to your company URL on all email communications to members for 3 months.

### Friends of the Chapter

#### **\$250 (unlimited)**

Purchase a \$250 Friends of the Chapter Sponsorship and your company's logo and URL will be posted and linked on the SE Chapter website for 12 months.

### In-Kind

#### **(unlimited)**

No budget, but want to support the chapter through sponsored services, items or other means? IAEE SE Chapter welcomes in-kind sponsorships.

### Monetary Contribution

#### **(any amount accepted)**

This option is for individuals/small companies that would like to show their support of the Chapter but are unable to participate through options listed above. Your monetary support is greatly appreciated. In exchange for whatever generous donation you can afford, your name and/or company name will be included on the website for 3 months.

### Holiday Networking Luncheon Sponsor

#### **More Details Coming Soon**

Held at the Georgia Aquarium, this special luncheon brings together three industry groups with an average attendance of around 400 people (pre-COVID number). The Southeastern Chapter is joined by the MPI Georgia Chapter and the PCMA Southeastern Chapter.

#### **Benefits Include:**

- Company recognition as the "IAEE SE Chapter holiday luncheon sponsor" on all SE Chapter e-communications and on the SE Chapter portion of the event PowerPoint
- Two holiday luncheon registrations
- Follow-up email to attendees via chapter e-blast (approximate registration ranges from 75 - 120 people registered through the IAEE SE Chapter)
- Option to provide a giveaway or promo item at each seat, and/or table decorations, at your cost

# 2021 IAEE Southeastern Chapter Sponsor Agreement

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Partner Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

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

**New Sponsor Special**  
\$3,000  
**Unlimited Availability**

**Meet & Greet**  
\$500  
**2 Available**

**Education Luncheon Sponsor**  
\$2,000  
**2 Available**

**Chapter e-Communications**  
\$500  
**Unlimited Available**

**Holiday Networking Luncheon Sponsor**  
**Details Coming Soon**

**Friends of the Chapter**  
\$250  
**Unlimited Availability**

**GRITZ Reception Sponsor**  
\$2,000  
**3 Available**

**Monetary Contribution**  
Any Amount Accepted  
**Unlimited**

**Build Your Own Customized Sponsorship**  
TBD  
**Unlimited**

**Meet the Board**  
\$1,000  
**Limited Availability**

**Survey the Chapter**  
\$1,500  
**4 Available**

**In-Kind**  
Please contact us to discuss  
**Unlimited**

**SE Classic Sponsorship**

\$1,000 (Breakfast) **1 Available**

\$2,000 (Lunch) **1 Available**

\$650 (Break) **2 Available**

\$1,000 (Speaker) **4 Available**

\$500 (Meet & Greet) **1 Available**

(In-Kind) **Unlimited Availability**



**Deadlines:**

Full payment is due within 30 days of agreement being received. Design, copy and logos provided by partner according to specifications.

**Terms:**

This agreement confirms the above Company will partner with IAEE Southeastern Chapter at the level(s) marked above with the benefits listed above. Benefits begin as soon as 7 days after receipt of agreement, company logo, etc. and continue for one year.



By signing this agreement, you are making a commitment in accordance with the corresponding rates. An emailed, signed copy of this Agreement is acceptable. Partner/Association are responsible for ensuring each other's compliance with the terms and deadlines contained herein. Payments should be made within 30 days of agreements being received. Payments are nonrefundable.

**An emailed, signed copy of this Agreement is acceptable.** Partner/Association are responsible for ensuring each other's compliance with the terms and deadlines contained herein. Payments should be made within 30 days of agreements being received. Payments are nonrefundable.

Partner/Association agrees that the IAEE SE Chapter's liability (if any), due to omissions or errors in such sponsor/marketing items, shall in no event exceed the amount of charges paid by Partner/Association for the listing or sponsorship/marketing item which was omitted or in which the error occurred.

**Payment in full is due within 30 days of commitment.**

Please indicate if you would prefer to pay via check or credit card. If paying by credit card, a link will be sent to you to complete your payment.

**Payment preference (circle one):**                      Check                      Credit Card

I have read and agree to the terms as set forth on this document, this day of \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

**Email this completed form to Alicia Gilbert, at [info@iaeese.org](mailto:info@iaeese.org). You will be invoiced for payment following receipt of your selections.**